

## DOING IT FOR GOOD



## REQUEST FOR PROPOSALS

Issue Date:

**November 12, 2009**

Submission Deadline:

**December 14, 2009**

**Contact Information:**

Doing IT for Good  
c/o Landmark Ventures  
11 East 26<sup>th</sup> Street – Suite 1600  
New York, NY 10010

[ditfg@landmarkventures.com](mailto:ditfg@landmarkventures.com)  
[www.landmarkventures.com](http://www.landmarkventures.com)

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***Doing IT for Good (DITFG) is pleased to announce a Request for Proposals for our 2010 annual grant cycle. DITFG serves as a catalyst for social change by supporting technology-related nonprofits that are committed to improving the social and economic status of underserved communities. In addition to certain financial support, DITFG is highly engaged with grantees by providing strategic, technical, and managerial assistance to help maximize social return.***

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## ABOUT THE PROGRAM

Doing IT for Good was founded by Landmark Ventures in 2007 as our philanthropy platform to maximize social impact by nominating one technology-related nonprofit as the annual beneficiary of our Service Grant. A unique high-engagement program, we provide both financial and management support through our “3C” grant model: Capital, Consulting and Connections. Each year, Landmark Ventures partners with a key board of outside advisors to select the program’s annual beneficiary, strategize & deliver pro bono consulting services, and continue to engage with grantees selected in prior years.

Since inception, Doing IT for Good has focused on leveraging Landmark’s experience and relationships in the information technology sector to advance the mission of the annual grantee. Accordingly, many of our efforts under the program are focused on “friend-raiser” activities intended to leverage and engage our contacts across our relationship base including Fortune 500 executives (mainly CIO/CTOs), technology professionals, private investors and additional corporate leaders. These individuals play an active role in our program, as they look to our annual selection as a channel for identifying deserving nonprofits that they in turn may support both professionally and personally.

## 2010 PROGRAM OBJECTIVES

We believe that technology, broadly defined, represents a paradigm shift across virtually every aspect of human life and offers a unique opportunity for nonprofits to amplify their social returns and impact. Recognizing our professional expertise in developing for-profit technology organizations, Landmark Ventures seeks to facilitate social change by providing pro bono development assistance for deserving nonprofits to maximize the combined community impact of both organizations.

The program thus seeks to nominate one technology-related nonprofit organization that requires pro bono management consulting and funding assistance to move to the next stage of development. Through our consultation and funding, we can help organizations make a greater impact on their constituents and community. Recognizing that economic and systemic issues will not change overnight, we are looking for organizations that are capable of navigating these challenges and offer a compelling proposition for improving the community.

## 2010 AWARD AND GRANT

Upon nomination, we will develop a strategy with the nominated organization to map out organizational needs and define mutual goals within the grant cycle. Thereafter, we will offer our expertise as a Service Grant, directly aligned with the defined objectives. This pro bono management consulting can include: corporate partnership/alliances, board development, donor cultivation, program expansion, capital acquisition (typically technology), branding, strategy, marketing, technology evaluation and development, fundraising, event planning, volunteer/mentor recruitment, and specific financial objectives for key programs or initiatives.

Accordingly, the exact size of the Service Grant varies, but is estimated to be up to 1,000 hours of professional time with a market value of \$50,000-\$100,000. Additionally, Landmark Ventures is prepared to offer up to \$50,000 in direct financial support.

Lastly through our pro bono consulting, we have recruited dozens of corporate partners, multiple board members and combined donations of over \$250,000 across our network.

## GRANT HISTORY

### Year Up (2008)

Year Up offers urban young adults a path to cross the opportunity divide through classroom education in Information Technology coupled with apprenticeships at Fortune 500 companies.



Year Up provides a supportive foundation for students to develop successful careers in IT, following six months of classroom-based education and six months of corporate apprenticeship with one of Year Up's prestigious corporate partners. This unique program furthermore combines educational stipends and college credits for students, with equal emphasis placed on learning both the IT skills and the professional and business communication skills required to succeed in today's workplace.

### NPower (2009)

NPower is a network of locally based nonprofit organizations that provide comprehensive, high-quality and affordable technology assistance to other nonprofit groups nationally. Founded in 1999, NPower currently serves more than 4,000 organizations each year.



NPower connects nonprofits to technology so that they can discover powerful new ways of serving their clients and communities. Working with NPower, nonprofits can leverage the power of IT to achieve transformative rewards.

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## ELIGIBILITY

### Summary:

Nominated nonprofits consider technology to be a mission-critical element of their programs and directives. They are innovative organizations with a strong foundation of mission and leadership whose work makes a tangible social impact on a national or global level. They seek to actively engage with us through the DITFG program, and have a focused vision of the benefits they hope to gain.

Organizations at all stages of development are encouraged to apply. We especially invite proposals from organizations that are at a critical stage of growth, moving beyond the concept level and start-up phase and looking to increase the scale of their operations.

### Requirements:

1. Technology-related organizations, which are defined as:
  - a. Technology-focused (those that promote technology adoption, access or education)
  - OR –
  - b. Technology-enabled (those that leverage technology as a delivery mechanism to serve missions in disciplines such as healthcare, environment, poverty, etc.)
2. We are geographically-agnostic (organizations from any region may apply). However, our preference is for organizations that are nationally focused or at least have operations in key metropolitan cities or serve multiple communities. Internationally-focused organizations are also eligible, although they require US headquarters in order to qualify.
3. Applicants must demonstrate a specific and compelling opportunity to strengthen and enhance their operations through utilization of the Service Grant.
4. Eligible organizations including 501(c)(3) organizations, fiscal sponsored organizations, nonprofit organizations with revenue-generating enterprises, and other programs that fulfill the grant objectives.

## WHAT THE FUND WILL NOT SUPPORT

- Direct grants to individuals, scholarships, fellowships, etc.
- Projects with a religious purpose or partisan political activities
- Programs that are not interested in a highly engaged partnership

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## PROPOSAL GUIDELINES

The following application format is based largely upon elements of the NY/NJ Common Application Form in an effort to minimize the time/cost associated with the application process.

Below please find a checklist of the requested information.

NOTE: While we have provided a suggested page length for each answer, we would like to emphasize our desire to maximize your existing content and minimize the amount of new content that may be created for this proposal. *Accordingly, submissions that substantially address the key questions outlined below (by providing more or less information, regardless of the format or sequence) are also acceptable and encouraged.*

### STANDARD APPLICATION QUESTIONS

#### **Organizational Summary (3 pages)**

- Please provide a brief overview of your organization's history and mission, including your theory of change.
- Doing IT for Good is interested in supporting technology-related organizations, as defined above. Please outline how technology serves an integral role in your program, and how your approach is unique in the field.
- In order to grow stronger and become intricately linked to the community, nonprofits often partner with other institutions or organizations. Please describe your most important partnerships (e.g. schools, community centers, companies or nonprofits) that help you to achieve your mission or offer expanded opportunities to your constituents.
- Please tell us about your organization's stage of development and give us a sense of your expectations for its one- and five-year plans.

#### **Use of Funds (2 pages)**

1. If applying for *general operating support*, please provide the following:

- A statement of how the service grant and monetary grant will benefit the population your organization seeks to serve.
- A description of how this grant will help build and strengthen your organization. Please include information about the type of additional support the organization needs to move to this next level (e.g. talent, space, expertise, marketing).

2. If your request is for a *specific project*, please explain the project, including:

- A statement of its primary purpose and how it will benefit the population your organization seeks to serve.

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- An action plan or explanation for how you will implement your project.
  - The proposed staffing pattern for the project, and the names and titles of the individuals who will direct the project.
  - How the project contributes to your organization's overall mission.
  - Most importantly, please explain how the project will help to build and strengthen your organization (for example, by expanding into a new area of expertise, by deepening relationships with current constituents, or by reaching more constituents)?

### **Evaluation (1-2 pages)**

- Please present the techniques you will use to measure the social impact and successful growth of the organization. What challenges will you face? How will you know that you are moving forward and developing the organization?

### **Organizational Attachments**

- Copy of 501(c)(3) tax status determination letter (for not-for-profit organizations), or New York State Tax Identification Number (for for-profit entities).
- Biographies or resumes of key staff members.
- List of Board of Directors, including their occupations and affiliations.

### **Financial Information/Attachments**

- Organizational budget for the current fiscal year, including funding sources.
- Project budget (include all committed, pending, or prospective funds), if applying for project specific funding.
- List of the organization's current and previous year's funders and form 990.

### **ADDITIONALLY, AS THE ONLY PROGRAM SPECIFIC QUESTION – PLEASE ANSWER THE FOLLOWING:**

#### **Pro Bono Engagement with Doing IT for Good (1-2 pages)**

- DITFG offers a service grant as a key component of our nomination. In addition to providing some financial support, the program's supporters (employees and external contacts of Landmark Ventures) work with grantees to complete a specified project. Please describe how you would use the support of Landmark Ventures to further your organizational mission. For example, if a CIO of a Fortune 500 corporation was interested in getting involved, what are they ways in which they could contribute?

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## GRANT TERM

Only one organization will be selected every annual grant cycle, running on the calendar year. This year's award cycle will begin on January 1, 2010; however, grantees may be permitted to re-apply for subsequent support thereafter.

## REVIEW PROCESS AND SELECTION GUIDELINES

As part of the review process, Landmark Ventures and its outside advisors will:

- Review and evaluate all proposals and,
- Interview finalists and/or make site visits, as appropriate.

We will consider the following criteria, among others, when evaluating applications:

- Organizational leadership that demonstrates a passion for the mission and has a track record of success
- Fit of the proposal with the goals of the DITFG and the specific objectives of the 2010 grant cycle, particularly the degree to which this grant is likely to have a meaningful impact
- Extent of fit with the technology-related mission
- Innovative practices of the organization and its programming that sets it apart from others
- Realistic and actionable goals and indications of strategic planning
- Quality and thoughtfulness of program evaluation metrics

## ABOUT LANDMARK VENTURES

Landmark Ventures is a leading strategic and financial advisory firm offering a unique combination of venture development and global investment banking services, with a focus on serving growth oriented technology companies and their venture capital and private equity sponsors. With a seasoned executive team leveraging hundreds of years of combined management, advisory and entrepreneurial experience, Landmark focuses on accelerating the growth and profitability of its portfolio of clients by using well-defined methodologies and an extensive network of contacts across the Fortune 500 and investment community.

For more information, please visit [www.landmarkventures.com](http://www.landmarkventures.com)



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## SUBMISSION INSTRUCTIONS

The deadline for applications is **5:00pm on Monday, December 14, 2009**.

All applications, including attachments, must be submitted electronically via email as Microsoft Word, Excel, or PDF files to: [DITFG@landmarkventures.com](mailto:DITFG@landmarkventures.com)

Please include a cover page on your application which provides your organization's name, contact person, and contact information. Also on the cover page, please reproduce the following language; the typed "Name" will serve as your electronic signature:

*The undersigned applicant(s) do hereby represent and warrant that the information contained on this form, and in any attachments submitted in conjunction with this application, is complete and correct.*

*Executive Director or Board Chair*

*Other Authorized Staff Member*

*Name:*

*Name:*

*Title:*

*Title:*

*Date:*

*Date:*

## QUESTIONS?

Prospective applicants may direct questions via email to [DITFG@landmarkventures.com](mailto:DITFG@landmarkventures.com)

### **Contact Information:**

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