Southern California Program
Phase I Instructions - Project Narrative Form

Format Requirements

Applications that do not comply with the following requirements will not be accepted:

- Must download and use SoCal Phase I Project Narrative Form provided in Grantee Portal
- Prints single-spaced on 8½” x 11” paper with 1” margins
- Use at least 12 point type, Times New Roman font
- Must not exceed 4 page maximum

Project Overview (1 page maximum)

Organization Overview, Case Statement and Impact: Provide a brief description of your organization. Describe the project, including its significance to the field, unique aspects, and how it will benefit the target population and/or build the capacity of your organization. Provide data, if available, to make your case.

Implementation Plan (2 page maximum)

Goals and Methodology: State the project’s goals and objectives, including programmatic objectives if a capital project. Describe results of any pilot efforts and the work to be undertaken, including key tasks and the implementation timeline.

For program projects include:

- If this project expands an existing program: describe the current program, numbers now served, staffing pattern, evidence of effectiveness, any partnerships, and how the expansion will change each of these factors.
- If this project is for a new program: describe the program model, any partnerships, projected number to be served, and staff to be hired.
- If program request is part of a capital project, include timeline for completing the facility.

For capital projects, include:

- Property ownership, construction plan, facility design, expected date of receipt of conditional use permit (if required) and building permit, and
- Programs to be offered in the facility and current and projected numbers of people to be served.

Staffing and Resources (1 page maximum)

Personnel: Name the key management, program personnel, and if applicable, consultants, required to implement the project. Summarize their credentials, expertise in the field, and roles in the project. For program projects, include key staff and consultants listed in the project budget.

Fundraising: State total amount raised to date for the project and describe the fundraising plan for the balance. If no government funding has been secured and/or if none will be sought for this project, please explain. For a program request that is part of a capital project, also cite total capital cost and total amount raised to date.

Justification for W. M. Keck Foundation Support: Explain why W. M. Keck Foundation funding is essential to this project. Include rationale for the specific allocation of Keck Foundation funding.