



February 24, 2015

Dear Applicant:

Project by Project is currently inviting applications for our 2015 campaign partner.

Attached please find a brief description of Project by Project and our campaign, as well as a short application form. For additional information about our organization and projects, please visit our website at www.projectbyproject.org.

If your organization previously submitted an application and would like to use the same application in reapplying this year, please contact me. Updated information may be required.

All applications should be received no later than Monday, March 9, 2015. Applications may be submitted via e-mail to: george.yin@projectbyproject.org.

Checklist:

- Completed application form
- Brief answers to supplemental questions (approx. 2 pages)
- Mission Statement/Description of Organization and Activities (approx. 1 page)
- Annual Report
- Tax Identification Letter or Form 990 (as proof of non-profit tax-exempt status)
- Past, current, and next fiscal year budget
- 2015 Calendar of Events

Thank you for taking time away from your important projects to complete this application. If you have any questions about any aspect of the application process, please contact me at your convenience. My email is george.yin@projectbyproject.org, and my phone number is 323-333-5534.

We look forward to hearing from you soon.

Sincerely,

George M. Yin
Director of Partner Outreach
Project by Project-LA



ABOUT PROJECT BY PROJECT

Our Mission

Project by Project (PbP) is a national volunteer organization of social entrepreneurs that serves Asian American non-profits in need by raising public awareness, volunteerism and capital.

PbP was founded by Asian American professionals committed to developing new means of raising awareness, volunteerism and capital for the non-profit community. Social entrepreneurialism and innovative resource building is our methodology. We forge partnerships with community organizations and design our annual campaigns based on specific needs surrounding the issue we are championing for 8 months to a year. These needs range from outreach to the community for greater awareness, to membership development, to raising funds. Working on a volunteer basis, PbP uses a diverse network of public, private and community resources to achieve these goals. PbP strives not only to aid organizations, but also to inspire individuals into a new spirit of philanthropy within the Asian American community.

WHAT WE DO

PbP takes on a different theme to champion from year to year. Local chapters select a community-based organization that is focused on issues within that theme and tailors a year-long campaign to help its fundraising, community outreach and public awareness efforts.

Fundraising

Each campaign incorporates multiple fundraising channels to bring new capital to our partners' efforts. Our signature event, "Plate by Plate," Project by Project's Annual Tasting Benefit, is the main fundraising activity whereby all the net proceeds from ticket sales will be donated to the beneficiary partner on a disbursement schedule to be determined by PbP. Additional proceeds may be donated in the sole discretion of PbP. In order to receive funds on a disbursement date, the partner must meet certain requirements to be set forth in the partner agreement between PbP and the partner.

Community Outreach

PbP seeks to reach out to the community at large to effect change in the most efficient manner possible. Therefore we tailor our service projects to enable all members of the community to get involved as their time, skills, and interest permit. Projects are designed in cooperation with our partner, usually in direct response to a community need, and range from one-day activities to ongoing service commitments.

Public Awareness

Initiatives targeted at raising public awareness of important social issues play a prominent role in the success of our campaigns. To this end, we incorporate our partner's message and the issue into all our marketing materials for the year, seek new ways to bring attention to the cause



through media outreach and seek synergistic partnerships that increase visibility for both PbP and our partner.

HOW WE DO IT

1) Customize each campaign according to partner's needs; 2) Mobilize Asian American professionals to activate campaign; 3) Tap into diverse networks of public, private and community resources to achieve campaign goals; 4) Create opportunities for individuals to volunteer and lend expertise; 5) Link organizations to new pool of human capital; 6) Utilize technology and trends to facilitate campaign organizing and messaging; 7) Identify corporations seeking cause related marketing opportunities in the Asian American market; 8) Enlist high-profile individuals to support cause; 9) Lead the championing of under-represented community issues; and 10) Hone leadership skills in volunteers to develop community leaders—creating today the leaders of tomorrow.

2015 CAMPAIGN DESCRIPTION

2015 Campaign: Housing and Shelter

Each year, PbP selects one non-profit organization as our beneficiary partner, with whom we design our annual campaign and set goals to accomplish in an eight-month to one year time frame. As a national organization committed to supporting needs of the underserved, PbP has chosen this year to focus on the housing crisis and its impact on Asian Americans. The campaign is intended to educate the public, provide short-term and long-term volunteers for the partner's programs and secure financial support.

The Campaign

Upon partner selection, the campaign will begin with an "orientation" between Project by Project and our partner organization. The orientation serves two purposes: to educate PbP members regarding the partner's programs and philosophy so that we may adequately service them and to introduce the partner to PbP team leaders, their functions and their skills. Over the next few months, PbP will sponsor a number of events to introduce the partner and its programs to our extensive network of contacts. The events are intended to encourage volunteerism and philanthropy. The campaign will culminate with our Annual Tasting Benefit, Plate by Plate, featuring a selection of the finest chefs, restaurants and wineries.

Previous beneficiary partners include:

- 2002-Asian Pacific Women's Center
- 2003-Chinatown Service Center Youth Program
- 2004-The DISKcovery Center
- 2005-Coalition to Abolish Slavery and Trafficking
- 2006-Visual Communications
- 2008-Center for Asian Americans United for Self-Empowerment (CAUSE)



- 2009-Asian Pacific Islander Small Business Program
- 2010-Health Justice Network (HJN)
- 2012-Project by Project
- 2013-East West Players
- 2014-Pacific Asian Counseling Services

Campaign Guidelines

- Due to the nature of our projects, PbP cannot guarantee how much funding will be donated at the end of the partnership year.
- Only net proceeds from the ticket sales of Plate by Plate will be donated directly to the partners on a disbursement schedule to be determined by PbP. Additional proceeds may be donated in the sole discretion of PbP. In order to receive funds on a disbursement date, the partner must meet certain requirements to be set forth in the partner agreement between PbP and the partner.
- Partner will receive 2 VIP tickets to Plate by Plate.
- Partner must provide plenty of volunteer opportunities throughout the year.
- Partner must lead the issue by providing the Campaign with research and resources.

Partner Criteria

- Organization's mission and programs must fit our theme for the year, in whole or in part.
- Only tax-exempt non-profit organizations will be considered.
- Must be a U.S. based organization serving the Asian American community.
- Organization should have a pan-Asian focus or run a program with a pan-Asian focus.
- Organization must demonstrate stability to continue to operate full-time for at least 4 years.
- Organization must guarantee a close working relationship with the PbP team in designing the campaign and educating PbP members and constituents regarding its programs.
- Preference will be given to community-based organizations that are most in need of our financial and volunteer support for its programs.

Application Form and Guidelines

Please fill out the attached application form and enclose all supporting documents. Applications are due by Monday, March 9, 2015, and may be submitted to the following e-mail at: george.yin@projectbyproject.org.

Selected applicants may be requested for an interview. Notifications on final partner selection are expected to be made by Friday, March 13, 2015.



PROJECT BY PROJECT
2015 CAMPAIGN APPLICATION

Organization:
Address:
Phone: Fax:
E-Mail: Website:
Executive Director:
Contact (if different from Executive Director):
Nature of Program: Service Advocacy Specify:
Target Population(s):
Primary Geographical Area Served:

Agency Budget: \$ Fiscal Year: % Change over Previous Year: %
Number of Full-Time Staff: Number of Volunteers:

Short Questions:

1. Why is your organization interested in being selected as PbP's 2015 Local Beneficiary Partner?

2. In order of importance, please list the components that are most important to your organization as a PbP Beneficiary Partner: A) volunteer; B) awareness; or C) fundraising

1. 2. 3.

3. If PbP decided after close review of your application, that fundraising were not a component that would be of most importance to the partnership, would your organization still be interested in a partnership?

Yes [] No []

Please give a brief explanation for either answer:

If PbP volunteers need to work out of your organization's office space during high activity periods of the campaign, can your facilities accommodate that?



Yes [] No []

Please give a brief explanation for either answer:

Extended Questions:

(Please answer the following questions on a separate piece of paper. Please limit your answers to this section to no more than two pages total)

1. A large component of PbP partnerships includes fostering a healthy, mutually beneficial relationship. How do you envision PbP assisting in fulfilling your organization's goals and mission in 2014?
2. If you are looking for fundraising assistance, what specific projects/allocations would the funds benefit? What barriers have prevented funding to these specific projects/allocations in the past?
3. PbP has a strong volunteer base of people with various skills sets who want to participate in outreach activities with the partner. How can PbP volunteers work with your organization in a mutually meaningful way?
4. One of PbP's goals is to inspire philanthropy in the people who attend our events. What can others learn by participating in your organization?
5. In what ways is your organization and cause under-served and under-represented?

Please also attach the following:

- Statement from the Executive Director or Board Chair
- Mission Statement/Description of Organization and Activities (approx. 1 page)
- Annual Report
- Tax Identification Letter or Form 990 (as proof of non-profit tax-exempt status)
- Past, current, and next fiscal year budget
- 2015 Calendar of Events (planned)

Signature: _____

Title: _____

Date: _____