



# Mary Durstine McArtor Reynolds Memorial Giving Fund

To foster thriving and productive futures for children



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June 26, 2024

Ladies and Gentlemen,

Thank you very much for your interest in submitting a program proposal to obtain a grant from Mary's Giving Fund.

Attached you will find the following:

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1. Overview, which includes our Vision Statement, Mission Statement, and Grant Criteria. When completing your program proposal, please think about these points and share with us details about how your program meets them.
2. Post-Program Evaluation. After a grant and upon completion, you will need to provide this information about your program's outcome. Of course, you may want to consider how your proposed program will be able to answer these questions once completed.
3. Program Proposal Form. Complete this form in order to fully understand your proposed program, who it benefits, and how it does so. Feel free to add attachments or other materials as appropriate.

Please submit your completed program proposal to Mary's Giving Fund at [mary@twyckenham.net](mailto:mary@twyckenham.net). Your proposal will be considered at our next program review meeting, which is generally quarterly. If you have any questions about the paperwork or the process, please direct them to us via email or the U.S. mail.

Again, thank you for your interest, and we look forward to receiving and reviewing your program proposal.

Sincerely,

Robert E. McArtor  
Chair and President



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## Vision Statement

**To Foster Thriving and Productive Futures for Children**

## Mission Statement

**Improve the health, well-being, education and welfare of children, particularly in underserved communities, through direct micro-giving grants.**

**Grant Criteria:** Programs must...

1. Demonstrate the ability to meet the mission of Mary's Giving Fund by impacting significant numbers of children, up to age 19, in their community in the United States.
2. Directly interact with or impact children and/or provide for critical expenses that are directly related to a program that supports the mission of Mary's Giving Fund.
3. Include specific, measurable goals that clearly state how success will be evaluated.

**Grant Preferences:** While not required, programs of the following type will be given greater consideration...

1. Programs that impact the under-served.
2. Renewable programs that may continue over multiple years.
3. Stand-alone programs where Mary's Giving Fund is the primary source of funding.
4. Programs that meet a unique community need.

**Grant Requirements:** Programs need to...

1. Identify a key contact who will be responsible for administration of the grant and communication with Mary's Giving Fund.
2. Provide a detailed budget, under \$3,700, that specifically outlines how the funds will be used for program-related activities. Funds may not be used for general overhead or staffing costs that are not directly related to the grant program.
3. Acknowledge Mary's Giving Fund as the program funder.
4. Feature Mary's Giving Fund name, website address, rose logo and/or QR code in program materials and communications such as: social media posts, website, newsletters, flyers, articles and ads in local press, bookplates, stickers on handouts, good luck notes that accompany any gifts, display cards on seating or tables, etc.
5. Complete a Post Program Evaluation form within one month of program conclusion.



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## Post-Grant Evaluation Form



### **Goals:**

- A. Evaluate program success
- B. Evaluate potential for future funding
- C. Identify specific points for future improvement
- D. Generate facts for future marketing use

**Evaluation:** Please respond to the questions below with details so that we can better understand how your program worked out. There is no need to repeat anything already covered in another response.

1. **Project specific metrics:** Did the program deliver what was agreed in the original proposal? How did the program go? What changes occurred from the original proposal? What changes would you make to improve the program in the future?
  
2. **Financial audit of program:** How did you use the funds provided? Please provide a line-by-line comparison to the original budget and explain any material changes.



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3. Specific, Measurable Program Results: **How many children were served (please provide the exact number (i.e., not an estimate and not rounded up or down))?** What are the demographics of the program participants (such as age, grade level), and the number of adults involved? What were your measures of success and how did they turn out (for example, you might have focused on the frequency of service, number of materials distributed/used, results such as feedback and satisfaction of program participants, educational/academic measure improvements, etc., and what were the results)?
  
4. Communications to the Community: Please list any communications and provide copies (e.g., Facebook posts, website posts, newsletters, articles, flyers, ads, local press coverage).
  
5. Photos/Videos: Please provide photos/videos of the children participating in the program to help explain the program to our supporters and for use on our website. Also, please consider asking the program participants to create a video of their experience.
  
6. Communications with Mary's Fund Leader: Were we helpful in scoping out the program and communicating during the program? What did we do well, what could we improve?
  
7. Follow-On Donations: Did the organization receive any separate donations in Mary's name or as a result of the program, and if so, who and how much (so that we can properly thank them and track for our internal purposes)?



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8. Other Funding Sources: What is/are any other funding sources for the program and how much did they contribute? Was Mary's Giving Fund's contribution significant, and if so, how?
  
  
  
  
  
  
  
  
  
  
9. Future: Would you like to continue this project in the future? And if so, what changes would you propose?



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## Grant Proposal Form



Please complete and submit this form, including any attachments that you deem material. To fully evaluate and understand your proposed program, please provide detailed responses which address our grant criteria (outlined separately). You may attach a separate sheet(s) with additional details as necessary. To see examples of programs we have funded, visit our website at [www.MarysGivingFund.org](http://www.MarysGivingFund.org), watch this video about some of our programs (<https://youtu.be/vmvpzEebKhE>), and watch this video about our program with The Edna W. Runner Tutorial Center (<https://youtu.be/xjLd qt4EZ4>).

### Proposed Program and Organization Details

1. What is the proposed program **name** (note that it will appear on all our marketing information, such as our website)?
2. Please provide a general program **narrative** outline of the proposed program. For example, identify the target group(s) served, what the program entails (including details to give us a better understanding), the need(s) the program is(are) trying to solve/support, what the grant is specifically paying for as part of the program, and any additional partners/sponsors and amounts (not previously mentioned). Be sure to specifically address how this program addresses the mission of the Mary's Giving Fund.
3. What is the name, address, telephone, email and website address of your charity/**organization**? If different, what is the correct name and address for the grant to be paid (and please explain the difference).



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4. Who will be the **program champion** at your organization (i.e., the primary advocate and point person for contact, communication and follow-up on behalf of the program at your organization), and what is their contact information (if different than above)?
  
5. What **number of children** do you estimate will be impacted by the program and what portion of those children are from an underserved community?
  
6. What is the requested **amount of funding** for the program? If the organization receives funding from other sources for this program, please provide details about the other source(s) and amount(s).
  
7. What is the program **budget**, including line-item details and amounts (or attach a budget document if easier)?
  
8. What are the **overall program goals**? In addition to a general description, please be sure to list two to four program goals you hope to achieve, as well as exactly how success in achieving those goals will be measured.



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9. Please describe how Mary's Giving Fund will be **recognized** (e.g., website, media coverage, social media, public relations, logo placement on items distributed, etc.).
  
  
  
  
  
  
  
  
  
  
10. What are the program **start and end dates**, and if the program is approved, when would you need to received funds from us?
  
  
  
  
  
  
  
  
  
  
11. What is the date we should expect to receive the **Post-Program Evaluation** from you?
  
  
  
  
  
  
  
  
  
  
12. Will the program be held **annually**? Yes/No If not annual, please explain.

## Additional Information

1. Please provide us a draft one-paragraph write-up of the proposed program which we can use on our **website** if the grant is approved (see [www.MarysGivingFund.org](http://www.MarysGivingFund.org) for examples from our other programs).
  
  
  
  
  
  
  
  
  
  
2. Please provide us with some **pictures and/or videos** about your organization and the proposed program that you currently have available. Can we use any of these on our **website** now and will you be able to provide us with any additional pictures and videos in the future as the program progresses?





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3. Is your organization an approved **IRS 501(c)3 nonprofit**? Yes/No If yes, please attach a copy of your IRS determination letter, and if no, please explain your charitable status.
  
4. Is your organization a **registered nonprofit in your state**? Yes/No If yes, what state?
  
5. Are all grant activities **accessible** to all members of the public regardless of gender identification, race, color, national origin, religion, or disability status? Yes/No If no, please explain.
  
6. Please provide two to three **references** and their contact information from other current or past community partner organizations or grant funders. If not applicable, please explain.
  
7. What else would you like to add that will give us a **better understanding** of the proposed program.