

2016 CONCEPT PROPOSAL FORM

Read the Request for Concept Proposals prior to completing this form.

Instructions: Complete each of the following sections in the spaces provided. The submitted form may not exceed three (3) pages and must be submitted in a **Microsoft Word** format with a font size of no less than **11**. Submit your completed form to dschless@seniorshousing.org no later than **5:00 p.m. on October 15, 2015**. **LATE SUBMITTALS WILL NOT BE ACCEPTED.** **This form can also be accessed at www.seniorshousing.org/researchgrant.**

Name of Applicant Organization:		
Address:		
City:	State:	Zip:
Contact Name:		Title:
Phone:	E-mail:	
Project Title:		
Grant Request: \$	Anticipated End Date of Project:	
Market Sector to Benefit from this Project: <i>(Include all that apply)</i>		
What is the geography included in this project? Single city <input type="checkbox"/> Multi-city <input type="checkbox"/> Region <input type="checkbox"/> National <input type="checkbox"/>		
If other please describe:		

Complete the following sections in the spaces provided. **DO NOT ALTER THE FORM.**

1. Project Purpose – What is the specific issue, problem or need to be addressed by the project? How will the project address that issue, problem or need? Why is the project important and timely?

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2. Potential Impact – Describe the market sectors that will benefit from the project. How and when will they be impacted? How many will benefit and where are they located?

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3. Expected Measurable Outcome – What is the primary measurable result that your project will have? (*Ex: if customer satisfaction will increase by 15%; revenues will be increased by x% and/or expenses reduced by x %*) How will you measure whether that result is achieved?

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4. Project Activities/Work Plan – Briefly describe the activities that will be conducted during your project. Include responsible parties and timelines. (*Projects may not begin prior to January 1, 2016 and all activities must be scheduled within 12 months of the start date*).

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5. Industry Support – Do industry stakeholders support the project? Describe their support and involvement, including the roles that they will play in the project and any cash or in-kind match that they will provide. (*Documentation of industry support will be required if selected to submit a Grant Proposal.*)

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6. Funding Priority (optional) –If your project addresses a 2016 Funding Priority (provided in the Request for Concept Proposals, explain how it will do so in this section. Although your project may address multiple priorities, select the *one* priority that is the primary focus of the project.

7. Budget – In the table below, provide the totals for all costs requested for your project. Category definitions are provided below. If selected to submit a Grant Proposal, detailed budget information will be required.

All requested grant funds must support activities that benefit specialty crop producers or processors, should clearly correlate to the purpose and goals of the project, and must be “allowable costs” as defined by the federal government.

BUDGET CATEGORY	Total Grant Request
PERSONNEL	\$
BENEFITS	\$
TRAVEL	\$
EQUIPMENT	\$
SUPPLIES	\$
CONTRACTUAL	\$
OVERHEAD	\$
TOTAL	\$ 0.00

- **Personnel:** Salaries/wages for individuals employed by your organization. Individuals not employed by your organization should be included under “Contractual.”
- **Benefits:** Fringe benefits for each project participant in the Personnel category.
- **Travel:** Ground transportation, lodging and meals, mileage, and air transportation. Travel rates may not exceed the reimbursement rates allowed by the Federal government. Travel costs for contractors should be included under “Contractual.”
- **Equipment:** Items with a useful life of more than one year and an acquisition cost of \$5,000 or more. If under \$5,000, the item is considered a “supply” and should be included under “Supplies.”
- **Supplies:** Items with an acquisition cost under \$5,000. Includes items such as office supplies, software, and field supplies. Supply costs for contractors should be included under “Contractual.”
- **Contractual:** Services to be provided under a contract.
- **Other:** Includes all other costs. “Other” costs for contractors should be included under “Contractual.”