

Dear Applicant:

Thank you for your interest in the Ronald McDonald House Charities grant procedure. Please find enclosed the National Grant Application with procedures as well as local summary form to be completed for your request.

The grant review process takes place quarterly.

Send the aforementioned information to the attention of:

Ronald McDonald House Charities of Norfolk
Michael Custer, Chairman, Grants Committee
404 Colley Avenue
Norfolk, VA 23507

Please feel free to contact the Ronald McDonald House at 757-627-5386 with any questions.

Sincerely,

Michael Custer

Message From The President

A message from RMHC's President...

McDonald's founder, Ray A. Kroc, taught his family to share its success with others, a philosophy which has characterized McDonald's communities since 1955. The establishment of Ronald McDonald House Charities (RMHC) in Ray's memory confirmed our commitment to children everywhere.

RMHC's mission is to help as many children as possible in communities around the world by providing comfort and care to children and families by making grants to non-profit children's programs, including the Ronald McDonald House. We provide grants to not-for-profit organizations whose programs help children reach their fullest potential in two distinct areas:

- Healthcare and Medical Research, including Ronald McDonald House
- Education and Social Responsibility

In 1997, National RMHC changed its focus of funding to programs/projects with national and/or global emphasis, and began referring community-based requests to our network of local RMHC Chapters for consideration. These guidelines are provided to help your organization prepare a successful grant application. Please study it carefully and include with your proposal all the information requested. Due to the large number of requests we receive, incomplete proposals will not be reviewed by the RMHC Board of Trustees. Also, although your organization may send a completed application, we cannot fund all programs. (Therefore, as good as a project might be, it could be declined.)

Keep in mind as you read these guidelines that they are just that: guidelines. Some of our most visionary projects might never have been funded had these guidelines been interpreted as rules. The success of our mission depends upon the success of our partnerships with organizations like yours.

Ken Barun
President

Funding Considerations

Funding considerations:

To be considered for funding, a children's organization must be designated as not-for-profit 501 (c) (3) and tax-exempt as defined under IRS codes.

Ronald McDonald House Charities (RMHC) Board of Trustees is most interested in organizations that have:

- A program that directly benefits children (ages 0-18 years)
- Consistent and effective management
- Clear goals and objectives
- A broad base of funding support
- A demonstrated ability to respond to the needs of specific groups of children in a manner that yields measurable results
- A specific program they are seeking to fund

RMHC does not fund:

- Advertising or fundraising drives
- Partisan, political or denominational programs
- Ongoing general and administrative costs
- Intermediary funding agencies
- Endowment campaigns
- Ongoing salaries or travel expenses
- Requests that are not in writing

Please address all correspondence to:

Ronald McDonald House Charities
Attn: Executive Director
404 Colley Avenue
Norfolk, VA 23507
(757) 627-5386

Checklist

**RONALD McDONALD HOUSE CHARITIES
CHECKLIST**

(Include this checklist with your application)

- _____ **COVER LETTER**

- _____ **COMPLETED GRANT APPLICATION FORM**

- _____ **McDONALD'S OR LOCAL RMHC ENDORSEMENT (If applicable)**

- _____ **IRS 501 (C) (3) DETERMINATION LETTER**

- _____ **BUDGET AND FINANCIAL STATEMENTS**
 - Operating Budget**
 - Specific Project Budget**
 - Balance Sheet**
 - Audited Financial Statements and/or latest 990**

- _____ **PAST DONOR INFORMATION**

- _____ **LIST OF BOARD OF DIRECTORS, OR BOARD OF TRUSTEES**

- _____ **FOLLOW-UP REPORT FROM PREVIOUSLY AWARDED GRANT (if applicable)**

Type directly on the application, single space and single-side pages only. You may duplicate the application on your computer; however, it must follow the same layout as our application, page for page. Use standard black type that can be photocopied. Draw all graphs, diagrams, tables and charts in black ink. Do not include any items that cannot be photocopied. When submitting your request for funding, you must include two copies of the grant application and two copies of each of the required items on the checklist.

MAKE SURE ALL INFORMATION REQUESTED ON THE GRANT APPLICATION IS FILLED IN COMPLETELY! IF ANY OF THE ITEMS REQUIRED ARE NOT INCLUDED, YOUR APPLICATION WILL BE CONSIDERED INCOMPLETE AND THE REVIEW WILL BE DELAYED (UNTIL MISSING PIECES ARE SUBMITTED) OR DECLINED.

GRANT REQUEST SUMMARY SHEET

Title of Program: _____

Program Mission: _____

Average age of Children Affected: _____

Number of Children Served: _____

Location of Programs: _____

Amount of Previous Grant: _____

Current Grant Request: _____

Program Impact: _____

Other Funding: _____

(include source and amount) _____

Program Directors Name: _____

Phone Number: _____

RMHC Recognition: _____

Proposed Expenditures: _____

**RONALD McDONALD HOUSE CHARITIES
GRANT APPLICATION FORM
PAGE ONE**

- A. **NAME OF ORGANIZATION** _____
- B. **PROJECT TITLE** _____
- C. **MAILING ADDRESS** _____

CITY/STATE/ZIP _____
TELEPHONE (Include Area Code) _____
FAX (Include Area Code) _____
- D. **PROGRAM DIRECTOR** _____
- E. **SPECIFIC AMOUNT REQUESTED FROM RMHC** \$ _____

(Please include all budget information as an addendum to the application. If it is not included, your application will not be reviewed).

- F. **McDONALD'S OR LOCAL CHAPTER OF RMHC ENDORSEMENT:**
- ENDORSEMENT CONTACT NAME** _____
- TITLE/POSITION** _____
- ADDRESS** _____

- CITY/STATE/ZIP** _____
- TELEPHONE (Include Area Code)** _____

To what extent have you worked with this Contact?

**RONALD McDONALD HOUSE CHARITIES
GRANT APPLICATION FORM
PAGE TWO**

G. TARGET POPULATION

Please summarize your target population in measurable terms, including who the audience is, how many will be served, age of participants, their nationality, and the number and percentage who fall into ethnic groups (i.e., African-American, Hispanic).

H. ORGANIZATION BACKGROUND AND SIGNIFICANCE
Briefly describe the background of your organization.

**RONALD McDONALD HOUSE CHARITIES
GRANT APPLICATION FORM
PAGE THREE**

I. OBJECTIVES AND AIMS

State the broad, long-term objectives and describe concisely what the program in this application is intended to accomplish.

J. DESCRIPTION OF PROJECT

Provide a concise description of the need or problem to be addressed, the specific purpose of the funds requested and what is unique about your program/project.

K. EVALUATION

Indicate how your organization will evaluate the program, if funded, i.e., survey, questionnaire, test results, etc.

Follow-up Report

RONALD McDONALD HOUSE CHARITIES FOLLOW-UP REPORT

(Required within one year of date award granted)

If your proposal is approved, you will be required to address the following questions 30 days after your program has been completed. This allows Ronald McDonald House Charities to ensure its grants are used to their full potential.

1. Has the need you identified been met or the problem solved? Please include updated information about the project (number of people served, new programs or opportunities, etc.)
2. Did the project follow the objectives outlined in your initial proposal? If not, why?
3. Has the project been modified since the proposal was submitted to RMHC?
4. Have there been major changes in the timetables for project development, implementation and completion? What were the reasons for such changes?
5. Have the personnel involved in the project proven to be adequate in numbers and qualifications? Has additional staff or staff with different qualifications been required?
6. Have any plans for cooperation with other institutions or groups been implemented successfully? If not, what have been the reasons?
7. What have been your methods of evaluating the success of this project?
8. What was the impact of the project on your organization and on those people it was designed to serve? Has the project led to the development of similar projects in other organizations?
9. Include a complete financial reporting of the grant.
10. Did this grant really make a difference in the lives of children?
11. Describe the impact this grant made in the lives of children.