

# ♥ Ruiz 4 Kids ♥



P. O. Box 37, Dinuba, California 93618

[www.ruiz4kids.org](http://www.ruiz4kids.org)

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November 18, 2011

Hello,

Continuing our tradition of continued philanthropy in the Central Valley, Ruiz 4 Kids is proud to announce the acceptance of proposals for consideration as a beneficiary of our 2012 Embracing Children's Dreams fundraiser.

In 2011, we chose four beneficiary organizations—Boys & Girls Club of the Sequoias, Blind Babies Foundation, Family Services of Tulare County, and the Visalia Police Activities League. Ruiz 4 Kids distributed close to \$250,000 in varying amounts to those four beneficiaries.

This year, we are again accepting proposals from youth-serving organizations who would like to be considered. We are challenging submitting organizations to produce dynamic and innovative programs which result in significant, positive outcomes for children and youth.

**The deadline for proposals is Friday, March 16th, 2012 at 5 p.m.**

This year's Embracing Children's Dream Fiesta is set for Friday, October 12th at the Visalia Convention Center. This inspiring and energizing event is the catalyst to raise the monies distributed to the chosen beneficiaries.

The opportunity to be a beneficiary is truly a partnership as we work together to raise the most money possible for Central Valley kids. Please take the time to read the attached RFP package completely.

Feel free to email me at [susanm@ruizfoods.com](mailto:susanm@ruizfoods.com) should you have any questions.

Sincerely,

Susan Manuel  
Executive Director

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## Embracing Children's Dreams Grant Program

### Application Guidelines

Deadline for Submissions:  
Friday, March 16, 2012

# Guidelines for RUIZ 4 KIDS–Grant Applications 2011

This describes the purpose of the **RUIZ 4 KIDS'** unique grant making program, eligibility criteria, and the procedures to follow in submitting your proposal. Please review these guidelines carefully and submit your proposal in the requested format.

## The R4K Grant Program

**RUIZ 4 KIDS** seeks programs demonstrating success in helping children thrive. We support efforts to improve quality and encourage development of programs for children and youth in the Central Valley. It is our goal to partner with outstanding organizations to improve the systems serving children and youth. Particular focus will be placed on programs targeting underserved communities.

The purpose of **R4K** grants is to promote and sustain strong community programs serving children and youth in the greater Tulare County area. Our grants support local community-based organizations' efforts to expand and improve their services by providing significant, positive outcomes for children.

### We fund projects that:

- Identify and create strategies to positively impact the lives of children and youth.
- Develop innovative new programs to reach underserved communities.
- Enhance the lives of children, youth and their families through comprehensive programs.
- Effect significant improvements to existing programs for children and youth.

### We give priority to projects that:

- Foster collaboration among different community agencies.
- Reflect a comprehensive approach to identifying and addressing the crucial issues affecting children and youth.
- Promote community participation and engagement.
- Serve as models for other service and non-profit organizations.

## The Grant Application Process

**RUIZ 4 KIDS** invites proposals, under an annual competitive Request for Proposal (RFP) process, and awards grants to strengthen local community-based organizations serving children and youth.

**RUIZ 4 KIDS** will consider proposals directly making a positive impact on/and enhancing the lives of children and youth in the following areas:

- Arts
- Health
- Sports/Recreation
- Education

## Eligible Requests

We support projects directly benefiting area children by nonprofit community-based organizations and agencies.

We *do not* make grants to or for:

- Individuals
- Government agencies
- Capital building projects
- Lobbying
- Religious purposes
- Past operating deficits
- Retirement of debt loans
- Litigation Projects promoting religion Legislative lobbying or support of political candidates
- Medical programs
- Testimonial dinners
- Events, annual campaigns, membership drives, or conferences

Applicant organizations must meet the following criteria:

- Nonprofit corporation with proof of 501(c)(3) tax-exempt status;

- A minimum of three years of experience in children/youth programs;
- Strong board involvement and competent leadership; and
- Proven track record of relationships fostered with other organizations and constituencies in the community.

## Organizational Involvement

We cannot emphasize enough how important active involvement from the chosen organizations is. We want organizations who use this opportunity to raise the most funds possible for their organization. This process is not just about receiving a grant, it is about receiving a grant AND utilizing the Embracing Children's Dreams event to raise even more funds for your organization. Funds raised by a beneficiary organization are 100% credited to that organization in addition to the grant amount.

Applicant organizations **MUST** be able and willing to *actively* participate in the **RUIZ 4 KIDS'** annual **Embracing Children's Dreams FIESTA** on **OCTOBER 12, 2012** by:

- Attending a Kick-Off Meeting (date to be announced);
- Raising a *minimum* of \$10,000 via event ticket sales and/or sponsorships.
- Provide a minimum of two (2) high-grade auction items.

### In Addition:

- Final awarded amounts are partially determined by the level of organizational involvement demonstrated.
- Beneficiary organizations not raising the required \$10,000 will be disqualified from receiving the base grant amount from Ruiz 4 Kids.
- Organizations not in compliance will not be considered for the next year's funding.
- Grants requests are limited and only for one-time, short-term projects.
- Beneficiaries *may be* considered for a maximum three-year status.
- In order for Ruiz 4 Kids to be fair and equitable, beneficiaries who have been a recipient for three (3) consecutive years, will not be able to apply for the fourth year. They may be considered in the following year's cycle.

## Submissions

**DO NOT SUBMIT MORE THAN 12 PAGES.**

Organizations submitting more than 12 pages **will not** be considered.

**Application Contents-**Your application must include:

- A Cover Letter, on your stationery, signed by your Director (1 page)
- Executive Summary (500 words maximum) *Fill out attached form*  
This is where you "state your case" and summarize your proposal  
Please use format attached.
- Narrative (*no more* than TWO pages total) that includes:
  - Project Description  
This section is to include a brief statement of the problem to be addressed, the program goals and objectives, the target population to be served, specific project activities, and a listing of key staff.
  - Plan for Measuring Project Results-(300 words maximum)
  - Estimated Project Budget (using \$25,000—\$30,000) -1 page
  - A brief history of your non-profit organization (500 words maximum)
  - An explanation of how your organization will utilize this event in order to raise the most funds possible for your organization (an action plan).
  - Conclusion (300 words maximum)
- Appendices (Attachments)
  - Verification of tax-exempt 501C3 status (IRS determination letter)
  - List of officers and Board of Directors
  - List of other current funding sources and uses
  - Support letters or endorsements (limited to maximum of two)

# RUIZ 4 KIDS-EMBRACING CHILDREN'S DREAMS EXECUTIVE SUMMARY/COVER SHEET

Date of application:

Name of organization (exact legal name):

Proposed program's target area:            Arts            Education            Health            Sports/Recreation

Purpose of grant:

Address of organization:

Telephone number:

FAX number:

E-Mail address:

Executive Director:

Contact person and title (if not Executive Director):

Is your organization an IRS 501(c)(3) not-for-profit? (yes or no):            Yes            No

Please note: organization must be a *verifiable* 501(c)(3) to apply.

Grant request:

Total organizational budget (for current fiscal year):

Budget Period (mo/day/year):

Total project budget :

Dates covered by project budget (mo/day/year):

Project name (if applicable):