

# PROJECT WHITE PAPER TEMPLATE



Project Name: \_\_\_\_\_

Organization/Applicant Name: \_\_\_\_\_

Fiscal Host: (if appropriate): \_\_\_\_\_

Lead Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

## OVERALL PROJECT/PROGRAM GOAL

*Truthfully* customize the value proposition/goals of WHY this is an important issue to funder priorities – 2-3 goals are fine.

**What is your project?**

**What need does it address?**

### A. ISSUE/NEED

Project Description Details (descriptive for novice readers)

Why is this needed (data or testimony)? Who/what benefits from addressing this need? If people benefit, how do you know they need/want the benefits?

- **Who will benefit or what will change if your project is implemented?**
- **Who are the partners, what are their roles? Do the partners together demonstrate a broad base support? Are benefactors part of the project/program design?**

Utilize surveys and stories (qualitative), and data (quantitative) to address “need”. Share how your need aligns with what the funder cares about. Make sure the data reflects what the funder cares about. Don’t exaggerate the need, keep the tone passionate and realistic.

## B. PROJECT DELIVERY

Approach/Capacity – What will you/partners DO? What are your strategies? Who will do it (define roles in one sentence per agency/partner) Where will it all happen? Be intentional about the steps necessary to achieve the overall goal.

State your capacity and ability to DO the work and deliver on the outcomes you have committed to/offered AND state your ability to fiscally administer grants via your strong fiscal administration in your daily business (contracts, other grants, levy funding, other) or get a partner to be your fiscal host for large grants if this is your first grant. If you're a small organization/business, start small and build credibility.

- **What specific activities (or strategies) are you going to undertake so that benefit or change will occur? What resources do you have and what resources do you need to implement your activities (or strategies)?**

Activity/ Strategy	Timeline	Lead Party	Success Measure	Resources <small>(align w/budget)</small>	Alignment

## C. Evaluation

List the possible outcomes as a result of this project. Consider the following questions to help frame things up:

- What measurable or visual impact will this change have on the community?
- What will community members be able to do afterwards that they can't do now?
- How will you measure success?

## D. Timeline (implementation period i.e. 12/24/36 months)

What is the term of the project or program? Example: "18 months after securing investment partner(s)..."

**E. Budget** (How much money and from whom?)

Please provide a budget of projected total costs. If your project is already in progress, then provide projected additional costs. Please cover the categories below:

Sources/income	
In-kind donations - for example, staff time from other organizations of entities allocated to this project	
Overhead or indirect cost - for example meeting spaces, use of copy machine, use of phones	
Volunteer Time	
Applicant provided funding	
Grants	
Other (specify)	
<b>TOTAL</b>	
Uses/expenses	
Equipment	
Supplies	
Meeting expenses	
Labor expenses	
Travel for staff/participants	
Insurance	
Communications/Advertising	
Other (specify)	
<b>TOTAL</b>	