

Request for Proposals
Heartland Utilities for Energy Efficiency Fund
January 24, 2011

Background

Organized in 2002, Heartland Utilities for Energy Efficiency Fund (HUEE) represents electric and gas utilities in the Kansas City region. Its purpose is to promote energy efficiency through energy education, resources, and actions to help assure a secure energy future for area residents. This grant program aims to support education activities that spur the widespread adoption of energy efficiency measures in the residential sector. Throughout the year on specific submission dates, HUEE awards grants to nonprofit organizations to implement proposed projects.

Eligible Applicants

Grant proposals may be submitted by nonprofit organizations that have received a 501(c)(3) designation and are located in one or more of the following counties: Cass, Clay, Jackson, Platte, and Ray in Missouri; Johnson, Leavenworth, and Wyandotte in Kansas. Individuals, for-profit companies, and units of government are not eligible applicants. Proposed projects must be residentially focused in nature.

Eligible Activities

HUEE is interested in supporting energy efficiency education activities or demonstrations that reach large numbers of individuals. Education activities may take place with a variety of audiences and formats. The goal of all such activities should be to stimulate personal action on energy efficiency issues. Priority will be given to proposals that focus on:

- ❖ Existing residential buildings rather than new residential buildings
- ❖ Increasing energy efficiency education awareness
- ❖ General information and techniques rather than a specific fuel, device, or energy source

Applicants may choose to offer education activities to any residents of the eight-county Kansas City region without regard to income or other restrictions. Given the modest amount of grant funds available, proposals will **not** be considered for basic or applied research, public awareness through paid advertising, the purchase and/or installation of residential energy efficient devices, or the payment of consumers' utility bills. Grants will also not be provided for labor or materials to weatherize homes.

Grant Amounts and Time Period

HUEE may award a total of up to \$10,000 in response to this request for proposals for a single proposal. Applicants are advised that HUEE's goal is to support multiple projects that take diverse approaches to education on energy efficiency issues. HUEE reserves the right to reject a proposal because of the size of its budget rather than to negotiate a lower amount with the applicant.

At the conclusion of all grant activities, awarded organizations will prepare a final report that summarizes its experiences and outcomes.

HUEE typically awards one-year grants however, in appropriate circumstances, will consider requests for up to five years.

Proposal Submission

Grant applications must be received by HUEE on the following dates for consideration:

- March 1
- June 1
- September 1
- December 1

Proposals may be submitted by mail, delivery service, in person, or email. Proposals that are sent by facsimile or that arrive after the deadline time will not be reviewed. The submission address is:

HUEE Grant Applications
Independence Power & Light
P.O. Box 1019
21500 E. Truman Road
Independence, MO 64051
Email Address: malitz@indepmo.org

If applicants intend to submit a proposal by email, the narrative should be in Microsoft Word® or Adobe Acrobat® format for the Microsoft Windows® operating system. It is the responsibility of the applicant to ensure that an emailed application is sent to the correct email address and arrives before the deadline.

Notification of Applicants

Proposals will be reviewed and funding decisions are made by the HUEE board of directors. Organizations are generally notified of the outcome of the request within four weeks of the application submission deadline date and will receive a written response from HUEE. HUEE may contact the organization for additional information about their proposal.

Application Contents

A completed application will consist of one copy of the proposal narrative and attachments identified in Item (7) below.

Proposal Narrative Instructions

The proposal narrative should be typed in a 12-point font with one-inch margins. It should contain no more than four single-sided pages, plus a one-page cover sheet and a one-page budget. HUEE requests that the following outline be used in preparing the proposal narrative. The questions in each section are provided as guidance to applicants.

1. *Cover Sheet*
 - a. Applicant organization's name, address, phone number, and email address
 - b. Contact person's name, title, and contact information if different than above
 - c. Name of the proposed project
 - d. Amount of the grant request
 - e. Applicant's annual operating budget and year founded
 - f. A one-paragraph summary of the proposed project
2. *Organizational Background* – Briefly describe the history and current activities of your organization. What experience and qualifications do your staff and organization have in carrying out projects similar to the one proposed?
3. *The Need* – What is the need, problem, or opportunity that has caused you to prepare this application? Provide evidence, other than opinion, to document the need.
4. *The Plan* – How do you propose to respond to the need? What activities do you propose to undertake? Will the activities be aimed at a particular population? If so, what are their characteristics? How many individuals will participate in your educational activities? Who in your organization will be responsible for conducting the activities, and what is their background and experience? What is your implementation time schedule? If you plan to work with other organizations, describe their roles? What do you believe are the critical factors or obstacles that must be dealt with before you can achieve a successful outcome?
5. *Project Outcomes* – When your project is completed, what do you expect to have accomplished? How will you know that your goals have been accomplished? State your outcomes in quantifiable terms, i.e. “35% of training participants will undertake home weatherization activities within the next 12 months.” Keep in mind that units of service are not outcomes. The fact that a project involved 25 individuals in an educational activity sheds no light on the actions they undertook as a result.
6. *Budget* – Provide a descriptive line-item budget showing project expenses and, if relevant, project income by source. The budget should include all costs associated with the project. For example, if the project will cost \$25,000 and a grant of \$8,000 is sought, the budget should show line items that total \$25,000. The budget should provide sufficient detail so that it is clear how the costs in every line item will be spent. Line items that contain multiple large sub-items should be broken out separately, i.e. replace a single “personnel” line with separate lines for each person to be underwritten by the grant. If additional funds beyond the HUEE grant will be required to complete the project, indicate the amount of those funds, the projected source(s), and the commitment status.

7. Attachments – Provide the following information: (label all attachments)

- **A copy of your most recent IRS letter indicating your agency's tax-exempt status**
- **A list of your Board of Directors**
- **One paragraph of key staff**
- **Most recent audited financial statement, including the management letter and notes**
- **A list of all major funding sources including foundation and corporate supporters**
- **Your most recent annual report (if available)**
- **No more than three examples of recent articles or evaluations of your organization (if appropriate)**