



United Black Fund
of Greater Cleveland Inc

United Black Fund Planning Grant Criteria

Criteria for Planning Grant:

- Organization must be a 501 c 3 organization.
- Organization must be operating for a minimum of 5 years.
- Organization must have revenue of a minimum of \$10,000.00
- Organization must serve a minimum of 25 clients per year.
- Organization must have a minimum of 3 Board members.
- Planning Grant **cannot** be used for programs. It is strictly for strategic plan development/sustainability.
- Planning Grant Strategic Plan is for 1 year: 2019-2020
- Planning Grant is \$10,000.00
- Two Reports will be due: December, 2019 and May, 2020 (Strategic Plan complete ready to execute and implement starting June, 2020).
- Staff will complete two site visits during grant year.

Who Should Apply for the Planning Grant?

It is important that organizations review the criteria first before applying for this grant.

- If your organization is struggling to identify its niche in the marketplace – what you do well or define who you as an organization are, or reposition the brand due to changes in marketplace.
- If your organization needs to focus on building an effective Board, Board training, board support, understanding the role of the Board in advancing the organization.
- If your organization needs to develop a road map for the organization to follow in 2020 and beyond. Define new goals, objectives, and what needs to be implemented. Where are you trying to go?
- If your organization wants to add new programming to support mission – is this right for us?
- If your organization leadership needs to think outside the box – different approach to address same problem and the same way of dealing with it – design thinking for a fresh approach.
- If your organization wants to follow a new model that makes more sense to make the organization relevant.
- If your organization wants to hold focus groups to obtain client opinions for better program outcomes for clients.
- If you believe another position must be added to help with increased programming needs.
- If your organization wants to create a revenue generation project to support sustainability in addition to grant funding.
- If you as the Executive Director feel the organization has stagnated.

