General Instructions

1. **The Application MUST BE COMPLETED IN A SINGLE SITTING.** In other words, there is no opportunity to start, save, and return to finish your application. For this reason, we suggest
   a. Completing and compiling your answers to all of the questions set forth on the pages below, in a word document (or a word processing format of your choice);
   b. Assembling all the necessary attachments; and then
   c. Cutting and pasting your answers into the appropriate sections of the online application form, and uploading all necessary attachments in one sitting.

2. **Text Answers.** For paragraph answers, a short description on the type of information to be included appears next to the answer box for many (but not all) questions when that question is highlighted. The word allowance and a word counter are found below the answer box. To assist in preparing the answers ahead of time, the same question description and allowance are found in Section II below.

3. **Uploading documents.** When asked to upload a document there will be a ‘browse’ button next to the answer box that will allow you to search your computer system for the appropriate document. Please ensure that the computer used to fill out the application form has all the necessary attachments obtainable through this ‘browse’ function. All documents uploaded should be in pdf format.

4. **On completion of the online application, applicants will receive a confirmation email.**

5. **Dates and Times.** Applications will be accepted until June 30, 2012 at 5 PM (EST).

6. **Teleconference Call.** AFGG will host a one-hour conference call at Noon (EST) on June 11, 2012, for any questions applicants might have regarding the RFP and the online application process. Advance registration for the call (accessible through the AFGG Innovation Fund Web Page) is required. Questions should be posed in writing by 5pm (EST) on June 7, 2012, at the same place as registration for the call. The list of questions raised will be circulated to all those registered no less than 24 hours before the call, together with relevant call-in information. Questions submitted after June 7, including those raised during the call, will be addressed on the call if time permits. Responses to questions not answered on the call will be addressed in a subsequent distribution.
7. **Qualified Organizations.** Before beginning the Application, please review the required characteristics of eligible applicants to be sure that you qualify. The only applications that will be considered are those from organizations that:

a. Are 501(c)3 organizations in the United States (including so called “friends of” or US fiscal agents for non-US NGOs).

b. Are engaged in one or more of the five critical areas of AFGG emphasis outside the United States.

c. Have been in existence for at least 10 years.

d. Over the past five years, have had total revenue:
   a. which was relatively stable,
   b. averaged below $20,000,000 per year, and
   c. derived in a significant part from at least one type of traditional funding (e.g., charitable giving, government support, investment income).

e. Have identified a clear strategy for diversification and conducted enough of the needed work (studies, technical assistance, market analysis, etc.) to frame a mature strategy for concrete initiatives so that Innovation Fund resources will be used to execute planned initiatives.

f. Have quality systems of governance and financial accountability. (See documents required for application.)

g. Can demonstrate in quantitative terms their concrete impact in addressing the problems they target.
Application Questions

The following pages outline the information requested of applicants within each section of the online application form. To allow preparation of all time intensive, textual questions in advance, the actual questions are provided together with a short description of what is expected (see Section II).

I. Necessary Information (organized by section):

Applicant

- Organization name
- Contact information
- Year established
- EIN#
- Whether the Applicant is the organization that will be implementing the initiative (the “Implementing Organization”) or is acting as fiscal agent or “friends of” the Implementing Organization.

Leadership

- President/Executive Director’s contact information
- Contact Information for initiative contact (if different)
- Total Number of Board Members

Program

- Implementing Organization mission
- Implementing Organization countries of operation

Financials

- Expenses 2007-2011
- Income 2007-2011

Proposed Initiative

- Name of Innovation
II. Full text questions by section of the application

Program

Provide a brief description (including populations served) of the organization’s work in the geographical areas identified above as countries of operation (250 words max)

Proposed Initiative

Provide an executive summary of the initiative (500 words)

State the problem and the program goal (350 words)

What is the financial problem faced by the organization? What is the program or market opportunity that the organization sees that will both produce a financial result and will represent a value proposition for addressing the social need that is aligned with the mission of the organization? What are the specific goals of the innovation being considered for a) financial need, b) accomplishment of mission, and c) impact of programs? (10 points)

Describe the key points of the initiative (600 words)

This description should be detailed in terms of its origins, rationale, dimensions of its execution, and the likely impact on both the financial structure and stability of the organization and on the ability of the organization to develop and/or implement programs for those it serves. Innovations must be consistent with, and provide support for, organizational mission and must contribute to organizational impact relative to mission. This section should specify the level of funds requested and its uses, as well as the timeframe anticipated to see financial results and program impacts from the innovation. (25 points)

Provide a description of preparation to date and the intended use of funding (600 words)

The purpose of the Innovation Fund is to assist nonprofits to complete the “last mile” of planning for revenue innovation to support mission sustainability. The Innovation Fund is not speculative capital. This section should describe the assessments or studies (e.g., market studies) that have been undertaken to date to determine the viability of the proposed innovation. Please summarize evidence that the innovation will produce the desired sustainable result, as well as contribute to program impact. (35 points)
What are the organization’s relevant experience and capacities? (500 words)

This section should describe previous or current organizational experience with developing and managing revenue diversification schemes and/or applying such innovations to program design and implementation. This may focus on the proposing organization itself and/or on the executives who will manage the proposed innovation. The section should describe the existing assets of the organization (e.g., geographic scope, skills, systems, market reach, social media presence, etc.) that will be essential to implementation of the innovation. (20 points)

List the individuals primarily responsible for the initiative and provide a short bio (no more than 200 words per person) on each of their relevant qualifications.

Relevant qualifications include: the experiences or skills that they will bring to the initiative. Note: no more than 200 words per bio.

Current Sources of Funding

Describe the organization’s current funding structure

What traditional source(s) of revenue constitute a significant source of the organization’s annual income (e.g., charitable giving, government support, investment income)? (10 points)

III. List of Documents to upload

- Verification of organization’s tax-exempt status under section 501(c)(3)
- List of current Board members with employment affiliation, if any
- Organization’s most recent audited financial statement
- Project budget
- If applicable, a commitment letter from co-funding source
- Signed authorization statement by the CEO, CFO and the board chair (please sign, scan and upload the authorization statement on the next page)

All documents uploaded should be in pdf format.
Authorization Statement:

The undersigned ____________________________ is the ______________ of ________________, the organization submitting the attached Application to the Alliance for Global Good Innovation Fund. By my signature below, I confirm that I am authorized by law and the governing documents of the organization, to submit this application and make the representations set forth herein.

_______________________________________
[Signature]

Dated:

By our signatures below, we confirm the statement set forth above:

_______________________________________  ______________________________________
[Signature]                              [Signature]

_______________________________________  ______________________________________
[Print Name]                             [Print Name]

_______________________________________  ______________________________________
[Print Title]                            [Print Title]