



Grape Escape 2014 – Muskegon Rotary Club
The Event Center at Fricano Place – September 17, 2014

March 13, 2014

Request for Proposals
Rotary Muskegon's Grape Escape 2014
Beneficiary Organization

Rotary Muskegon's Grape Escape Committee is seeking applications from charitable, 501(c)3 organizations to be our 2014 Grape Escape Partner. The selected organization will receive of \$10,000 of Grape Escape proceeds, to be used towards direct service programs that show evidence-based outcomes. Grape Escape is a proven fundraiser - more than \$200,000 has been raised in the past 10 years for programs that impact our community!

Qualifying applicant organizations shall fit the following criteria:

- 501(c)3 Charitable non-profit organizations
- Serve Muskegon County

Applicants should demonstrate ability to participate directly in the planning and implementation of the event by providing volunteer involvement on the committee and organization level. Beneficiary responsibilities include:

- Assigning an agency representative to serve on the Grape Escape Committee.
- Assuming organizational responsibilities of the Silent Auction Team (agency representative is Chair of the Silent Auction Team, soliciting donations, handling set-up and check-out of the auction, and providing records of donations. Team meetings should be held once per month between Monthly Committee Meeting).
- Providing logo for recognition on printed materials.
- Serving as a location for selling event tickets.
- Helping to promote the event through their network.
- Engaging organization's Board of Directors and volunteers through attendance/ticket sales.

Rotary Muskegon will provide the following:

- All management and organization of the event.
- All printed materials and resources needed to help accomplish the tasks, including Rotarians serving on the Silent Auction Team.
- Management of all event contracts and licensing required by the State of Michigan.
- All promotional materials for the event.
- Cash management, by the Grape Escape Committee and Club Treasurer.
- Rotary membership of 200+ members to serve as volunteers for the event.

Applications are due Friday, April 4 at 5:00 p.m., and should be submitted via email to Co-Chair Deni Hunter at deni@ilikemg.com. Applicant organization will be notified on Wednesday, April 16 and announced at Rotary Muskegon's Club Assembly on Thursday, April 17. Applicant organizations with ties to Rotary Muskegon will be strongly considered, as a form of engagement that meets our organizational philosophies and beliefs.

See application on page 2.



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Please submit request on agency letterhead, signed by the Executive Director/CEO. The applicant should **submit no more than *two pages*** to address the following points:

1. Define the **purpose** of the grant.
 - a. Clearly define the need that will be met through Rotary Muskegon's Grape Escape.
 - b. Number of people you intend to impact.
 - c. Define the impact this will make (connect the primary purpose to community need).
2. Define the **mission** of the applicant organization.
 - a. State the mission.
 - b. Brief history of the organization.
 - c. Describe how the mission meets the Rotary "Four Way Test."
3. Please explain the **outcomes** of this proposed project.
 - a. Describe how the organization will measure success.
 - b. Address if this is an on-going project or one-time investment.
 - c. Specifically state the measurable outcomes.
4. Tell us about the **organization's capacity** to fulfill the responsibilities as the benefitting organization of Grape Escape Funds, including the organization's capacity to manage events.

Deadline: April 4, 2014 at 5:00 p.m.

Agency notifications: April 16, 2014

Announced: April 17, 2014