

FOUNDATION

**2022 STRATEGIC GROWTH AWARDS**

**GRANT APPLICATION INSTRUCTIONS**

I. OVERVIEW

The Bethel University Foundation seeks to award grants exclusively to Bethel University. Awards will be granted to initiatives that enhance the effective and sustainable 1) growth of Bethel's enrollments and/or 2) affordability of a Bethel education.

These initiatives may be sponsored by academic departments, athletic teams, academic support functions, operational departments, and special projects. Award determinations will be made at the sole discretion of the Foundation Board of Governors.

II. ADDITIONAL INFORMATION

(Frequently Asked Questions)

**Online Submission:** All applications need to be submitted using the online [application](https://www.bethel.edu/foundation/services/strategic-growth-award-application) on the Strategic Growth Award (SGA) website. We understand that there is not much flexibility with formatting in this form, but we use this tool for consistency with our application and reporting processes. (This makes our auditors happy.) If it is necessary for applications (and reports) to use a table or other visuals, you can send a separate email with that information to Pam Buchanan at [pamela-buchanan@bethel.edu](mailto:pamela-buchanan@bethel.edu) and reference your SGA project title. However, you are still required to complete all of the questions in the online application.

**Award Expectations:** If you are successful in receiving an award be aware that this is a grant and comes with specific commitments. These requirements include a presentation to the Board of Governors at an upcoming Board meeting to share your project idea; participation at a check presentation ceremony, usually at a Bethel Football game; and most importantly an annual report as well as a six month check-in report. You will be provided an agreement to sign before receiving funds for your project and it will be your responsibility to adhere to any deadlines or participation requirements. Dates will be provided to you in the agreement. Consider the extra work this will entail and make sure staffing time is appropriately allocated and your grant budget might need to include a stipend(s) for this extra work.

**Grant Selection Process:** Grant awards are selected by the Philanthropy Committee (PC). This committee is made up of members of Bethel University Foundation Board of Governors. Bethel University Foundation exists for the purpose of enhancing the financial strength of Bethel University. The Board of Governors is made up of business professionals who are equipped to provide oversight for Bethel’s investments and steward Bethel University Foundation funds. Keep in mind this audience when completing your application. These individuals are very engaged with Bethel University. Most are alumni and/or parents of Bethel students and are invested in Bethel’s success. Because they are leaders in their professional fields, be sure you can articulate the return on investment for your project/program.

**Funding Priorities:** The [website](https://www.bethel.edu/foundation/sga/past-sga) shows past awarded SGA projects. If you do not see your area of the University represented, it does not mean that you will not be awarded. The PC considers all applications and evaluates them based on their individual potential. The PC also seeks to select awards that will eventually impact all schools and areas as competitive proposals are submitted from those departments. Some years will be more competitive than others. Proposals that have potential but were not selected, will be asked to resubmit in future years. This is not a guarantee they will be awarded the following year, but it is a good sign they have captured attention for their project and it is worth applying again.

**Grant Funding Range:** The PC decided that projects in the $50,000 range have the potential for University areas to dream big and the amount is still manageable to implement. Also, depending on funds available, 2-4 awards can be given each year. You can ask for a greater grant amount if you have a project that affords that kind of support. However, just be aware that the PC will have to decide between awarding just one project and then others will not have the opportunity to implement their programs. The PC needs to consider what is best for Bethel overall, and it also depends on the competitiveness of the other grants in that given year. If you are not awarded it doesn’t mean that your proposal is not fundable, it might just reflect the level of strong proposals in the grant cycle. Funding should not be sought to increase operating budgets. These awards are meant to encourage innovative ideas that would not be funded without additional support.

**Answer Length:** Character limits provide the extent of explanation that should be shared. As long as you fully answer the question, there is no need to use all of the space provided. Concise answers that completely answer the question should be the goal.

III. APPLICATION QUESTIONS

**“Have you requested permission from your supervisor to apply?”**

Like with all Bethel grant fund seeking opportunities, SGA applications must also be approved by your direct supervisor and cabinet member before submission to ensure alignment with University strategies. This question is posed at the beginning of the application so that it is a reminder to include the appropriate stakeholders in your project/program creation. When you choose “yes” in the drop down it will show the rest of the application questions.

Once the application is started, you cannot save partial responses and return at a later time. We recommend that you:

1. Create a document and answer the questions as you have time to complete it.
2. Set a deadline for your grant application to complete all of the requirements. Notice that the approval form needs a signature from your supervisor as well as of the Cabinet Member responsible for your area. Leave them enough time to review, approve, and return it to you. One day is not enough time! We recommend a week or more. Approval Form (See Attachment 1).
3. Send the final version of your application answers and the budget document to your supervisor and the cabinet member so they know what you plan to submit, and secure their signature on the Approval Form.
4. Copy and paste your answers into the online form and attach required documents (the approval form and the budget).

**Q1.**  **Project Title:**

Maximum 100 characters

Create a title that will be used to reference your project/program. Use this same title on the Approval Form and your Budget Document. Be aware that this will also be a title included in Bethel articles and social media.

**Q2.**  **Department, program or individual submitting this application (if an individual, please state title at Bethel University):**

State the department you work for that is assuming responsibility for completing the grant requirements.

**Q3.**  **Name of primary contact and phone number (grant project manager, not supervisor):**

This is the person who will be the main contact for the grant and responsible for implementing it, reports, and appearances related to the project/program.

**Q4.**  **Amount of grant request: $\_\_\_\_\_\_\_\_\_\_\_**

(Note: The Foundation may award a different amount than what is requested, in accordance with available funds.)

This is the total amount you are requesting in this grant cycle. For example, if you are requesting $20,000 a year for 2 years, enter your grant request as $40,000.

**Q5**.  **Grant Duration (one year or multi-year):**

Recognizing that some projects can be completed in a year and others will take more time, SGA requests are not restricted to one year. Choose either one year or multi-year. Your budget document should show how much is requested per year. Be aware that there will be a six month check-in grant report requirement as well as an annual report for every year you have available SGA grant funds.

**Q6. One paragraph executive summary. Please include a concise description of the project/program, what the funds will be used for, expected impact, and estimated ROI.**

Maximum 1200 characters

Aside from the budget document, this is the most important information to provide in the application. This summary should help grant evaluators envision your project/program and what it can accomplish at Bethel. Keep in mind the audience who will be reading this proposal. Simplify internal academic technical language, and include return on investment (ROI) numbers. Remember the proposal should be able to meet needs to grow enrollment and/or increase affordability for students.

**Q7.**  **Please describe the proposed program, activity, item or other description of the purpose of the grant. Please highlight the tangible impacts related to growth of enrollment and affordability. Include the objectives, anticipated outcomes, and impact of the efforts. If the program is ongoing, address the sustainability of the efforts that would be funded for one year**.

Maximum 5000 characters

This is an opportunity to add more detail on how your project/program will be implemented. The impact in this question should be directly related to the individuals benefiting from this project/program. Pilot programs that are proposed should include plans for sustainability beyond the life of the grant.

**Q8. Please describe how you will evaluate whether the program's objectives are met.**

Maximum 2000 characters

The Board of Governors is responsible for stewarding SGA funds. It is important to share how you plan to evaluate the project/program and share this information through the reporting process. Describe how you plan to gather the information to evaluate your program and the metrics that you will use to determine success.

**Q9. Please describe how your proposal is consistent with the Foundation's funding priorities of enhancing the effective growth and Bethel’s enrollment, and enhancing the affordability of a Bethel education.**

Maximum 2000 characters

In describing your project/program you may have already implied or directly stated alignment with the Foundation’s wish to grow enrollment and/or increase affordability for students. This is another opportunity to clearly articulate this alignment. Be specific.

**Q10. What departments, programs, and/or curricular areas will be impacted if you are funded? Provide names of those you have contacted and their responses.**

Maximum 2000 characters

The impact here refers to whether or not this program will create more work or utilize resources in other areas of the University in order to complete this grant. For example, an academic department could seek funds for a project that might include a facilities project. If you are creating work for other departments, then we want to know that you have had discussions with these areas of campus and they are onboard. Provide the names of individuals you have discussed this with and your initial conversation content. If selected for an award, we plan to contact these individuals to make sure expectations are clear. If you have not had these important conversations, it may affect your ability to get funding for your project/program.

**Q11. How many students or potential students will benefit if the proposal is implemented?**

Maximum 2000 characters

In comparing the SGA proposals, one measure is the number of constituents who will benefit from this project/program. This is just one measurement, but it is important for you to be able to articulate who your planned target group is and how many individuals are represented. It is difficult to measure growth without a starting point and targeted approach.

**Q12. Do any existing programs and activities at Bethel meet the same need or objective described in your proposal? If yes, why should your project or activity still receive funding?**

Maximum 2000 characters

This is intended to show you are aware of other departments at Bethel and where collaboration can happen. If the project is already being done by another group on campus there still might be good reasons for you to propose a similar project. Make that case clear.

**Q13. Are you aware of similar programs or efforts taking place at other colleges or universities? If yes, can you provide detailed examples of both the tangible positive impacts of these programs and possible lessons to be learned from them.**

Maximum 2000 characters

This is an opportunity to share if you are aware of any other projects/programs that are similar from outside organizations. If there has been a similar project that was successful at another university, sharing this information shows you have looked into this idea and researched what you plan to learn from those programs and/or what you plan to do differently. Submitting a unique program is also appropriate. There is no right or wrong answer to this question. It serves to provide more information around the idea you are proposing. Research shows you are knowledgeable about your project area and it should increase confidence in your ability to be successful if awarded.

**Q14. Attach a one-page budget breakdown. List the line items you intend to use the grant funds for and the expected cost of each line item. For course release and staffing, please refer to “Building Your Project Budget” section of the Bethel grants process page for more instruction. Indirect costs do not apply for Bethel’s internal grants.**

The budget is a very important part of the application. Create a table with a list of grant expenses in one column, followed by another column showing the dollar amount for each expense item listed. When submitting reports, this document should be used and add an additional column of actual dollars spent so far to the right of the budgeted column.

Include a narrative paragraph explaining each line item and providing any details necessary to understand exactly how the grant funds will be used. In the case of a multi-year grant, provide a breakdown of anticipated expenses by each year.

See template example.

Attachment 1

APPLICATION APPROVALS

By signing below, the undersigned acknowledges and understands the following:

1. The Bethel University Foundation is a nonprofit charitable organization exempt from federal income tax under Section 501 of the Internal Revenue Code of 1986, as amended. Grants distributed by the Foundation are intended for use exclusively in support of its charitable and educational mission.

2. If the Foundation disburses grant money to support the above proposal, the undersigned assures that the grant funds will be applied only for the purposes for which the grant is made.

3. If the Foundation disburses grant money to support the above proposal, the undersigned will be responsible for providing periodic or final written reports to the Foundation on the use of the grant, at such time or times as the Foundation requests.

4. If, at any time, the Foundation determines that grant funds have been, or appear to have been, misused, the Foundation has the authority in its sole discretion to withhold and/or recover the grant.

Grant Project/Program Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Supervisor (Print):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cabinet Name (Print): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_