
McCARTY & ASSOCIATES^{LLC}
A M A R K E T I N G F I R M

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Grant Application Narrative

I. ORGANIZATIONAL INFORMATION

1. Brief Summary of Organization's history and mission.
2. Description of current programs, activities, service statistics and strengths/accomplishments (highlighting the past year), including what makes your organization unique.

II. PURPOSE OF GRANT

1. Please describe who we will be working with in the community.
2. Your request for specific services related to the project or program.

NEEDS AND CAPABILITIES

- The situation—opportunity, problem, issue, need, and the community—that your proposal addresses, and how that need was determined.

GOALS AND ACTIVITIES

- Your goals and objectives.
- Specific, measurable activities to accomplish these objectives.
- Specific services that you desire McCarty & Associates to do.
- Who will carry out those activities (if this is a collaboration, briefly describe the partners).
- Timeline in which all of this will take place, with specific start/end dates.

IMPACT OF ACTIVITIES

- How the proposed activities will impact the designated community or population.
- How you will measure the results.
- How these results will be publicized.
- How you will measure the success of our work.
- How McCarty & Associates will be recognized.
- How you will include us in your event (ie, tickets).
- How you plan to sustain the project after our service period has expired.

III. ATTACHMENTS

Other Supporting Materials

- Letters of support and/or recent reviews or articles, if available.