

To: Agencies serving the greater West Bend area

From: Pa Sponcia

Subject: "Operating Support" application

For agencies intending to apply for operating support, please note the following points:

**Project Summary**

Please use the 'Project Summary' to briefly state your mission, main programs and the top outcomes that are expected in this upcoming year. Brevity is necessary, so if your mission statement is long or if you have many programs, please edit the information so that it fits into this section. Keep in mind that your organizational profile provides a more detailed view of your agency.

In addition, if there is something out of the ordinary or of special significance that you expect to occur this year, you might make mention of it here.

**Answering the question pertaining to Earned Income, Restricted Income, Contributed Income**

The purpose of this question is to understand how much of your agency's revenue is expected to be earned, restricted and contributed. Something such as the following example is acceptable:

Of our anticipated income of \$500,000, we expect that \$100,000 or 20% will be earned income; \$225,000 or 45% will be restricted income; and \$175,000 or 35% will be contributed income.

You may choose to reply in a different way, but the amount of income and percentage in each of the three categories is what the WBCF needs to understand.

**Preference for New Project applications**

Though the Foundation makes grants for both new projects and operating support, new project applications are generally given higher priority.

I am happy to reply to questions and can be reached at 414.336.7072 or at [psponcia@greatermilwaukeefoundation.org](mailto:psponcia@greatermilwaukeefoundation.org).