



On behalf of the Animals for Life Foundation, you are cordially invited to positively consider participating in our first-ever requests for proposals (RFP) process for fiscal year 2011.

The mission of the Foundation is to achieve public recognition that animals bring value to human life while striving to improve the quality of life for each, while the organization's vision is to increase public acceptance and understanding of human-animal interdependency.

All RFPs applications must fully reveal how they will contribute towards further developing and implementing the Foundation's vision and mission, as well as its two primary goals: (1) Create awareness and acceptance of the mutually beneficial human-animal bond while helping the public understand and appreciate the value of animals in their lives, and (2) Increase public awareness and confidence that farmers properly care for their animals and do not condone the mistreatment of farm animals.

Please find attached an RFP outline that must be followed by all applicants. All RFP applications must address the following:

Budget – provide a detailed line-item budget; preference will be given to projects that do not contain capital spending and will be completed within one year or less.

Project objectives – describe what the projected is designed to accomplish.

Project relationship to Foundation mission, vision and goals – describe how the project directly relates to all three areas and how it will assist the Foundation in developing and implementing all three.

Project work plan – describe how you propose to accomplish the work outlined in the proposal.

Measureable project milestones – describe project milestones (not less than quarterly) and describe how progress will be measured for the project.

Project team members – provide relevant information regarding the background and capabilities of the applicant that would allow the Foundation to judge the ability of the applicant to achieve the objectives outlined in the proposal.

Project partnerships – identify any support from third parties on the budget summary form; also list each collaborator and whether the support is in-kind, financial, or both.

Applications should be no longer than six pages, and must be received in the Foundation's office by the close of the business day on July 1, 2011. Since the Foundation is organized as a 501c3 public charity, none of the funds awarded can be utilized for political or advocacy purposes.

Thank you for your interest in the Animals for Life Foundation 2010 Request for Proposals! If you have any questions, please contact us at 614-246-8261.

Sincerely,

David White
Executive Director

APPLICATION OUTLINE

ANIMALS FOR LIFE FOUNDATION
FY 2011 PROPOSAL

Project title _____

Budget request \$ _____

Organization submitting application:

Name _____

Address _____

City _____ State _____ Zipcode _____

Project Leader _____

Project Leader's Contact Information:

Phone (_____) _____ - _____

Email address _____

Financial Officer _____

Financial Officer's Contact Information:

Phone (_____) _____ - _____

Project summary: a brief statement in non-technical terms describing the objectives of the project, including how its successful completion will assist in the achievement of the Animals for Life Foundation's mission, vision and goals:

Proposed budget summary: please provide a detailed line item budget (including, but not limited to, time, travel, printing, postage, etc.)

Project objectives:

Project relationship to Animals for Life Foundation Mission, Vision and Goals:

Project work plan:

Project team members

Project milestones:

Date

Activity

Signature of Project Leader(s)

Date

Signature of authorized organizational rep.

Date