

Required Proposal Elements - please use the format as specified below:

- **Application Cover and Checklist - 10 points** - (Attachment A) Incomplete applications will not be accepted.
- **Proposal Narrative - 60 points** The narrative must include the following sections in the order listed, and should provide specific details on how the project supports the Department's values and either Zero Waste or School Education goals. The 10-page limit (5 sheets-front and back, 12-point font, 1-inch margins) applies to the narrative, budget and work plan.

- **Project Summary - 5 points** (no longer than half a page)

Briefly summarize the project, the amount being requested, the goals and objectives and project partners.

- **Project Description - 25 points**

Provide a description of the project, including the goals, objectives and activities to be undertaken and how these are realistic and measurable, as well as how the project will be sustained after grant funding ends. Describe how the project addresses the needs of San Francisco's diverse populations. Describe how the organization will work collaboratively with community groups and others to complete the proposed projects. Identify portions of the project for which the partnering organization(s) or individual(s) will be responsible.

Describe how your project addresses Zero Waste goals and objectives identified in Attachment D. For past or current grant recipients seeking additional grant funding, please describe how outcomes or performance measures build on previous accomplishments.

Grant recipients are required to work with the Department to promote grant-funded activities and take advantage of shared outreach opportunities. Describe how you will coordinate and partner with Department staff to promote your project and support other Zero Waste goals. Describe "co-benefits" of your project such as workforce development, job creation, youth development, environmental education, arts, etc.

- **Qualifications - 10 points**

Describe your organization's services, qualifications, accomplishments, and past experience with similar projects. Describe how your organization has effectively managed other grants. List qualifications of the key members of the project team.

- **Project Evaluation - 10 points**

Describe tangible project outcomes. Identify both quantitative and qualitative results including (for Zero Waste proposals) tons that will be diverted by your project, and how the tons from your project will be measured and (for Field Trips) how you will assess and evaluate student achievement of the educational goals of the project. For additional co-benefits, include a description of the evaluation methods that will be employed. If available, please submit sample evaluation forms and processes from similar projects as attachments. Applicants should seek the help of experts in evaluation design and implementation, as necessary.

- **Financial Sustainability Plan -10 points**

Describe how the proposed project leverages other resources and funding. Also, how will the project be sustained after Department grant funds have been expended? Please specify how you will distinguish work performed with Department funds from those performed through other sources of funding. Describe any pending funds and potential funders that you have approached. As appropriate, detail derived income from the project and/or by your organization generally, such as service or material sales.

- **Work Plan - 15 points (Narrative and Attachment B)**

Show that the project is well thought-out and includes milestones (i.e. tons diverted per quarter, total participants per quarter) and deliverables in a feasible timeline. Describe how the deliverables support the projects goals. The work plan should identify goals which reflect and measure real and desirable change, such as “neighborhood composting will increase by 20%”.

Goals are end benefits which may not be accomplished during the length of the grant. Deliverables lead to achievement of goals. They are specific: such as the number of participants; products completed; number of workshops held, events posted on the Department’s website; flyers created and distributed, etc. Program activities or major tasks are those services engaged in and provided to achieve deliverables and goals. Major tasks should include tasks necessary to evaluate the effectiveness of your project. Please specify who will be responsible for each task.

Work plans must include reporting, mandatory annual grantees meetings and project evaluation. Specify the dollar amount to be allocated to the tasks in each quarter and provide a quarterly total.

- **Budget - 15 points (Narrative, Attachment C Spreadsheet, and Attachment B Workplan)**

Show how your project is cost-effective, leverages other resources (e.g., matching grants, service fees, in-kind support) and includes a reasonable, itemized budget. As necessary, please allocate funds for participation in Department-sponsored activities. Provide a description of each line item in the budget. Provide a total project budget that includes the amount requested and any matching contributions. Please use the budget template attached—you may also download a form from the Department’s website.