

**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 community members. Capacity building can enhance an organization's infrastructure and aid in developing long-term solutions to obstacles.

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

Only currently contracted social service agencies may apply. Expenditures can include but are not limited to the costs of consultants, in-person or online training, and instructional materials. Individual programs can apply for agency development, as long as the program is funded by the City of West Hollywood.

Agencies may not apply for funds to create new programs, expand upon existing programming, or hire additional staff. Other restrictions include purchasing equipment, software licenses, memberships and long-distance travel. An agency must seek an outside contractor or consultant and cannot use funds to compensate internal staff.

Please develop a proposal that explains the request in a narrative of two pages or less and include the following information:

1. Explain the **OBJECTIVE** clearly.
2. Identify the **OBSTACLE** capacity building aims to address.
3. Indicate how agency development will strengthen key **AREAS**.
4. Describe **HOW** service delivery will be enhanced for *West Hollywood clients.
5. Determine the **TIMELINE** to complete the objective.

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.

All proposals will be evaluated based on the narrative and supplemental materials and full funding of the proposal is not guaranteed.

Applications are due by close of business day on January 30, 2017. Applicants will be notified by February 10 and funds will be dispersed in February.

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, Social Services Program Administrator, at dmurray@weho.org or 323-848-6478.

**West Hollywood affiliation is comprised of persons who live, work, spend a majority of time homeless, or attend school in West Hollywood.*

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



Please complete this sheet and attach it to the narrative. Agencies can drop off, mail or e-mail their document and it must be received by January 30. **Maximum grant amount is \$10,000.**

Organization Name:

Applicant's Name:

Program:

Amount Requested:

Address:

Phone:

E-mail:

Total Staff or Board Members Participating:

Please indicate the fiscal contact person and their address

Name:

Address:

Phone:

E-mail:

Applicant Signature

Executive Director Signature

Deadline: Friday, January 30, 2017

West Hollywood City Hall
8300 Santa Monica Blvd. – 3rd Floor
West Hollywood, CA 90069

Attn: Derek Murray

(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. There are numerous ways an organization can utilize these funds and this is not an exhaustive list.

- An agency can organize a strategic planning session to outline specific goals, objectives and programming that will aid in meeting 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 an outreach plan.
- An agency can train key staff on how to use technology to promote West Hollywood programs, increase knowledge of analytic tools and use data to achieve program goals.
- Executive staff can request funds for board development to assist the board of directors in conducting long-term planning.
- Individual programs can apply for agency development funds, as long as the program is funded by the City of West Hollywood.

Agencies are restricted in purchasing equipment, licenses, software and long-distance travel. Other restrictions include applying for new programs or expanding upon existing programming. Examples of ways that 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 wants 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 to attend a conference on leadership and development.