APPLICATION

ORGANIZATION APPLICATION FOR REINHOLD FOUNDATION NONPROFIT LEADERSHIP DEVELOPMENT AND CAPACITY BUILDING TRAINING PROGRAMS IN 2024

Through its Leadership Development and Capacity Building Initiative, the Paul & Klare Reinhold Foundation focuses on strengthening the nonprofit sector by strengthening the leadership and capacity of nonprofit organizations that serve Clay County. Any 501(c)(3) nonprofit organization that provides services to Clay County residents is eligible to apply.

***Please complete sections 1 through 4 on the following pages. The Deadline for applications is Friday, November 17, 2023.***

Section 1: Contact and Organization Information

1. Organization name and mailing address of organization:

2. Employer Identification Number (EIN):

3. Contact person and title:

4. Email address and phone number of contact:

5. How do you impact the residents of Clay County? (In 200 words or less, please tell us your

organization’s “story”—who you are, why you exist, and how you impact the community.)

6. How many full-time paid staff do you have? How many part-time paid staff do you have?

7. How many regular volunteers do you have?

8. Have you read the **attached curriculums and objectives** for the workshops your organization is

requesting to attend?

9. Please provide the names and business titles of your Board of Directors.

Section 2: Financial and 501(c) (3) Charity Information

10. If you have never submitted a copy of your IRS 501(c) (3) Exemption Letter to the Paul & Klare

Reinhold Foundation, please attach a copy with this application.

11. Please attach a copy of your most recent financial statement (statement of income and

expenditures). If your **most recent** financial statement is included on pages 9-11 of your Form

990 tax return **and** it is available for review on guidestar.org, you do not need to attach a copy with

this application.

Section 3: Application Worksheet for 2024 Programs

The Paul & Klare Reinhold Foundation is offering eight nonprofit training programs in 2024. All workshops are being scheduled as in-person training\* that will take place at the Holiday Inn on Wells Road in Orange Park. (\*The board workshop will also be held virtually on Zoom). The program curriculums are designed and taught by faculty from the Edyth Bush Institute for Philanthropy & Nonprofit Leadership at Rollins College. The Reinhold Foundation is underwriting all costs of training; thus, there are no tuition expenses for selected participating organizations.

***Your organization may request to participate in more than one training program listed below.***

Section 3 APPLICATION WORKSHEET (Please see attached curriculums and objectives)

Is your organization requesting to attend *Nonprofit Management Essentials*? (This program is 12 total hours of instruction; selected individuals must be committed to attending both days of training.)

1. Yes \_\_ or No \_\_
2. If yes, please provide the names of the members (no more than four) your organization is requesting to send to *Nonprofit Management Essentials*, each member’s title and role within the organization, and the length of time they have been involved with the organization.

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| --- | --- | --- | --- |
|  | ***Name*** | ***Position*** | ***How long at the organization*** |
| 1. |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |
| 4. |  |  |  |

1. Have the above members read the curriculum for this course? What are your organization’s expectations and what do you hope to learn from attending *Nonprofit Management Essentials* if selected to attend?

Is your organization requesting to attend *Certificate in Volunteer Management*? (This program is 12 total hours of instruction; selected individuals must be committed to attending both days of training.)

1. Yes \_\_ or No \_\_
2. If yes, please provide the names of the members (no more than four) your organization is requesting to send to *Certificate in Volunteer Management*, each member’s title and role within the organization, and the length of time they have been involved with the organization.

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| --- | --- | --- | --- |
|  | ***Name*** | ***Position*** | ***How long at the organization*** |
| 1. |  |  |  |
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| 4. |  |  |  |

1. Have the above members read the curriculum for this course? What are your organization’s expectations and what do you hope to learn from attending *Certificate in Volunteer Management* if selected to attend?

Is your organization requesting to attend *Strategic Planning for Nonprofits*? (This program is 6 total hours of instruction; selected individuals must be committed to attending the full day of training.)

1. Yes \_\_ or No \_\_
2. If yes, please provide the names of the members (no more than four) your organization is requesting to send to *Strategic Planning for Nonprofits*, each member’s title and role within the organization, and the length of time they have been involved with the organization.

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| --- | --- | --- | --- |
|  | ***Name*** | ***Position*** | ***How long at the organization*** |
| 1. |  |  |  |
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1. Have the above members read the curriculum for this course? What are your organization’s expectations and what do you hope to learn from attending  *Strategic Planning for Nonprofits* if selected to attend?

Is your organization requesting to attend *Nonprofit Accounting and Budgeting Basics*? (This program is 6 total hours of instruction; selected individuals must be committed to attending the full day of training.)

1. Yes \_\_ or No \_\_
2. If yes, please provide the names of the members (no more than four) your organization is requesting to send to *Nonprofit Accounting and Budgeting Basics*, each member’s title and role within the organization, and the length of time they have been involved with the organization.

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| --- | --- | --- | --- |
|  | ***Name*** | ***Position*** | ***How long at the organization*** |
| 1. |  |  |  |
| 2. |  |  |  |
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1. Have the above members read the curriculum for this course? What are your organization’s expectations and what do you hope to learn from attending *Nonprofit Accounting and Budgeting Basics* if selected to attend?

Is your organization requesting to attend *Measuring for Success: Program Evaluation*? (This program is 6 total hours of instruction; selected individuals must be committed to attending the full day of training.)

1. Yes \_\_ or No \_\_
2. If yes, please provide the names of the members (no more than four) your organization is requesting to send to *Measuring for Success: Program Evaluation*, each member’s title and role within the organization, and the length of time they have been involved with the organization.

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| --- | --- | --- | --- |
|  | ***Name*** | ***Position*** | ***How long at the organization*** |
| 1. |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |
| 4. |  |  |  |

1. Have the above members read the curriculum for this course? What are your organization’s expectations and what do you hope to learn from attending *Measuring for Success: Program Evaluation* if selected to attend?

Is your organization requesting to attend *Creating an Actionable Marketing Plan*? (This program is 6 total hours of instruction; selected individuals must be committed to attending the full day of training.)

1. Yes \_\_ or No \_\_
2. If yes, please provide the names of the members (no more than four) your organization is requesting to send to *Creating an Actionable Marketing Plan*, each member’s title and role within the organization, and the length of time they have been involved with the organization.

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| --- | --- | --- | --- |
|  | ***Name*** | ***Position*** | ***How long at the organization*** |
| 1. |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |
| 4. |  |  |  |

1. Have the above members read the curriculum for this course? What are your organization’s expectations and what do you hope to learn from attending *Creating an Actionable Marketing Plan* if selected to attend?

Is your organization requesting to attend *Writing for Different Platforms*? (This is a three-hour workshop.)

1. Yes \_\_ or No \_\_
2. If yes, please provide the names of the members (no more than four) your organization is requesting to send to *Writing for Different Platforms*, each member’s title and role within the organization, and the length of time they have been involved with the organization.

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| --- | --- | --- | --- |
|  | ***Name*** | ***Position*** | ***How long at the organization*** |
| 1. |  |  |  |
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1. Have the above members read the curriculum for this course? What are your organization’s expectations and what do you hope to learn from attending *Writing for Different Platforms* if selected to attend?

Is your organization requesting to attend *Best Practices for High Performing Boards*? (This is a three-hour workshop.) Please indicate for each person below whether you prefer to attend the “in-person” workshop or the virtual workshop on Zoom. The Zoom workshop will be split into two 1.5 hour sessions during lunchtime hours. The “in-person” workshop will be a three-hour workshop held at the Holiday Inn.

1. Yes \_\_ or No \_\_
2. If yes, please provide the names of the members (no more than four) your organization is requesting to send to *Best Practices for High Performing Boards*, each member’s title and role within the organization, and the length of time they have been involved with the organization.

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***Name*** | ***Position*** | ***How long at the organization*** |
| 1. |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |
| 4. |  |  |  |

1. Have the above members read the curriculum for this course? What are your organization’s expectations and what do you hope to learn from attending *Best Practices for High Performing Boards* if selected to attend?

Notice: All listed workshops and dates are tentative. The Foundation will make grant decisions in December. Applying organizations will be notified of the status of their application by December 31st.

**Section 4: Signatures**

|  |  |
| --- | --- |
| By signing you certify that the organization is tax-exempt under section 501 (c) (3) of the Internal Revenue Code, in good standing, and that the information you provided in this application is true to the best of your knowledge and belief. | |
| Signature of person preparing application: | Date: |
| Signature of CEO, President, or Chairman: | Date: |

Please email\* or mail one unstapled copy of the application to:

Amy Parker, Executive Director

The Paul E. & Klare N. Reinhold Foundation, Inc.

1845 Town Center Blvd, Suite 105,

Fleming Island, FL 32003

Phone: 904-269-5857 ext. 404

[aparker@reinhold.net](mailto:aparker@reinhold.net)

\*If you submit your application by email, you will receive an email confirmation receipt within 5 business days. If you do not receive email confirmation, please call Amy to confirm receipt.

**The Deadline for applications is Friday, November 17, 2023.**

***(Note: This is attachment is for your reference. It does not need to be returned with your completed application.)***

**CURRICULUMS AND OBJECTIVES**

**2024 REINHOLD FOUNDATION NONPROFIT LEADERSHIP DEVELOPMENT AND**

**CAPACITY BUILDING TRAINING PROGRAMS**

*Through its Leadership Development and Capacity Building Initiative, the Paul & Klare Reinhold Foundation focuses on strengthening the nonprofit sector by strengthening the leadership and capacity of nonprofit organizations that serve Clay County. Any 501(c)(3) nonprofit organization that provides services to Clay County residents is eligible to apply.*

The Paul & Klare Reinhold Foundation is offering eight nonprofit training curriculums in 2024 (see details below). All workshops will be held in person at the Holiday Inn on Wells Road in Orange Park.\* The program curriculums are designed and taught by faculty from the Edyth Bush Institute for Philanthropy & Nonprofit Leadership at Rollins College. The Reinhold Foundation is underwriting all costs of training; thus, there are no tuition expenses for selected participating organizations.

In addition, the Paul & Klare Reinhold Foundation is offering a special incentive to organizations that participate in a training program. Organizations can earn “participation gifts” of $200 per person for completion of *Nonprofit Management Essentials* (2 days); $200 per person for completion of *Certificate in Volunteer Management* (2 days); $100 per person for completion of *Strategic Planning for Nonprofits* (1day); $100 per person for completion of *Nonprofit Accounting & Budgeting Basics* (1 day); $100 per person for completion of *Measuring for Success: Program Evaluation* (1 day); $100 per person for completion of *Creating an Actionable Marketing Plan* (1 day); $50 per person for completion of *Writing for Different Platforms* (3 hours); and $50 per person for completion of *Best Practices for High Performing Boards* (3 hours). Participation gifts are paid to the organization and must be used for one or more of the exempt purposes set forth in Internal Revenue Code Section 501 (c)(3).

Organizations may request to participate in more than one training program.

***Nonprofit Management Essentials***

**Dates and time: January 17 & 18, 2024 , 9:00 a.m. to 4:00 p.m. each day (2 days of instruction)**

In this workshop, participants will explore nonprofit management best practices with an overarching goal of creating a more sustainable organization. Attendees will work through the steps necessary to ensure their organizations have a strong foundation in order to be prepared to effectively and efficiently deliver on and financially support their mission including but not limited to proper accounting procedures, internal controls, a strong and active board of directors, consistent program evaluation, fundraising and mission-based strategic planning.

As a result of this course, you will:

* Learn the four basic functions of management and how they are carried out in a nonprofit organization.
* Learn how the Mission and Value Statements and the Case for Support guide the internal and external work of the organization.
* Understand how sound planning and follow-through make the organization more "strategic".
* Understand the basics of creating a strong and diversified fundraising plan.
* Understand the role of the Board of Directors and learn how to utilize board members well.
* Learn the importance of data management and evaluation of organizational performance.

**Participation Gift eligibility for Nonprofit Management Essentials:** $200 per person (Individuals must complete both days of training above for their organization to be eligible for the Reinhold Foundation’s $200 gift. No partial gifts for a single day attendance or half day attendance will be provided).

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***Certificate in Volunteer Management***

**Dates and time: February 22 and 23, 2024, 9:00 a.m. to 4:00 p.m. each day (2 days of instruction)**

This two-day workshop is designed to meet the needs of the next generation of volunteer managers. Participants will learn techniques for recruiting, training, placing, retaining, and rewarding volunteers, as well as ways to increase teamwork with key staff in their organizations.

As a result of this course, you will:

* Learn how to establish a code of ethics with regard to volunteers.
* Understand the essential elements and details of a great volunteer manual.
* Explore ways to prepare staff to work with volunteers.
* Learn how to create meaningful volunteer assignments.
* Gain the skills needed to create a volunteer application and job description.
* Learn how to market opportunities and recruit volunteers.

**Participation Gift eligibility for Certificate in Volunteer Management:** $200 per person (Individuals must complete both days of training above for their organization to be eligible for the Reinhold Foundation’s $200 gift. No partial gifts for a single day attendance or half day attendance will be provided).

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***Strategic Planning for Nonprofits***

**Date and time: January 25, 2024, 9:00 a.m. to 4:00 p.m. (1 day of instruction)**

Participants will learn what they need to know to embark on strategic planning for their organization. This workshop will dive into the “dos and don’ts” of proper planning whether participants are getting ready to tackle a new plan or update their existing plan. Attendees will learn how to produce a strategic plan that has impact on operational success, is embraced by key leaders and stakeholders their organization, and functions as a living, functional document.

As a result of this course, you will:

* Understand different approaches to planning and which is most appropriate for your nonprofit.
* Learn the steps necessary to conduct an effective SWOT Analysis Environment Scan
* Recognize the proper role of the board and staff in the planning process.
* Identify the purpose of the vision, mission, goals, and objectives in successful planning.
* Learn why planning fails and the essential steps to avoid the common pitfalls.
* Gain innovative techniques about how to put the plan into action once it is completed.
* Recognize the key strategies to ensure the plan becomes an integral and enduring component of daily operations.

**Participation Gift eligibility for Strategic Planning for Nonprofits:** $100 per person (Individuals must complete the full day of training above for their organization to be eligible for the Reinhold Foundation’s $100 gift).

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***Nonprofit Accounting & Budgeting Basics***

**Date and time: February 7, 2024, 9:00 a.m. to 4:00 p.m. (1 day of instruction)**

In the accounting session, attendees will learn basic accounting principles and terminology so they can become a better financial manager. Additionally, they will receive an overview of fund-accounting and gain a deeper understanding of nonprofit financial statements.

As a result of this course, you will:

* Increase general understanding of accounting terminology.
* Explore how to record common financial transactions.
* Increase general understanding of nonprofit financial statements.

In the budgeting session, participants will learn how a budget can shape their organization's direction by funding board priorities and setting targets for evaluation. Attendees will understand how budgets can be used as management tools to plan and monitor the use of resources as well as techniques for developing a budget that can be adapted to their organization.

As a result of this course, you will:

* Increase understanding of the benefits of a budget and how it can be used as a management tool.
* Explore various approaches to developing a budget.
* Explore a typical budget calendar and budget formats.

**Participation Gift eligibility for Nonprofit Accounting & Budgeting Basics:** $100 per person (Individuals must complete the full day of training above for their organization to be eligible for the Reinhold Foundation’s $100 gift).

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***Measuring for Success: Program Evaluation***

**Date and time: March 28, 2024, 9:00 a.m. to 4:00 p.m. (1 day of instruction)**

In this workshop, attendees will learn how to develop and implement a strategic and actionable Evaluation Plan—one that will help them create operational efficiencies, better understand the return on their investments and achieve strategic business goals. Participants will learn about evaluation theory, terms, and processes and will understand how to identify what to measure, methods for data collection and best practices in communicating their impact.

As a result of this course, you will:

* Gain a general understanding of Evaluation terminology, theory, and practice.
* Understand best practices in evaluation planning.
* Learn specific tools that can be used to develop a comprehensive evaluation plan.

**Participation Gift eligibility for Measuring for Success: Program Evaluation:** $100 per person (Individuals must complete the full day of training above for their organization to be eligible for the Reinhold Foundation’s $100 gift).

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***Creating an Actionable Marketing Plan***

**Date and time: March 29, 2024, 9:00 a.m. to 4:00 p.m. (1 day of instruction)**

Participants will gain the tools they need to upgrade their marketing efforts and connect them directly to achieving their organization's goals. Attendees will leave the session with a draft of their own marketing plan and new thinking on how marketing can become an essential part of their organization’s success.

As a result of this course, you will:

* Connect your marketing strategy with their organization's goals.
* Maximize the four stages of nonprofit marketing communication.
* Identify priority audiences.
* Create marketing goals, strategies and tactics just for their organization.
* Identify metrics to measure the success of the plan.

**Participation Gift eligibility for Creating an Actionable Marketing Plan:** $100 per person (Individuals must complete the full day of training above for their organization to be eligible for the Reinhold Foundation’s $100 gift).

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***Writing for Different Platforms***

**Date and time: March 7, 2024, 1:00 p.m. to 4:00 p.m. (3 hours of instruction)**

This course will equip attendees with the skills and knowledge to effectively write and share their stories across different platforms, including press releases, blogs, social media, and other mediums. During this interactive workshop, participants will explore the best practices for each platform, learn how to tailor their story to reach specific audiences, and understand how to repurpose their content to save time and maximize impact.

As a result of this course, you will:

* Identify and understand their audience.
* Understand the importance of a customized and strategic approach for different platforms and how it can increase engagement and impact.
* Apply best practices for writing on different mediums, including press releases, blogs, social media, and other platforms.
* Repurpose content effectively to reach a wider audience without having to create new content for each platform.

**Participation Gift eligibility for Writing for Different Platforms:** $50 per person (Individuals must complete the three-hour training for their organization to be eligible for the Reinhold Foundation’s $50 gift.)

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***Best Practices for High Performing Boards***

**Date and time (This workshop will be offered twice; once in virtual session and once in person):**

**Virtual on Zoom - February 15 & 16, 2024, 12:00 p.m. to 1:30 p.m. both days (3 hours of instruction)**

**In person at Holiday Inn – March 7, 2024, 9:00 a.m. to 12:00 p.m. (3 hours of instruction)**

This interactive discussion will highlight best practices regarding board operations, effective governance, recruitment, relationship with the Executive Director/CEO, and strategic planning. Additionally, a board assessment will be included to help participants identify strengths and areas for improvements.

As a result of this course, you will:

* Understand why boards fail and identify factors that contribute to poor board performance.
* Gain a deeper understanding of how to strengthen board member engagement.
* Learn proven strategies to strengthen overall board effectiveness.
* Assess the effectiveness of your existing board by identifying strengths and areas for improvement.

**Participation Gift eligibility for Best Practices for High Performing Boards:** $50 per person (Individuals must complete the three-hour training for their organization to be eligible for the Reinhold Foundation’s $50 gift.)

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Notice: All above listed workshops and dates are tentative. The Trustees will make final decisions in December based on the status of the completed applications.

Questions should be directed to Amy Parker at 269-5857 ext. 404 or aparker(at)reinhold.net.

**The deadline for applications is Friday, November 17, 2023.**