



HOW TO WRITE YOUR PROGRAM NARRATIVE

Use headings 1-3 when creating your program narrative. Content under each heading can be formatted to fit the needs of your application. If you prefer not to use this format, be sure each question below is addressed within the application.

1. Organizational/Applicant Background (one page):

- a. Describe your organization's purpose and history.
- b. Explain the community or people within the community you serve and how you serve them.
- c. Is your organization affiliated with any other organizations? If so, please explain which ones and how.
- d. Are there other Saginaw County organizations that provide the same or similar activities? If so, who and what are they? How is your organization similar to others and what makes your organization different?

2. Personnel (one page):

- a. List name and contact information of board members, staff and/or affiliates, and/or associated with the applicant.
- b. Who are the key players in organizing this specific project? List names and qualifications.
- c. What additional staff, consultants, and/or outside resources will be required pertaining to this specific project? Explain.

3. Statement of Project (no more than 5 pages):

- a. **Project:** What is the project you want to accomplish? Is this a new project or are you expanding upon an existing project? Explain. Who are the key players in this project?
- b. **Impact/Purpose:** Why is this project necessary and what is its purpose? What needs does this project address? What projects of this type already exist and where are they located? How is this project different from others that have been created in the past? Overall, how will this project impact the community?
- c. **Location:** Detail the location of the project and the community around it. Support this with geographic and census data relevant to the project.
- d. **Community:** Explain who will be directly and indirectly impacted in the community by this project. How will this project influence those in the community? What are the demographics of the area?
- e. **Collaboration:** Explain what collaborative efforts have been made, with whom/what and to what degree, whether it is consulting, manpower and/or financial support. List people and organizations within the community that you have built or are building relationships with and in what way. What other people, business, organizations, associations, etc., are you working with to improve the community?
- f. **Implementation/Timeline:** How will the applicant successfully complete the project and what is the timeline? Explain how people and organizations play a role in the success of this project.
Note: Project must be complete by June 1, 2020.
- g. **Future Plans:**
 - i. Scenario #1: What would your project look like if granted \$25,000?
 - ii. Scenario #2: How would your project change if funded \$55,000?
 - iii. Scenario #3: If your organization had access to unlimited funding for your community, how would your project vision expand and further your impact?
- h. **Sustainability:** What is the anticipated lifetime of this project? How do you plan to maintain the proposed project in 5 years, 15 years, 25 years? Is additional funding necessary and what are the plans for securing those funds?
- i. **Evaluation:** Describe how you plan to assess and measure your project's success.