THE BARRA FOUNDATION

Information Requested in the Letter of Inquiry

Below are the questions you will be asked when submitting a Letter of Inquiry (LOI). We are providing information in this format for reference only. As specified on our website, LOIs must be submitted using our online process.

Questions Requesting Organization Information
- Organization name
- Tax Identification Number
- Project Name
- Amount Requested
- Annual Budget
    - Enter the total amount of your organization's current annual operating budget. If you have a fiscal sponsor, provide your organization's budget, not the fiscal sponsor's budget.
- Year Organization was Founded
    - If you have a fiscal sponsor, provide the year for your organization, not the fiscal sponsor's.
- Number of Individuals Served
    - Enter the number of individuals to be served by the proposed project. If this does not apply to your project, enter N/A.
- County or Counties Served by Project
- Interest Areas
    - Select all of the Barra areas of interest that apply to this project.

Questions Regarding Proposed Project
The Letter of Inquiry (LOI) is an opportunity for you to tell us about your project. We would like to learn about your idea and why it is new, different, better and significant. Think of this LOI as a pitch. It doesn't have to give us every detail, but it should clearly and concisely communicate the most critical points. Please refer to the *Catalyst Fund Guidelines* and *Tips for Applying* to learn more about what we consider when reviewing LOIs.

Question 1: Identify the problem or opportunity you seek to address.
The focus of your proposed work should be something that is clearly defined and can be addressed through this project. Please be as specific as possible when describing the problem or opportunity. (Character limit: 2,000)

Question 2: Describe your proposed project.
Tell us about the project and how it will address the problem or opportunity you described in Question 1 in an innovative way. In other words, how is the work being done now and how is the proposed approach new, different, better and significant? Be clear about how this project differs from existing or past approaches. You may wish to revisit the Catalyst Fund Guidelines when considering this question. (Character limit: 4,000)

Updated as of January 1, 2015

Question 3: Explain why now is the right time to undertake this project.
For example, is there new research, technology, leadership or partnership opportunity that makes this a good time to pursue this idea? What is spurring you to do this work now? (Character limit: 2,000)

Question 4: Tell us about the results you seek from this project. (Character limit: 750)

Timeline
Approximately how long will it take to complete your project? When would the project begin and end? (Character limit: 300)

Project Budget
Please attach the complete budget for your project.

Your budget should be broken down by line item, by year (if multi-year funding is requested). If funds have been raised or requested from other sources, please provide this information. (File size limit: 25 MB)

Updated as of January 1, 2015

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Information Requested in the Application

If invited to submit an Application after we review your LOI, below are the questions you will be asked in the Application. We are providing information in this format for reference only. As with LOIs, Applications must be submitted using our online process.

Questions Requesting Organization Information
- Organization Background
  - Provide a brief statement of your organization's purpose or mission. (Character limit: 1,000)
  - What is your organization's target population(s)? (Character limit: 250)
  - Please attach a list of the members of your Board of Directors. (File size limit: 5 MB)

Questions Regarding Proposed Project

Question 1: Problem or Opportunity
In the LOI, you submitted a brief description of the problem or opportunity that the project seeks to address. If you have additional information that helps us to better understand the specific problem or opportunity, and why this is an opportune time, please include it here. If your LOI provided the information we need to understand the problem or opportunity, you may skip this question and enter "See LOI." (Character limit: 3,000)

Question 2: Project Description
In the LOI you briefly described your project. Please expand on the information previously provided by giving us a more complete overview of the project. For example: How will it work? Who will be served? Who will be involved in the project design or implementation? What resources do you need? (Character limit: 6,000)

Question 2b: If you plan to use consultants, please tell about the consultants you've considered and attach a scope of work from your preferred consultant. (Character limit: 1,000/File size limit: 10 MB)

Question 3: Origin of the Idea
Where did your idea for the proposed project come from? Tell us about how you came up with the proposed approach to address the identified problem or opportunity. Was it an "a-ha" moment; a brainstorming session with colleagues; did you conduct research; try something else that did not work; talk to others within or outside of your field who have done similar work? (Character limit: 1,000)

Question 4: New and Different
Tell us how this approach is new and different from existing or past solutions. Why do you think this approach has the potential to be more effective than existing or past solutions? (Character limit: 3,000)

Updated as of January 1, 2015

Question 4b
To your knowledge, is anyone either in the region or elsewhere doing the same or similar work to what you are proposing? If so, tell us who and describe how your approach is different from theirs. (Character limit: 3,000)

Question 5: Better
How will you know if your approach is better than existing or past solutions? How you will measure your results? Can you evaluate the work on your own or do you need outside assistance? (Character limit: 2,000).

Question 5b. (Optional) If you propose bringing an idea to the region that is in place elsewhere, why do think this approach will work here? (Character limit: 1,500)

Question 6: Significant
No matter how large or small your idea is, we are interested in ideas that have the potential to inform how others think and/or do their work. What potential does it have to catalyze change? If we look ahead three, five or ten years from now, what would you like the result of this work to be? Did it change the conversation or inform others? (Character limit: 2,000)

Question 7: Learning
Whether they are successes, failures or changes made along the way, there is value in sharing lessons learned with others. How will you share your findings or lessons learned and who will you share them with? (Character limit: 1,000)

Question 8: Risk
What risks do you see to achieving your goals? What are the limitations of the idea? How do you plan to manage the risks and address potential limitations? (Character limit: 2,000)

Question 9: Leadership
Tell us about the strengths you bring to this work. We want to understand your capacity to bring this idea to fruition and why yours is the right organization for this undertaking. This might include: unique aspects of your organization; the qualifications of your staff, board and/or consultants; your partners generally or for this work specifically; your funders or other supporters; your knowledge of the field; or, your collaborations or knowledge sharing with organizations beyond the Greater Philadelphia region. (Character limit: 2,000)

Question 10: The Future
Should your idea work, how do you plan to support it in the future? We are particularly interested in your plan for obtaining the financial support or revenue needed if this work will be ongoing. In addition, what non-financial resources will you need to reach your goal (e.g., stakeholder participation, technical assistance, referrals to resources, etc.) and how will you obtain these resources? (Character limit: 1,000)

Project Budget
Please attach the complete budget for your project. Your budget should be broken down by line item and by year (if multi-year funding is requested). If funds have been raised or requested

from other sources, please provide this information. (Character limit: 1,000/File size limit: 5 MB)

Timeline
Provide the estimated start and end dates for your project. (Character limit: 250)

Additional Materials (optional)
If you would like to include other, pertinent information related to your project with your application, please describe them briefly and attach them here. (Character limit: 2,000/File size limit: 5 MB)