

Sample Letter Proposal to a Company-Sponsored Foundation

Note: Company-sponsored foundations and corporate giving programs prefer short proposals—often two-page letters. The sample below would be submitted with a project budget, list of other supporters, IRS nonprofit determination letter, board list, and financial statement.

April 29, 2005

Mr. Richard Black
Vice President for Community Affairs
Rich and Grand Company Foundation
222 2nd Street
Elmwood, Any state 00000

Dear Mr. Black:

The Tech-Reuse Center (TRC) seeks a grant of \$15,000 for a new program providing computer training to low-income adults in Elmwood. TRC believes that every adult, regardless of economic or social background, should have access to and working understanding of computers for the sake of:

:

- Developing new job skills
- Participating in on-line commerce and continuing education
- Helping their children with school work

Working with a cadre of 75 volunteers from the technology field, TRC collects contributed computers from industry along with used computers from local businesses. Volunteers repair and restore the computers, and work with each site to develop an integrated system that meets its needs.

Since its inception in October 1997, TRC has worked in conjunction with other nonprofit organizations and the Elmwood Unified School District to channel more than 700 computers to students in need. Operating out of Benjamin Franklin Middle School, and targeting schools serving low-income populations, TRC has provided computer systems in five public high schools, 12 middle schools, four boys and girls clubs, and the Elmwood YMCA. Further, many TRC volunteers staff these new computer centers after school and in the evenings—increasing the students' and their families' access to computers, and coaching them in their use.

While TRC is proud of its work on behalf of children, its new effort focuses on adults. Working with three providers of adult education and two churches managing day shelters, TRC will place computer systems and volunteer trainers at each location. The

three sites already providing vocational training have documented proof that demand for computer training among current clients is high. This demand will be met through combined efforts of paid instructors at the three sites and TRC volunteer coaches. TRC anticipates working with 450 students at these centers in the first year of operating the Adult Computer Education (ACE) program.

For the two churches with day shelters, adding computer education will be more challenging: Neither now offers vocational education though both have rooms that can be used for this purpose. These sites currently provide some social activities, hot meals, and case management to help clients find shelter, health services, and jobs. However, both churches are enthusiastic about working with TRC and this effort advances TRC's mission of serving low income populations. TRC anticipates working with 150 students at these centers in the first year of operating the ACE program.

Strengths of TRC and its new ACE project include:

- Recycling of computer parts that might otherwise end up in landfill
- Involving a younger generation of professionals in skilled volunteer work
- Effective past partnerships with the school district, informing TRC's new partnerships with adult education centers and churches
- A coaching/tutoring approach to computer education that allows each student to participate at his or her own pace

TRC's objectives for this project are to enroll a minimum of 600 low-income adults in computer classes, with 60% of those students completing at least one class. A further objective is for 40% of those students to complete three or more classes. Currently we are working with our partners to develop a rubric to evaluate specific skills and set job placement goals for students.

The total estimated budget for TRC's new Adult Computer Education program is \$217,000 for the first year. Annual costs decline significantly once computer systems are in place. To date we have secured \$175,000 from Siga Computers, the Richards Fund, M & P Industries, and others. We hope that you will join them in supporting this new initiative with a grant of \$15,000.

If you have any questions, I can be reached at (123) 456-7890.

Sincerely,

Craig Newsome
Executive Director