

2020 Catalyst Fund

The Barra Foundation

Section 1: Instructions

Barra is focused on innovative approaches that address existing or emerging problems and opportunities. The Letter of Inquiry (LOI) is an opportunity for you to tell us about your approach. We would like to learn about your idea and how this experiment represents a break from existing practice that can influence others. 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. If we think your idea has the potential for Catalyst Fund support, we will contact you to learn more.

Please refer to the Catalyst Fund Guidelines and Tips for Applying to learn more about what we consider when reviewing LOIs.

Section 2: Required Information

Year organization was founded*

If you have a fiscal sponsor, please provide the year for your organization, not the fiscal sponsor.

Character Limit: 4

Organization's 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.

Character Limit: 20

Project Name*

Character Limit: 100

Amount Requested*

Character Limit: 20

Grant Duration*

Tell us how many months of funding you are requesting.

Character Limit: 250

County or Counties Served by Project*

Select all of the counties that will be served by the proposed project.

Choices

Bucks
Chester
Delaware
Montgomery
Philadelphia
Other

Area(s) of Interest*

Please choose your primary interest area from the pull down menu. If your idea relates to additional interest areas, please check the applicable boxes below.

Choices

Arts & Culture
Education
Health
Human Services

Choices

Arts & Culture
Education
Health
Human Services
n/a

Budget

The project budget should provide a good sense of how much is needed for the proposed work and sources of funding beyond what you are requesting from The Barra Foundation. The project budget does not need to be final for the LOI. We understand that budgets evolve as projects take shape. *Note:* If you are providing a proposal previously submitted to another funder in Section 3 and it contains a budget, you do not need to attach the budget here.

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. The document may be in Word, Excel or PDF.

File Size Limit: 3 MB

Section 3: Tell Us About Your Idea

When submitting an LOI, keep in mind that at the LOI stage, we are just trying to determine if the proposed idea meets the Catalyst Fund's innovation criteria.

Tell us about your idea by choosing one of the following options: (A) attaching a proposal that was previously submitted to another funder; (B) attaching a brief video; or (C) filling out the

form below. If attaching a proposal or video, review the questions under Option C to make sure your materials provide the information we need to consider your idea.

Option A

Attach a proposal that was previously submitted to another funder. Please limit your submission to no more than five pages of narrative or nine pages total if you are including budget materials. The document may be in Word or PDF.

File Size Limit: 2 MB

Option B

If you would like to submit a video describing your idea, please provide a URL link to your video in the field below. Please do not submit videos longer than 10 minutes. Unfortunately we cannot accept video files directly due to file size limitations in Foundant.

Character Limit: 2000

Option C

Respond to the following questions.

Question 1. Tell us about your idea.

We are looking for early stage approaches that are unexpected, bold and unorthodox, that can change the conversation, and inspire and inform others. Provide a brief explanation of how the work is being done now by you or others and how the proposed approach is different. From the LOI we are trying to understand if your idea stands out as an innovative approach, so give us your best elevator pitch.

Character Limit: 2000

Question 2. How do you plan to test and implement your idea?

Share a brief summary of your plan to test this idea.

Character Limit: 2000

Question 3: Why is now the right time to do this?

Explain why now and why yours is the right organization to undertake this work. 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: 2000

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Project Name*

Name of Project

Character Limit: 100

Amount Requested*

Amount Requested

Character Limit: 20

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.

Character Limit: 20

Number of Individuals Served - Project*

Enter the number of individuals to be served by the proposed project. If this does not apply to your project, enter N/A.

Character Limit: 20

Interest Areas*

Select all of the Barra areas of interest that apply to this project.

Choices

Arts & Culture

Education

Health

Human Services

None

Organization Background*

a. Provide a brief statement of your organization's purpose or mission.

Character Limit: 1000

b. What is your organization's target population(s)?*

Character Limit: 250

c. Please attach a list of the members of your Board of Directors.*

File Size Limit: 5 MB

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 all of the information we need to understand the problem or opportunity, you may skip this question and enter "See LOI."

Character Limit: 3000

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: 6000

Question 2b (optional)

If you plan to use consultants, tell about the consultants you've considered and attach a scope of work from your preferred consultant.

Character Limit: 1000 | 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: 1000

Question 4: New and Different*

Tell us how this approach is new and different from existing or past solutions. Why do you think your approach has the potential to be more effective than existing or past solutions?

Character Limit: 3000

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: 3000

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: 2000

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: 1500

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: 2000

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: 1000

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: 2000

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: 2000

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: 1000

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: 1000 | 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: 2000 | File Size Limit: 5 MB