**History**: How/why was the organization founded?

**Mission Statement**:

**Impact and Successes**: Put metrics or accomplishments here that are longer term. E.g. how many people have you helped in your history? How much financial support? How are lives changed?

**Community Need**

What is the need in the community that is being met by your program? Opportunity, challenges, issues This section is NOT about the organization. It’s about the circumstances (societal, economic) that led to the need for the organization. Back statements up with cited facts. I can probably help here…

**Best Christmas Ever Programs** This is the place to talk about your programs in isolation

Best Christmas Ever

Financial Literacy

Wellness

**Goals:** High level first. How do you want to change lives? Why do you exist?

Deeper dive including outputs.

How many people will you help in 2020? How many people will you impact (if different e.g. individuals vs. households) How much financial support? How many people will you impact. SMART objectives work well here if you know what those are.

**Governance**

Number of board members, full-time paid staff, part-time paid staff and volunteers.

**Evaluation and Impact**

How do you measure success? What instruments do you use to prove success? Surveys?

**Additional organization information required by each individual funder**

A success story works really well here.