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## **Executive Director**

G. Grant Raeside

Dear Charity:

Thank you for your interest in partnering with the Sonoma Valley Vintners and Growers Foundation as a Fund-A-Need (FAN) beneficiary for this year's Harvest Wine Auction. We are pleased to be a source of support for the nonprofit organizations that serve the Sonoma Valley both through annual grants from auction proceeds and by selecting FAN beneficiaries who participate in the Wine Country Weekend and retain the funds raised through the auction of specific lots designated for them.

As you frame your application, please be aware of the following:

1) FAN beneficiaries vary from year to year based on the type of service category provided by the nonprofit organization. The four categories were established by the Grant Allocation Committee based on the various organizations that have been recipients of auction funds over its 17 year history. Those four categories are Community, Education, Environment, and Health. The category for the 2010 auction FAN beneficiary is Education.

As part of your application, your organization must determine which category most closely reflects the mission of your nonprofit. Once you choose a category, you will be associated with that category for all purposes. While we understand that many organizations have missions that might cover more than one category, in fairness once you pick your category, we will consider you as limited to that category for Fund-A-Need consideration in the future; (for example, if you apply this year and categorize yourself as an Education related organization, you will not be eligible for Fund-A-Need consideration for another four years.

2) Please be aware that Fund-A-Need beneficiaries are not eligible for any grants during their auction year.

3) Perhaps most importantly, FAN beneficiaries enter into a contract that establishes the terms and conditions of both their relationship with the Foundation and Auction activities participation. The more energy your organization puts into this effort, the more funds you raise, and the greater the success of the entire Wine Country Weekend. A copy of an agreement used in prior years is attached.

Applications to be a 2010 Fund-A-Need beneficiary must be received by February 1, 2010. The committee will notify all applicants by March 31, 2010.

In your application please be sure to address three general topics for review by the Grant Allocation Committee.

1. Tell the story of your organization, including how and when it was established, its mission, its history, your successes and challenges. Explain how your organization is governed and please provide an overview of your annual budget including the source of funds on which you rely.
2. Explain the scope of services you provide. Discuss the Sonoma Valley residents you serve and how. Quantify this information. For example, how many people you contact. How do you measure your own success? What data do you follow as you assess the organization's effectiveness? Please share that analysis with us.
3. Be specific about your vision for use of the Fund-a-Need funds. Historically, the more specific, tangible, and engaging the intended use of the funds, the more successful the auction results. FAN participants that can discuss their work in a "feel good" way will earn the interest of bidders and find greater success. Additionally, please tell us how you will use your existing fund raising methods to enhance Auction proceeds; will your current supporters be Auction bidders for your lot?

If you have analyses, charts, or budget documents that cover the first two topics, feel free to simply include copies. Be as concise as you can. Also be sure to include contact information for individuals who can answer questions from the Committee as they come up.

Again, we thank you for the services you provide to the Sonoma Valley and look forward to supporting you and working with you for many years to come.

Sincerely,

Susan Reber, Co-Chair

Vicki Mulas, Co-Chair

Sonoma Valley Vintners & Growers Foundation, Grant Allocation Committee