



2011 BENEFICIARY SELECTION GUIDELINES

OVERVIEW

In December 1987, a ballroom in downtown Boston stood vacant due to a canceled corporate party. A group of 15 friends decided to make use of the space by holding a benefit to raise funds to aid inner-city children. With 270 people in attendance, the event raised \$3,968, and so began the SnowBall. The success of the first SnowBall led the group to establish Santa Claus Anon[★]ymous (SCA), a registered 501(c)(3) non-profit fundraising organization.

For over two decades, SCA's mission has been to have a positive impact on the development of youth in the greater Boston area by supporting programs for educational, social, and character development. The programs that SCA supports typically do not receive federal or United Way funding. In many cases, the funding that SCA provides enables programs that otherwise would not be possible.

Now in its 25th year, the SnowBall has become Boston's largest all-volunteer-run black-tie event with hundreds of volunteers and thousands of guests. In addition to the generous donations from those that attend the event, SCA receives generous support from various corporations and local companies. SCA donates 100% of proceeds raised from the Snowball to beneficiary organizations selected each year. As a thriving organization, SCA has raised over \$1 million and has contributed to the lives of thousands of children and countless families in the greater Boston area.

GENERAL GUIDELINES

All requests for funding will be reviewed and decided upon by the SCA Beneficiaries Committee. Requests will be evaluated on the basis of program(s) and services offered, population(s) served, the quality of management and management practices, in addition to other corporate support and the organization's overall financial status. Past experience with SCA is also considered. Please note that funds cannot be utilized in a manner consistent with the "Restrictions" outlined in this application.

Please complete ALL sections as fully and accurately as possible to ensure your application is admissible to the SCA Beneficiaries Committee. As an organization made up entirely of volunteers with a very short time frame in which to make our funding decisions, it is in your group's best interest and particularly helpful to SCA if your submission is as complete and comprehensive as possible.

The amount awarded to selected beneficiaries may or may not be the exact amount requested on your application. SCA will make a decision to fund all or a portion of the proposed project, depending on the proceeds from SnowBall.

REQUIREMENTS

In order to be eligible, an organization must meet the following requirements:

- Be a registered 501(c)(3) organization
- Be located in greater Boston and/or serving primarily Greater Boston residents
- Have as its primary mission and/or demonstrate a major programmatic focus and commitment to youth development in Greater Boston
- Not federally-funded nor receiving United Way funding; applicants that receive Federal or United Way funding must demonstrate that those funds are not designated to the requested funding need(s)
- Submit ALL sections of the 2011 SCA Beneficiary Application as fully and accurately as possible and **send electronically to beneficiaries@scaboston.org** by **Thursday, September 1, 2011 by 5 p.m.**

PREFERENCES

Preferences will be given to organizations that:

- Meet all applicant requirements
- Demonstrate the organizational capacity to carry out proposed project and sustainability
- Present a well-developed and detailed plan for the use of funds raised from the 2011 SCA SnowBall, including timelines, budgets, etc. (see application for more details).
- Demonstrate evidence-based results for the clients/community that it serves
- Utilize dollars raised from the 2011 SCA SnowBall to expand programmatic capacity and/or strengthen the capacity of the organization to deliver evidenced-based programs and results
- Have other funding commitments for the organization and can show evidence that the organization has a sustainable funding model in place

RESTRICTIONS

Funds raised from the 2011 SCA SnowBall cannot be used in the following ways:

- As direct gifts to individuals
- To make loans to individuals or organizations, or to make loan payments
- For re-granting purposes including scholarships
- To supplant existing funding
- To utilize for salary, stipends and/or off-site equipment (e.g. an individual's laptop)

PROCESS

1. Applications will be made available on the "Beneficiaries" page of the SCA website, www.scaboston.org, on or before Monday, August 1, 2011.
2. To be considered, an organization must submit a fully completed 2011 SCA Beneficiary Application by **Thursday, September 1, 2011 by 5 p.m. EST**. Completed applications must be submitted electronically to **beneficiaries@scaboston.org** and those not submitted in this manner will not be accepted. Submitting multiple applications will not increase your chances of being selected.
3. All eligible applications will be thoroughly reviewed by the SCA Beneficiaries Committee.
4. Beneficiaries will be selected and notified by Thursday, September 15, 2011 by 5 p.m. EST.

5. If selected as a beneficiary, your organization will be invited to attend an SCA SnowBall general meeting at the Boston Marriott Copley Place to introduce your organization and summarize your project proposal (Date TBD).
6. If selected, your organization is also invited to the 2011 SnowBall on December 2, 2011 at the Boston Marriott Copley Place and will be provided a table to promote the organization to “Black Diamond” VIP reception attendees.

TIMELINE

Monday, August 1, 2011	Application available online
Thursday, September 1, 2011	Application deadline
Thursday, September 15, 2011	Beneficiaries selected and notified
TBD (October or November)	Beneficiary introductions at SCA SnowBall General Meeting

DEADLINE

2011 SCA Beneficiary Application Deadline is Thursday, September 1, 2011 at 5 p.m. EST.

BENEFICIARY CONTACTS

Kristen Gallo-Zdunowski & Greia Marlow, Beneficiaries Committee Co-Chairs.
beneficiaries@scaboston.org

2011 BENEFICIARY APPLICATION

Organization Name:

Phone:

Address:

URL:

Organization Contact Person*:

Phone:

Email:

**This person will be the primary contact for SCA in the event of a question on the application or about the organization.*

Please provide the following information, utilizing as many pages as necessary. All information is required, unless otherwise noted. Please be as specific as possible.

- 1. About the Organization:** Please provide:
 - A brief history, overview, and description of your organization
 - Organization's mission statement
 - Number of employees and volunteers
 - Number of individuals served by the organization
- 2. Communities Served:** Describe the geographical, economic, age, and ethnic breakdown of the communities served by the organization, as well as any additional information on the demographics of your organization.
- 3. Organizational Finances:** Please submit:
 - An *organizational budget* for the current (required) and next fiscal year (if available), including a specific breakdown of all components and specific costs and details of the program (see "Project proposal summary" below).
 - A list of amounts requested from or provided by other organizations (e.g. United Way, Boston Foundation, etc.) and any existing commitments (cash reserves, allocated funds). Applicants that receive Federal or United Way funding must demonstrate that those funds are not designated to the requested funding need(s).
- 4. Project proposal summary:** Summarize the project for which you are requesting funds, including:
 - A project budget with the amount requested and its intended use

- Target population(s) and number of individuals served, including age breakdown
- Timeline for implementation
- Description of expected results
- Evaluation and measurement criteria.

Note: If your organization is requesting funds for general use, please provide the above-mentioned information for several specific programs.

5. **Organizational sustainability:** Explain how your organization intends to move forward from receiving SCA funding. In what ways is the organization reaching out to the community and/or fundraising to become a “self-supporting” entity?

How can SCA volunteers and our network assist in this plan/process? (Optional)

6. **Past experience with SCA:** If your organization has received funds from SCA in the past, please explain when, how much was received, and what the funds were used for. If the funds were not disbursed for their intended use, please provide a brief explanation why.

7. **Attachments:** Provide the following:

- **Required:** Copy of the organization’s most recent IRS determination letter stating 501(c)(3) status.
- **Required:** Annual report (if applicable), financial statements, a listing of current Board of Directors, including outside affiliations, for the most current year and a list of organizational sponsors
- **Optional:** Any additional organization materials that may assist the SCA Beneficiaries Committee in making its decision

8. **SCA and Youth Involvement (Optional):** SCA would like to maintain an ongoing relationship with our beneficiaries throughout the year. Please list all events that are planned for the upcoming year or an idea for an event that SCA can participate in.

Authorized Signature and Date

Authorized Signature

Date

Printed Name

Title

*Applications are due by **Thursday, September 1, 2011 by 5 p.m.** Late applications will not be accepted.*