

**CITY OF WEST HOLLYWOOD  
AGENCY DEVELOPMENT  
APPLICATION**



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 strengthen an organization's infrastructure and aid in developing long-term solutions to challenges.

**Social service agencies that are currently contracted with the City of West Hollywood may apply for funds of up to \$10,000 to strengthen key areas within the organization.** These areas can include: *leadership, board and staff development, grant acquisition, strategic planning and communications.*

Expenditures can include but are not limited to the costs of consultants, in-person and online training, and instructional materials. Agencies with multiple West Hollywood contracts may apply for agency development funding specific to an individual program.

Agencies may not apply for funds to create new programs, expand upon existing programming, or hire personnel. 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. Identify the challenge(s) that capacity building aims to address.
2. Detail the proposed activities that will strengthen key areas within the organization.
3. Explain how this funding will create long-term solutions.
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.

Applications are due by close of business day on November 20, 2020. Applicants will be notified by December 1, and funds will be dispersed in January, 2021.

All proposals will be evaluated based on the narrative and supplemental materials and full funding of the proposal is not guaranteed. If granted, agency development funds must be spent by the end of the contract year, September 30, 2021.

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 David Giugni, Social Services Manager, at [dgiugni@weho.org](mailto:dgiugni@weho.org) or 323-848-6410.

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

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COVER PAGE**



Please complete this sheet and attach it to the narrative. Agencies can e-mail the proposal and it must be received by November 20, 2020 to be considered. **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, November 20, 2020**

West Hollywood City Hall  
8300 Santa Monica Blvd. – 1st<sup>d</sup> Floor  
West Hollywood, CA 90069  
Attn: David Giugni  
([dgiugni@weho.org](mailto:dgiugni@weho.org) / 323-848-6410)

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**EXAMPLES PAGE**



There are numerous ways an organization can utilize agency development funds to increase capacity. The following examples demonstrate how funds can be used; it is not an exhaustive list:

- Organize a program planning session to outline specific goals, objectives, and activities that will aid in achieving the outcome objective of the West Hollywood program.
- Train program staff on how to effectively communicate with underserved West Hollywood populations.
- Teach staff how to use technology and analytic tools to promote the West Hollywood program.
- Hire a consultant to assist the Board of Directors in conducting a long-term strategic plan.

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:

- Hire temporary staff in order to increase capacity in an underperforming service category.
- Purchase a fundraising database to track donors and send solicitation letters.
- Send the Board of Directors to Seattle to attend a conference on leadership and development.