



Application for Funding

Completed applications are due by **5:00 PM** on the deadline date.
Submit applications via the website, electronic mail, or postal mail to:

Spark

The Sprout Fund
5423 Penn Avenue
Pittsburgh, PA 15206

spark@sproutfund.org
www.spark.sproutfund.org

Cover Sheet

- Project Information:**
 - Name of project
 - Organization (if applicable)
- Contact Information for Project Manager(s):**
 - Name
 - Organization
 - Complete Mailing Address
 - Telephone(s)
 - Email Address(es)
- Budget/Funding Request:**
 - Amount Requested
 - Total Revenues
 - Total Expenses
- Size of Potential Audience: Number of children (birth to age 8) affected by the project.**
 - Less than 50
 - 51-250
 - 251-1000
 - 1001-5000
 - More than 5000
- Geographic Impact: List the communities in which project activities will take place.**
 - All of the city of Pittsburgh
 - All of Allegheny County
 - Other region(s) in Southwestern PA
 - Specific neighborhood(s) (specify)
- Timeframe:**
 - Project planning begins/began on
 - Project activities begins on
 - Project activities conclude on
- Project Statement:** In 250 words or less, please provide a statement that summarizes the project for which you are requesting support.
- How did you hear about Sprout?** Spark Project / Friend / Radio, TV, or Newspaper / Staff or Advisory Board / Website / Brochure / Poster, Flyer, Handbill / Public Art Murals & Activities / Presentation at an Event.

Application Questions

Please directly answer questions 1-10 below using no more than 4 pages.

- Inspiration/Uniqueness:** What is unique or innovative about your idea? What was the inspiration for it?
- Audience Impact:** Spark projects engage children ages birth to eight through the creative use of technology and new media. Please answer each of the following questions about how your project impacts Spark's target audience:
 - Early Childhood Development:** What issues in early childhood development will your project address? What age range will you be engaging and what about your project is specifically appropriate for that audience?

- b. **Technology/Media:** How will your project employ technology and/or media to engage children? What kinds of technology/media tools will you utilize or develop and why?
- c. **Interactivity:** How will your project encourage shared and interactive experiences between and among children, caregivers, parents and/or educators? How does your project promote active learning and play?
3. **Community Connections:** How will you connect your project to related community programs and stakeholders? Are there any other organizations that currently offer similar services in the Pittsburgh region? If you will be partnering with other organizations or individuals, please describe what role they will serve in your project.
4. **Research/Models:** What research or other documentation have you found that demonstrates your project's potential for success? What, if any, existing projects beyond your community serve as models for your idea?
5. **Implementation Plan:** Please describe how you propose to implement your project, specifying any challenges or barriers to implementation.
6. **Promotion Plan:** What steps will you take to engage an audience of young children and families in your project? What is your marketing/advertising strategy?
7. **Measures for Success:** How will you determine the success of your project? What measures will you use to assess how well your project meets its goals?
8. **Skills and Experience:** Who will work on this project and what will they do? How much time will they spend on the project? What skills and experience do they have that demonstrates their capacity to do this work?
9. **Applicant Background:**
 - **If you represent an organization:** Please describe your organization (its size, history, mission, tax status and budget). How does this project contribute to your organization's mission and/or long-term goals?
 - **If you do not represent an organization:** What are your personal goals for the project? What do you hope to gain and/or learn from the experience?
10. **Funding and Other Resources:**
 - a. **Revenue Profile:** Please provide a narrative description of your proposed budget, being sure to answer these questions: What level of funding is required to move your project forward? How do you propose to use the requested funding from The Sprout Fund? If the revenues are projected to exceed expenses, how do you propose to use this surplus? Are there any other resources are required to make your project happen?
 - b. **Financial Sustainability:** If appropriate, how will your project sustain itself beyond the life of the Spark award? What other funding sources or revenue streams, if any, have been identified?

Attachments

Please provide the following separate forms detailing your budget, timeline, references, and (optionally) a representative image of your project.

- **Budget:** Please use the standard budget form provided by Sprout to detail revenues, expenses, and the amount of Sprout's support that would go toward particular expenses. If after providing your budget in the required format, you believe that it is not a sufficient representation of the details on the revenues and expenses for your project, you may email a spreadsheet document with additional details.
- **Timeline:** Please create a timeline document to note the specific activities described in your implementation and promotion plans and when they will take place. A list of activities with corresponding approximate dates is sufficient.
- **References:** Please provide the complete contact information for 2 professional references that can address your relevant project experience. References may not be active members of the project team, board, or staff.
- **Images (Optional):** You may submit three (3) photographs/images that are relevant to your proposed project. Printed images may be no larger than 8x10 inches. Electronic image files may not exceed 2 MB in size.