

**ROTARY CLUB OF SAN DIEGO  
CLUB 33**

**PROJECT ALLOCATIONS COMMITTEE**

**2015-16  
REGULAR GRANT CYCLE**

**GRANT APPLICATION  
MEMORANDUM**

TO: APPLICANTS  
FROM: Tyler W. Cramer, Chair (E: [tcramer@cramerlaw.net](mailto:tcramer@cramerlaw.net); T: 619.630.5845)  
DATE: February 9, 2015

1. Background

1.1 A key component of Rotary's commitment to "Service Above Self" is the Rotary Charitable Mission to "advance local, regional and world understanding, goodwill and peace through the improvement of health, the support of education and the alleviation of poverty." Our Club therefore encourages its Members to lead and participate in Projects that best carry out the mission. This memorandum is to those Members, particularly those whose leadership and participation involves overseeing a Project's funding and expenditures.

1.2 Every year our Club solicits charitable donations from our Members to further the Rotary Charitable Mission. Since our Club is not a qualified charity under the Internal Revenue Code, however, those donations are solicited on behalf of THE SAN DIEGO FOUNDATION (the "**SD Foundation**"), where the Club is the designated advisor, and the ROTARY CLUB OF SAN DIEGO FOUNDATION (the "**Club Foundation**"), which has recently started operations. Under the relationships with both foundations, the Club (acting at the direction of the Club Board) makes Club Recommendations for grants. Providing the Club Recommendations meet certain criteria, the SD Foundation and the Club Foundation then award grants.

1.3 Since the amount of charitable funds available from the foundations each year is limited, our Bylaws established the Project Allocation Committee to solicit, organize and evaluate Applications for Grants and make advisory PAC Recommendations to the Club Board each year. A PAC Recommendation can be accepted or rejected by the Club Board. In fact, the Club Board may act and make a Club Recommendation for a Grant without consulting the PAC or obtaining a PAC Recommendation. While the Club Board has occasionally acted without or contrary to a PAC Recommendation, Applications are usually first referred to and vetted by the PAC.

2. Grant Calendar

The Grant process this early this year. During February 2015, the PAC will solicit Applications from Members. Thereafter, it will review and score completed Applications and make PAC Recommendations to the Club Board. This year, those PAC Recommendations must be made to the Club Board by its end-of-April meeting to accommodate those traveling to the Rotary International Convention in late May. At that meeting, the Club Board will review the PAC Recommendations and determine which Grant recommendations the Club will make to the SD Foundation and the Club Foundation.

3. Grant Application Evaluation Process

3.1 Applications will be available starting **February 9, 2015** and may be downloaded in a Microsoft Word file from the Club website. Alternatively, a grant applicant may obtain the Microsoft Word via email upon request to the Rotary office.

3.2 Responses to the items or information requests in the Application may be interlineated or you can use and attach additional pages with the responses referenced by item number. To be considered by the PAC for a grant, the Application must be completed in all respects and received by the Rotary Office via email (preferred), fax or in paper form no later than **March 13, 2015** (preferably earlier). All completed Applications will be stored in virtual document room so that all PAC Members may review them.

3.3 Each completed Application will be distributed to at least two PAC Members for their review, scoring and subjective evaluation. The Scoring Model involves weighted scoring of: (a) the extent to which the Project advances the Rotary Charitable Mission; (b) the participation of our Club Members, including the number of Members and their expected time and financial commitments; (c) the sustainability of the Project, either in the past or predicted for the future; (d) the Project's Action Plan including its achievability and soundness of the Project's stated goals and operating objectives; (e) the metrics by which achievement of the Project's operating objectives will be measured and assessed; and (f) the Project's sources and uses of funding including the requested grant. (Scoring results, however, only serve to help inform the PAC Members' subjective evaluation of the Project and in no way conclusively determine whether or to what extent a Project will receive a Pac Recommendation.)

3.4 In 2008, the Club Board approved certain guidelines concerning PAC evaluations of Applications (the "**2008 Guidelines**"). Some of the 2008 Guidelines have been superseded by custom or practice in the intervening period.

3.4.1 The 2008 Guidelines, however, identified three types of Projects which should be considered for Club Recommendations. Ideally, a Project is a hands-on activity involving Club Members (the more the better) on an on-going basis which fulfills the Rotary Charitable Mission and benefits a specific group or groups of people and meets a specific need or needs not now being met by other resources.

(a) A "**Legacy Project**" is any Project which has a long-standing tradition of Rotarian leadership and major Club Member involvement or is promoted by Rotary International. Examples include: (1) Camp Enterprise; (2) RYLA; (3) Rotaract; (4) Rotarians at Work; (5) Rotary Group Study Exchange; (6) the Four-Way Test Speech Contest; and (7) World Community Service.

(b) A "**Rotary-Initiated Project**" has significant Club Member involvement, but usually has community or other Rotary Club partners. Examples include: (1) Don't Wait-Vaccinate; (2) Boy and Girl Scouts; (3) Fish Across the Border; (4) MOST; (5) School partnerships; (6) After-School Tennis; and (7) Micro-banking.

(c) A "**Rotary-Supported Project**" is a Project primarily operated independent of Club Member involvement but where the Club has been asked for or has volunteered financial support through a Club Recommendation. Past examples have included Club Recommendations to: (1) assist disaster victims; (2) Monarch Model U.N.; (3) Girl Scout Mountain Adventure; (4) Nativity Prep; (5) the new Downtown Library; and (6) the Bridge/Storefront.

3.4.2 Under the 2008 Guidelines, the PAC prioritized its consideration of Applications: (a) first, for Legacy Projects; (b) then Rotary-Initiated Projects; and (c) followed by Rotary-Supported Projects. Notwithstanding such prioritization, it was NOT intended that all senior priority Projects must receive PAC Recommendations before Applications for lower priority Projects could be considered. The amount of any PAC Recommendation for any Project in any category is to be determined on a case-by-case basis each year based on the relative merits of the Applications.

3.4.3 The 2008 Guidelines also provided the following guidance for PAC evaluations:

(a) The Project should fall within the five Rotary Avenues of Service, i.e Club Service, Community Service, International Service, New Generations Service or Vocational Service.

(b) Club Recommendations are meant to be for program funding. Applications for overhead, salaries, benefits or fundraising expenses do not qualify.

(c) If the Application is from a recipient of a Club Recommendation during the prior year, the Application must report the results from the prior year, including the amount spent and

accomplishments, and show the amount of the Club Recommendation as a percentage of the Project's total budget.

3.5 More recently, it has been suggested the Club has had insufficient objective information on the efficiency and efficacy of the Projects receiving grants, primarily because the PAC evaluation criteria did not include sufficient accountability metrics, reporting protocols or objectivity in assessing the Projects. The 2014-15 Application form therefore requires applicants to describe:

- (a) the reasonably achievable and sound "**Goals**" of the Project;
- (b) an "**Action Plan**" containing sound operating tactics or objectives which are measurable, dated and vital to the accomplishment of one or more of the Project's specified Goals;
- (c) the metrics by which the Action Plan and progress toward the Goals will be measured; and
- (d) the "**Reporting/Accountability Protocols**" by which the Club will be informed of the results and the recipient will be held accountable.

3.6 It is planned that Pac Recommendations will be transmitted to the Club Board for consideration in its April meeting. Projects receiving Club Recommendations will posted on the Club's website.

#### 4. Conclusion

In many ways, our Club's future depends on promoting and sustaining our Member's altruism and enthusiasm to support and carry out Projects which advance the Rotary Charitable Mission. To do so, the first focus must be on empowering and enabling our Members' passions for such Projects. As important, greater emphasis needs to be placed on obtaining not only the "most bang for the charitable buck," but also the credit and recognition for the good work and generosity that abounds within our Club.

PLEASE DO NOT HESITATE TO CONTACT ME IF YOU HAVE QUESTIONS.

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