



REQUEST FOR CORPORATE CONTRIBUTION APPLICATION GUIDELINES

I. Cover Letter /Executive Summary (maximum of 2 pages)

Include an **executive summary/cover letter** on organization's letterhead that contains the following information:

- A. Application date
- B. Brief organizational history and recent accomplishments
- C. Brief explanation of the purpose of the request and the dollar amount requested.
- D. Brief summary of how organization's proposal fits with CareFirst's mission and grant making interests.
- E. General information about organization:
 1. contact person's name
 2. title
 3. daytime telephone number and fax number,
 4. e-mail address
 5. organization's web-site address.
- F. Letter must be signed by the organization's Executive Director

II. Proposal Narrative (maximum of 6 pages)

The following outline is a guide to the key information to be provided within the proposal narrative. Use the guide as appropriate for your organization's request.

A. Organizational Background

1. Provide one to two paragraphs that succinctly describe the organization's history, mission and goals.

B. Purpose of Request and Anticipated Results

1. State the issue or need to be addressed, describe the size and/or severity of the issue or need, and explain the evidence regarding this issue or need. If applicable, provide demographic and geographic information regarding the community or population benefiting from or served by the request.
2. Describe the program or project. For new programs, describe how the program model was developed. For ongoing programs, describe the program's track record.
3. Discuss the anticipated results (outputs and/or outcomes) for the request. Explain how the activities directly and/or indirectly address the issue or need and support achievement of these results.
 - For general support requests, describe how the request will enhance organizational capacity, sustainability, and/or the achievement of measurable results for the organization
4. Indicate what process and/or impact information will be collected to measure and demonstrate success.
 - For general operating support requests, please describe how your organization assesses its overall success and effectiveness.

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5. If applicable, provide a timeline for implementing the request.

C. Organizational Capacity

1. Describe the organization's ability to implement the request or explain the organizational limitations that funding will address. Include information on the following, as applicable to the request:
 - a. Explain how this proposal relates to the organization's mission, goals and/or strategic plan, and other activities planned for this year.
 - b. Describe how the request will enable the organization to build its capacity, address current limitations, or improve its ability to meet program or organizational goals.
 - c. Describe the organization's current programs and activities, track record, related program or organizational accomplishments, accreditation, awards, or other strengths that enhance capacity or sustainability.
 - d. Describe the organizational structure and board/staff responsibilities. List the names, qualifications, and number of years in their position for key staff and/or volunteers relevant to the current request.
 - e. Indicate links with other organizations doing similar work in your geographic area or on the same issue.
 - f. Describe the organization's relationship with stakeholders, such as community residents, clients, staff, board members, or other constituents.
 - g. Indicate organization affiliation with federated funds or public agencies.

III. Attachments

The following attachments are required:

A. Finances

1. Financial statements from the two most recently completed years, audited if available. Explain any significant changes in the budget (percent increase or decrease) that may have occurred during this time. Provide a copy of the organization's most recent IRS Form 990 tax return if audited financials are not available.
2. Organization budget for current year, including income and expenses. You may supply the organization's budget as currently prepared or use the format attached.
3. Program budget that includes income, expenses and pending sources of support. You may supply the budget as currently prepared plus pending support or use the format attached.
4. If applicable, provide a short narrative that explains anticipated sources of support, planned fundraising campaigns or events, significant changes in the organization's operating budget, or other financial line items that may be unclear.

B. Board of Directors

1. List the board members, responsibilities and affiliations. Describe the board's financial support of the organization (percent contributing and amount contributed) for the most recently completed fiscal year.
2. Describe the criteria for selecting board members.



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C. Other

1. A copy of the organization's current IRS determination letter (or the fiscal agent's) indicating 501(c)(3) tax-exempt status.
2. A copy of the organization's registration with the Charitable Organization Division of the Office of the Secretary of State for the State of Maryland, or indicate the reason for exemption.
3. Copy of the organization's most recent annual report (if available).
4. If this request includes partner organizations, please provide a copy of a Memorandum of Understanding or a description of the roles and responsibilities for each organization that is signed by all parties.
5. Optional attachments may also include letters of support and recent newspaper/magazine articles. (Please use discretion in limiting additional attachments.)

Applications are accepted throughout the calendar year and may be mailed to:

**Community Relations Department
Attn: Incoming Requests
CareFirst BlueCross BlueShield
10455 Mill Run Circle
Owings Mills, MD 21117**

Inquiries can be directed via email to: community.relations@carefirst.com

**You will be notified via postcard when your grant has been received.
Decisions are rendered in approximately 4-6 weeks, but CareFirst reserves the
right to take up to 12 weeks for requests over \$50,000.**

***NOTE: For event sponsorship requests, CareFirst will gladly accept a cover letter
and a standard sponsorship package in lieu of a completed grant application***