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G. Grant Raeside

Dear Charity:

The Sonoma Valley Vintners and Growers Foundation is pleased to provide you with these guidelines for submitting a grant proposal. The Foundation was established to raise funds to benefit charitable organizations that serve the Sonoma Valley. Please be assured that we appreciate the time it takes to prepare a grant application and that the Grant Allocation Committee will give your proposal careful and thorough consideration.

Applications must be received by January 15, 2010. The committee will notify all applicants by February 28, 2010. The decision may be to grant, grant in part at this time, or decline. Because the Committee may wish to discuss your application during its review, please make sure to include contact information for program leaders. As revenues permit, the Committee may offer a second round of application opportunities on May 15<sup>th</sup> with decisions to be made by June 30<sup>th</sup>.

In considering applications, the Grant Committee expects to give priority to applications where the grant funds will be:

- earmarked to meet a particular need (such as a piece of equipment, capital expenditure or specific project);
- be matched to other funds;
- used to initiate a new effort or a permanent change in your operation that will make service delivery more efficient or effective.

The Committee's objective is to understand your mission and the scope of your services, how you serve the Sonoma Valley Community, and how you propose to use and account for any funds that are granted to your organization. If you consider any portion of your application to be *Confidential*, please clearly mark it as such.

Again, thank you for taking the time to prepare and submit your funding request. We look forward to many years of partnership with the Sonoma Valley non-profits. Please email [info@sonomavalleywine.com](mailto:info@sonomavalleywine.com) for complete application guidelines.

Sincerely,

Susan Reber, Co-Chair  
Sonoma Valley Vintners & Growers Foundation, Grant Allocation Committee

Vickie Mulas, Co-Chair  
Sonoma Valley Vintners & Growers Foundation, Grant Allocation Committee

# Sonoma Valley Vintners and Growers Foundation

## Grant Application Guide 2009/2010

Please answer these questions about your organization and the reasons for your grant request. You can structure your response however you believe best communicates your message. For example, if you have organization charts, budgets, or other documents in existence which describe your legal structure, feel free to simply attach that information rather than trying to turn it into a narrative.

1. Tell us about the leadership, structure, and operations of your organization. Please be sure to address:
  - Contact information and the position of individuals we can call if we have questions.
  - Your legal status as a nonprofit. Are you incorporated? Since when?
  - What is your annual budget? For the last three years, please tell us where your funding has come from, be it from individuals, government or private organizations, or other sources. What portion of your budget goes to running the program and what portion goes to delivering services?
  - Do you have volunteers? What kinds of services do they provide the organization? How many? What portion of your mission or budget is met through the work of volunteers?
  
2. Tell us the story of your organization:
  - Who started the organization, when and why? What need did your founders want to address? How has that mission evolved?
  - Who do you serve? What percentage of your service population lives or works in the Sonoma Valley?
  - Does your organization have a connection to the Sonoma Valley wine industry?
  - How do you assess the success of your organization? Do you have any process in place to measure your effectiveness? In other words, how do you objectively review whether you're meeting your goals? Do you use a goal review process as part of your budget setting?
  
3. How much money are you requesting and for what purpose? Be specific about how the money will be used and how you plan to measure whether it's been an effective expenditure. Have you considered how you would report progress on accomplishing the grant's purposes to the Grant Committee? In making the request for this grant, you identified a need, set a price for its accomplishment, and thought about how to use this money to further the goals of your organization...share your thinking with us.
  
4. **Please submit 10 copies of your application** to the Sonoma Valley Vintners and Growers Foundation: 783 Broadway, Sonoma Ca.  
783 Broadway ♦ Sonoma ♦ California ♦ 95476 ♦ 707.935.0803  
[www.SonomaValleyWine.com](http://www.SonomaValleyWine.com)