



420 Fifth Avenue, New York, NY 10018-2702

The Rockefeller Foundation Proposal Guidance

A submission to The Rockefeller Foundation (RF) should include three key components:

- 1: Letter of Request:** A formal letter requesting funding from RF.
- 2: Grant Proposal:** A formal grant proposal should be approximately 5-10 pages in length and provide details of work to be conducted.
- 3: Project Budget:** A detailed budget for the project you are seeking funding for.

This document seeks to offer optional guidance for the prospective grantee on the preparation of a proposal for a project grant.

Important: All materials must be in English and sent electronically.

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- 1. Letter of Request** - An official letter of request for the grant should be on the letterhead of the organization that will have ownership and responsibility for the project. The letter should be addressed to the RF Program Officer, dated, and include the following:
 - Signature of an executive officer or other organization official authorized to solicit grant funds. If a university, the request must be submitted by its contracts and grants office (or the equivalent, if such an office does not exist, i.e., the rector's or president's office).
 - Amount requested, the name of the project, and the dates during which RF funding will be used.

2. **Grant Proposal:** The grant proposal should be approximately 5-10 pages in length and should generally include the elements listed below.

Please note: Not all sections will be applicable to all prospective grantees, and you may be asked to provide additional information. If the proposal has appendices, please combine them with the core proposal in one document.

a. Cover Page to include the following details:

- Project name
- Name and address of the institution requesting the funds.
- Name and address of any local (regional) offices that will be engaged in the project.
- Name and contact information of the principal investigator(s) responsible for implementing the project.
- Name and contact information for the financial contact responsible for the fiscal administration of the project funds.
- Amount of grant being requested from RF in U.S. dollars
- Date the proposal was submitted.

b. Brief Executive Summary – A summary of the proposal information requested in sections **c** through **h** below.

c. Rationale and Context – Provide an outline of the issues you are aiming to address by providing detailed responses to the following questions:

- What is the main issue or problem you hope to address with your project?
- What is the project's relevance to your organization's mission and how does it fit within your organization's institutional structure?

- What other major related work is being conducted in this field, and how does your work differ from, contribute to, or complement that work.
 - If collaborating with other institutions, provide their names and describe their roles and responsibilities in the project.
- d. Project Vision, Impact, and Activities** – Please describe how you aim to address the issue described above by providing detailed responses to the following questions:
- Describe the project and the core impact or result this grant, if successful, will deliver (i.e. on people, markets, systems).
 - *Please include any details on the intended beneficiaries (including what changes you aim to achieve for them) and how the project aims to address the problem(s) identified in the prior section.*
 - *If there is already a theory of change available for this project or your organization, please share that as well.*
 - Describe proposed project activities, including the status of the work and accomplishments to date, if applicable.
 - List the specific project deliverables, by deliverable date.
 - *If applicable, provide a detailed work plan as an Appendix.*
 - What (if any) significant challenges exist in your capacity to achieve your intended outcomes?
- e. Plans for Knowledge Management and Communications:** Please provide details of how the project deliverables and results will be disseminated including the following:
- With reference to the Project Vision and Activities section of your proposal (see above), how will the deliverables be used and/or shared within your organization and externally within relevant fields and/or to the general public?

- Describe your overall plans for sharing information about your grant-related work and its outcomes.
 - *Please include the intended audience(s) (i.e., media, experts in the field, general public) and what you want them to do, think, know, or feel as a result of receiving communications about your project or its results.*
 - Will there be any data assets produced by this project?
 - If so, how will they be managed and licensed?
 - Important: *RF's default position is to release the data we fund under the Creative Commons by Attribution (CC BY 4.0) license.*
- f. Measurement and Learning:** RF is committed to measuring our impact, learning from our and our partners' successes and challenges, and transparently sharing insights to promote dialogue and inform action, both internally and externally. We believe that strategic learning is integral to adapting and improving our strategies, so that we may strengthen our collective efforts to advance equity, make opportunity universal and sustainable, and improve the well-being of the people we serve. Please provide answers to the questions below:
- As you reflect on the project vision described above, how are you planning on measuring and learning about your progress towards that impact, including successes and challenges you experience along the way?
 - If your organization already has a measurement, evaluation, and learning (MEL) plan, you are welcome to share that as well.
 - What is the subset of 3-5 key data points (i.e., qualitative or quantitative indicators) you plan to use to track progress toward project milestones and outcomes? How will they be shared with us and with what frequency?
 - Please describe your organization's capacity to carry out this measurement and evaluation plan (i.e., staffing, data management or measurement systems and approaches).
 - If there are no measurement, evaluation or learning activities planned for this grant, please note in your proposal, along with brief rationale.
- g. Risk Management** – Please provide details for the following questions:
- Describe any risks related to the project -- such as financial, political, governance, cultural/religious, security, collaborative implementation arrangements, etc. -- and, how these risks will be managed or mitigated by our organization.

- If you are requesting funds toward a larger project budget, what will happen if you do not receive the anticipated funding from other sources?
- If this is a longer-term project, how will it be sustained after RF's funding has ended?

h. Budget Narrative - RF encourages you to provide a budget narrative as part of your proposal.

- In the narrative, please describe and provide justification for each major category in the budget.
- Do you anticipate any regranting, sub-contracting or critical collaboration for this project?
 - If so, how will those organizations be identified? Please provide background on any that are already known.

2. Project Budget - RF does not require use of a standard form for your project budget , however all grant proposals must submit the project budget in Excel, if possible.

- See the separate guidelines attached for the budget.
- Sample Budget Template



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Appendices: The following information should also be included within the grant proposal:

- a. A profile for key project personnel and a description of their roles in the project.
 - i. *See The Rockefeller Foundation Key Project Lead Bios Template (v2024).*
- b. A project workplan and/or timeline, if applicable.

** Please note that as part of the review process, RF staff may request a meeting and/or site visit, as well as you may be asked to provide additional project and organization information. Such requests should not, however, be interpreted as a guarantee of financial support.*