

**CITY OF WEST HOLLYWOOD  
AGENCY DEVELOPMENT  
APPLICATION NARRATIVE**



The City of West Hollywood supports agency development for social service agencies by increasing their capacity to deliver quality programming to West Hollywood community members. Capacity building can enhance an organization's infrastructure and aid in developing long-term solutions to obstacles. Increasing an organization's effectiveness will benefit service delivery and ensure sustainability.

Agencies may apply for funds of up to \$10,000 to strengthen key focus areas, including *leadership, board and staff development, grant acquisition, program planning, strategic planning and communications*.

Only currently contracted social service agencies may submit a proposal and must demonstrate a clear objective and anticipated result. Expenditures may include, but are not limited to, the costs of consultants, in-person or online training, and instructional materials associated with the objectives outlined in the proposal.

Agencies may not apply for funds to create new programs or expand upon existing program activities. Other restrictions include purchasing equipment, software licenses, memberships and long-distance travel. Proposals will be evaluated based on the narrative and supplemental materials. Full funding of the proposal is not guaranteed.

Develop a proposal that explains your request in a narrative of two pages or less. Include the following information in your narrative:

1. Articulate the **OBJECTIVE** for which you seek funding.
2. Identify the **OBSTACLE** that capacity building aims to address.
3. Describe the **AMOUNT REQUESTED** and how it will be spent.
4. Indicate how the proposed funds would strengthen **FOCUS AREA(S)** at your organization.
5. Determine the **TIMELINE** to implement and complete the objective.
6. Describe **HOW** service delivery will be improved for \*West Hollywood community members.

The following items are mandatory supplemental materials that must be included in your application packet:

1. A completed **APPLICATION COVER PAGE** with signatures.
2. A **BUDGET** that includes a detailed breakdown of costs.

Applications are due by close of business day on September 16, 2015. Applicants will be notified by October 13<sup>th</sup> and funds will be dispersed in November.

For additional information, please refer to the examples page included in this packet. If you have questions that are not answered in this application, please contact Derek Murray at [dmurray@weho.org](mailto:dmurray@weho.org) or 323-848-6478.

\*West Hollywood affiliation comprises of those who live, work, "are homeless," or attend school in West Hollywood or has a parent/guardian who works, owns property, or attends school in West Hollywood.

**CITY OF WEST HOLLYWOOD  
AGENCY DEVELOPMENT  
APPLICATION COVER PAGE**



The City of West Hollywood supports capacity building for currently contracted social service agencies. Applications may be submitted to strengthen an organization's resources to improve service delivery for West Hollywood community members. **Maximum grant amount is up to \$10,000.**

Please complete this sheet and attach it to the narrative.

Organization Name: \_\_\_\_\_

Program: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

Total Number of West Hollywood Community Members Served in Previous Contract Year:

\_\_\_\_\_

Applicant's Name: \_\_\_\_\_ Executive Director's Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Total Number of Staff and/or Board Members Participating: \_\_\_\_\_

If approved for the grant, please indicate the financial contact person and address to which contract paperwork should be sent.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

This application is submitted to the City of West Hollywood to benefit community members by increasing social service agencies' organizational capacity and sustainability.

\_\_\_\_\_  
*Applicant Signature*

\_\_\_\_\_  
*Executive Director Signature*

**Deadline: Thursday, September 16, 2015**

West Hollywood City Hall  
8300 Santa Monica Blvd. – 3<sup>rd</sup> Floor  
West Hollywood, CA 90069  
Attn: Derek Murray  
([dmurray@weho.org](mailto:dmurray@weho.org) / 323-848-6478)

**CITY OF WEST HOLLYWOOD  
AGENCY DEVELOPMENT  
EXAMPLES PAGE**



The following examples demonstrate how agency development funds can be used to increase an organization's capacity. A successful proposal will demonstrate a clear objective and anticipated benefit for West Hollywood community members.

There are multiple ways an organization can utilize these funds for agency development. Listed below are a few examples of how these grants can be used. This is not intended to be an exhaustive list:

- An agency can organize a strategic planning session to outline specific goals, objectives and activities that will aid in fulfilling the organization's mission statement and/or the outcome objective of the West Hollywood program.
- An agency can train their West Hollywood program staff to effectively communicate with underserved West Hollywood populations and develop a strategic outreach plan for these populations.
- An agency can train key staff on how to use technology to promote West Hollywood programs, increase knowledge of analytic tools and effectively use data to achieve program goals.
- If an agency demonstrates a need, they can apply for funds to further its efforts related to board development and assist the board of directors in conducting long-term planning and generating solutions for organizational sustainability.

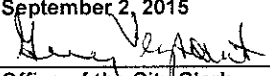
Agencies are restricted in purchasing equipment, licenses, software and long-distance travel. Other restrictions include applying for new programs or expanding upon existing program activities. A few examples of how expenditures CANNOT be used are as follows:

- An agency would like to increase service in a particular area and applies for funds to add additional staff to the West Hollywood contract.
- An agency would like to purchase a fundraising database to track individual donors and send donor recognition and solicitation letters.
- An agency would like to send their board of directors to San Francisco for a conference on leadership and development.

Lastly, an agency must seek services from an outside contractor or other service provider. These funds cannot be used to pay an internal staff person to provide these services for the agency.

AFFIDAVIT OF POSTING  
State of California        )  
County of Los Angeles    )  
City of West Hollywood    )

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk and that I posted this notice on:

Date: September 2, 2015  
Signature:   
Office of the City Clerk