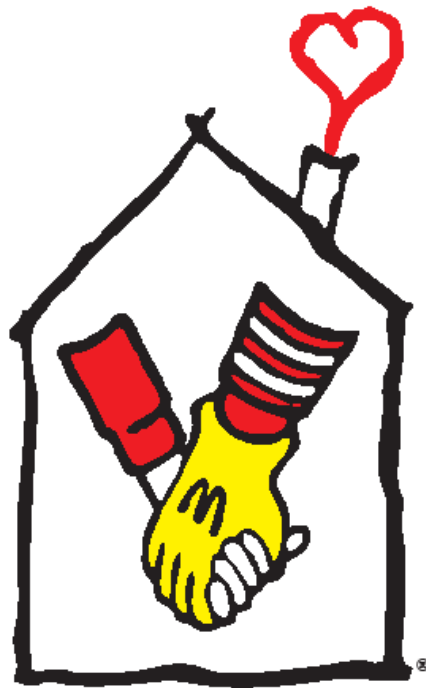


**Ronald McDonald House Charities®
of
Southwest Florida**



RONALD McDONALD
HOUSE CHARITIES

SOUTHWEST FLORIDA

**Grant Guidelines
And
Application**

RONALD MCDONALD HOUSE CHARITIES®
OF SOUTHWEST FLORIDA
16100 ROSERUSH COURT
FORT MYERS, FL 33908
239-437-0202

GRANT APPLICATION GUIDELINES

Thank you for your interest in Ronald McDonald House Charities® of Southwest Florida. The enclosed brochure will provide you with a brief introduction to RMHC, our policies, guidelines and a list of specific information we will need in order to review your proposal.

The following information should accompany your application form:

- A one or two page cover letter on your stationary, signed by a senior management official, briefly outlining your proposal.
- A copy of the Internal Revenue Service ruling of the organization's tax exempt status under section 501(C)(3).
- A donor's list, showing all private, corporate and foundation support during the past 12 months.
- A detailed budget specifically outlining the amount of funds you are requesting from RMHC.
- A copy of the most recent audited financial statements.

Answer the grant application headings in paragraph form. If you believe more information is needed, you may submit two additional pages in narrative form to further explain your proposal. For example, this might include medical details for requesting funds to begin or continue research. Please do not submit handwritten proposals.

NOTE: We will NOT give consideration to requests for funding towards salaries, administrative or operating expenses of any kind. Also, we do not provide funding that is for individual use. We focus on non-profit organizations whose project directly impacts a wide number of Southwest Florida children 18 years and under, in some or all of our five county region.

Please DO NOT send videotapes, magazine articles, books or other collateral material at this time. A RMHC representative will contact you if more information is needed.

HISTORY

In 1974, at the Children's Hospital of Philadelphia, a little girl by the name of Kim Hill was admitted and diagnosed with Leukemia. Her parents found themselves sleeping on hospital chairs and benches; they ate food from vending machines and went without bathing.

Kim's father, Ken Hill, played football for the Philadelphia Eagles. He enlisted his teammates to help raise funds to help other families experiencing the same emotional and financial traumas that the Hills knew all too well. Through the Eagles General Manager, Jim Murray, the team offered its support to Dr. Audrey Evans, Head of Pediatric Oncology. It was Dr. Evan's dream to have a house that could serve as a temporary residence for families of children being treated at her hospital. Thus, the first Ronald McDonald House.

A unique partnership was formed between the football team, the hospital and McDonalds. No one could have imagined the impact this idea would have.

MISSION

Ronald McDonald House Charities of Southwest Florida, Inc. supports programs that directly improve the health and well being of children, making an immediate and positive impact on as many children as possible. This will be accomplished by supporting the Ronald McDonald House® of Southwest Florida, the Ronald McDonald Care Mobile® of Collier County and grants to deserving children's charities in the five county region (Charlotte, Collier, Glades, Hendry and Lee) served by our charity.

The Ronald McDonald House Charities® of Southwest Florida awards grants to non-profit organizations which serve children in the areas of: health and medical research; social and civic concerns; and education and the arts. The Ronald McDonald House Charities® of Southwest Florida only funds programs that improve the "quality of life" of all children.

FUNDING CONSIDERATIONS

The Ronald McDonald House Charities® of Southwest Florida does not award multi-year grants. Grants are limited to one per twelve (12) months cycle to applicants that are awarded grants. If your grant is rejected, you may re-apply within one year. Grant awards normally range from \$500 to \$10,000.

INTERESTS

The Ronald McDonald House Charities® of Southwest Florida is interested in programs that:

- **Directly serve children in our five county region. If the program involves adults with children, please call us at 239-437-0202 to discuss applicability.**
- **Offer clear goals and objectives**
- **Display consistent and effective management and a broad base of funding support.**
- **Reach out to multiple communities in our five county region, in an attempt to serve as many children as possible.**
- **Promote collaborative efforts between non-profit organizations.**
- **Request funds for tangible expenses, i.e. equipment that can be used from year to year.**

RESTRICTIONS

The Ronald McDonald House Charities® of Southwest Florida will not provide support for the following types of organizations or projects:

- **General advertising or fundraising drives.**
- **Partisan, political or denominational projects.**
- **General and administrative costs.**
- **Intermediary funding agencies.**
- **Endowment campaigns.**
- **Ongoing salaries or travel expenses.**
- **Requests that are not in writing.**
- **Public or private schools unless they have a 501(C)(3) designation.**

HEALTH & MEDICAL RESEARCH

- Requests for pharmaceutical research projects will not be considered.

EDUCATION & THE ARTS

- **Proposals should be geared toward children and their families who have special needs including, but not limited to, medical, developmental, and socioeconomic factors. Questions regarding applicability should be directed to 239-437-0202.**
- **The Ronald McDonald House Charities® of Southwest Florida is interested in education and arts projects that provide hands-on learning.**
- **Funding for computer equipment is limited and is determined on a case by case basis.**
- **Arts organizations must have been operating for at least one year before a proposal may be submitted.**
- **Day care projects will be held to a high level of scrutiny. All requesting organizations must be licensed by the state.**
- **Public or private school projects will not be funded. However, if a project is housed at a school or is a joint project with an unaffiliated non-profit organization, it may be considered. (Parent Teacher organizations are considered affiliated.)**
- **All arts proposals must include an educational or therapeutic component. An educational component is defined as: some portion of the program is designed to provide a direct learning experience and corresponding skill development, and an evaluation method that describes how the skill will be measured. A therapeutic component is defined as: some portion of the program provides hands-on methods that allow children and/or parents to express themselves and/or resolve conflict in a positive manner.**
- **The Ronald McDonald House Charities® of Southwest Florida does not fund art exhibits, displays, murals, fairs, festivals or seasonal projects.**

APPLICATION PROCESS

1. **Applications may be submitted directly to the Ronald McDonald House Charities® of Southwest Florida.**
2. **Once your application is received at the Ronald McDonald House Charities® of Southwest Florida office, an acknowledgement will be sent to you.**
3. **The application is reviewed for completeness.**
4. **A Ronald McDonald House Charities® of Southwest Florida representative will conduct a site visit, if necessary.**
5. **The Ronald McDonald House Charities® of Southwest Florida Grants Committee reviews applications and makes a recommendation for Board approval.**
6. **A decision letter is sent to you.**
7. **Funded projects will be evaluated upon completion. Another site visit may be required.**

DEADLINES

Grant applications are reviewed quarterly. Deadlines for applications are scheduled approximately forty-five (45) days before Grants Committee meetings to allow for site visits and a complete evaluation. Grants are awarded as funds are made available. At any meeting, grant applications may be tabled due to insufficient information and/or lack of funds.

1st Quarter Deadline November 30

2nd Quarter Deadline February 28

3rd Quarter Deadline May 31

4th Quarter Deadline August 31

**RONALD MCDONALD HOUSE CHARITIES® of SOUTHWEST FLORIDA
GRANT APPLICATION FORM**

1. Organization

Name of Organization: _____

Project Title: _____

Address: _____

City: _____

Telephone Number: _____

Contact: _____

Title: _____

Specific amount requested from RMHC: \$ _____

REMEMBER! Please include your organization's latest audited financial statement and a letter from the IRS stating your tax exempt status.

How did you hear about the Ronald McDonald House Charities® of Southwest Florida Grants Program?

___ Web site

___ Brochure

___ Print Media

___ McDonald's Owner/Operator

If so, whom _____

___ Other

Have you ever received monies from RMHC and/or McDonald's Corporation? _____

If so, when and how was it used?

Note: If you have received funding from RMHC previously, you must wait at least one full year from the time you were awarded the grant until you submit another request.

2. Budget

Specific amount requested from RMHC: \$ _____

Include: Itemized budget for this project and total program, your current sources of income and expenses, a balance sheet for the past year and contributions from other institutions or organizations, if any.

3. Target Population

Please summarize your target population in measurable terms.

- Who is your primary audience?
- How many do you serve?
- Age range of participants?
- Where is the program offered?
- Geographic range of your organization (must be within our five county region)?

For statistical purposes only, please note the percentage of children who fall into the following demographics:

_____ % African-American	_____ % Hispanic-American
_____ % Native-American	_____ % Asian-American/Pacific Islander
_____ % Caucasian	_____ Other

4. History

Please provide us with a brief history of your organization.

5. Summary

Please provide a concise description of the need or problem to be addressed. Include the overall goals and purposes of your organization, the specific purpose of the funds and how the objectives will be accomplished.

6. Evaluation

How will you determine the impact of this project? Explain the methods of evaluation.