Definitions and Points to Consider in Preparing Funding Requests

- **We fund programs, not agencies.**
  The Jewish Federation of Broward County funds programs, as opposed to agencies. Our goal is to meet the needs of our community in the best way possible. To successfully apply for funding, you will need to show that you address an important need, that you meet the need well and cost effectively, and that you will be a good fit for us at this current time.

- **Goals and Objectives**
  - Every program should have at least one goal. This goal is what you ultimately want to accomplish by undertaking this program. It is the purpose and the reason for the program.
  - Each goal should have objectives attached to them: Objectives are concrete measurable sub-goals. This is how you measure if you are being successful in achieving the goals.
  - SMART GOALS & Objectives should be Specific, Measurable, Attainable, Relevant, & Time-bound.

- **Impact**
  As a funder the Federation is concerned with impact, not just activities. Impact means the difference you make in lives and in the community. It does not refer to the number of people who participate, the number of activities you offer, or the type of activities you offer (i.e. if a family receives counseling and economic assistance that results in their avoiding foreclosure – and possibly that as a result, the children were able to continue attending the same school, etc. The impact is not that they attended counseling or received financial help).

- **Measurable Impact**
  It is important to be able to actually measure (prove) impact (i.e. I might offer a program that builds feelings of connection to the Jewish community, but how do I measure those increased feelings of connection?). Ways of measuring impact include surveys, pre and post-tests, or by designating specific **measurable actions** (in the aforementioned exampled pf those surveys or tests would need to demonstrate feelings of connection to the Jewish community). You will need to plan ways to measure your impact from the very start in order to ensure you will have measurable indices of impact at the end. Some programs have much more easily measured impact than others, but all programs need to come up with some way to measure impact (for example, a food bank could survey recipients to ask if they are skipping fewer meals/earing more healthfully, etc. or a school might use multiple measures including the number of students who get scores above a certain point on specified standardized tests).

- **Measurable Tools**
  Tools of measurement can include surveys, tests, etc. In designing or selecting measurement tools, you should consider what success would look like, and then choose tools that will measure that (i.e. if your goal is to increase children attending Jewish camps through the use of scholarships, you may want to survey each of your scholarship recipient families and determine whether or not they would have sent their child to a Jewish camp if they had not received the scholarship). Tools of measurement refer to tools which are specific enough to have results which are specific enough, that another person not related to your agency could use the same tools and look at the results obtained, and come to the same conclusions about impact. Measurement tools need to be selected right from the start. *Attach samples of the selected tools to your application.*

- **Breadth of Impact**
  In addition to knowing how deeply you touched your program's participants, we would like to know how many people your program touched.
    - How many people will you serve?
    - How many of those will be Jewish?
    - How many will be from Broward County?
    - How many will have disabilities?
    - How many will be low-income?
    - Anything else you think is important for us to understand how wide an impact your program will have, including which geographic sections of the county or specific demographic groups such as Israelis, Latin Jews, or other sub groups in the community you will serve.

  We also want to know how many services you will provide to those recipients through this program (for instance, a food bank might serve 200 unique individuals each year, but those people might come multiple times, with the result that the food bank receives 1,000 visits each year). Each program may need to use a different way of expressing the number/intensity of services it provides (for instance, a preschool may want us to know that it provides 40 weeks a year of 3 day a week, 6 hours a day, classes, while a counseling program may want us to know that it provided a total of 300 counseling sessions).

- **Documentation and Record Keeping**
  All programs require record keeping (and not just for the Federation). It is critical to decide carefully which records and data need to be kept, and how and where they will be kept before beginning. There should never be a situation where if one person leaves your staff, you are unable to tell what happened before they left. Record keeping does not need to be complex, but it does need to allow you to quickly and effectively assess your program and progress and report on it. Generally, less complex is better.

- **Target Population**
  The target population should be identified specifically (e.g. Broward County seniors, over age 60, caring for an elderly spouse).

- **Inclusivity**
  As a community, it is critical that we represent and serve everyone. Unless we plan ahead, some members of our community will wind up being unintentionally excluded. Questions regarding inclusivity are NOT just for those with programs specifically geared to serve special needs populations. These questions are meant to encourage all of us to consider how we can make our regular programming accessible to those who are often excluded.
    - Please consider carefully, how you will make your program accessible to everyone.
    - How will you help ensure that people with disabilities have the fullest possible access to your program?
    - How will you serve Latinos, Israelis, etc.?
    - How will you serve economically challenged families?
    - How will you let people who may be used to being excluded (and therefore may not contact you) know that you want to include them, and have accommodations in place?

- **Collaboration**
  Collaborations can make our agencies and programs far more effective than they would otherwise be. Collaborations involve leveraging resources and sharing a commitment to the success of programs. Collaborations can allow agencies to far more effectively recruit and serve clients, and to provide superior, more efficient programming, etc. than either could individually.

- **Sustainability**
  Proposal should demonstrate how the program can be sustained programmatically and financially beyond the initial funding period.