



Bay of Pigs™ • Up Your Alley®
SF Leather Week Formal Dinner • Magnitude® • Folsom Street Fair® • DEVIANTS™

Thursday, December 1, 2011

TO: SAN FRANCISCO BAY AREA SERVICE ORGANIZATIONS
FROM: FOLSOM STREET EVENTS®
SUBJECT: 2012 BENEFICIARY APPLICATIONS

Folsom Street Events (FSE) invites your organization to apply to become a beneficiary of our 2012 events season. Proceeds from Bay of Pigs™, Up Your Alley®, SF Leather Week Formal Dinner, Magnitude®, Folsom Street Fair® and DEVIANTS™ will benefit your nonprofit agency. Applications are **due no later than 12:00pm on Friday, February 3, 2012** at 131 10TH Street, Suite 302, San Francisco, CA, 94103. Electronic versions of the 2012 Beneficiary Application are available on our website at www.folsomstreetevents.org as a PDF file.

There are three annual grant-making categories: Major Beneficiary, Supporting Beneficiary, and National Community Grants. Please review each category carefully to ensure that your agency meets the basic qualifications, including volunteer recruitment. National Community Grants are made under an entirely separate application; please do not use this application for a request.

Generally, eligible nonprofits may apply every year for beneficiary status, and FSE shall consider requests that include program salaries, operating expenses (e.g. rent, utilities), and capacity building projects. The only exception to this rule is any agency that has been funded for three years in a row at the same level. For example, if your charity has benefited as a Major Beneficiary from our events in 2009, 2010 and 2011, then you are not eligible to apply again as a Major Beneficiary. You may choose to take a year off or apply in the Supporting category; that decision is up to you.

If you have any questions concerning the application, please call our office at 415.777.3247. Thank you for your interest in working with FSE and the leather/fetish community!

Sincerely,

A handwritten signature in black ink that reads "Demetri Moshoyannis".

Demetri Moshoyannis
Executive Director

A handwritten signature in black ink that reads "Jacob Richards".

Jacob Richards
Board President

FOLSOM STREET EVENTS – 2012 BENEFICIARY APPLICATION

INTRODUCTION

Folsom Street Events (FSE) produces seven annual events: The San Francisco Party at IML, Bay of Pigs, Up Your Alley, SF Leather Week Formal Dinner, Magnitude, Folsom Street Fair, and DEVIANTS. Folsom Street Fair is the world's largest leather and fetish event. Last year, over 300,000 people attended the 28TH Folsom Street Fair, making it possible for our organization to return more than **\$330,000** to local and national charities. All of our events are adult-oriented, sex-positive fetish events. Beneficiary organizations must consider and accept these aspects of our events prior to applying. Folsom Street Events has donated over \$4.5 million since its inception 28 years ago.

FSE encourages all interested and eligible organizations to submit a beneficiary application for the 2012 event season. The eligibility requirements, process, important dates, application requirements and application checklist are included. The primary responsibility of each accepted applicant organization is to provide quality, motivated volunteers. In return for providing volunteers, the organization will receive funding for an approved purpose, as described in the application.

OUR MISSION

To create high-quality, volunteer-driven leather and fetish events which provide the adult alternative lifestyle community with safe venues for self-expression, while raising funds to benefit local and national charities.

DATES AND DEADLINES

Beneficiary Application Available:	Thursday, December 1, 2011
Beneficiary Application Submission Deadline:	Friday, February 3, 2012 by 12:00pm
Beneficiary Selection Announced:	Week of Monday, March 19TH (via mail only)
Bay of Pigs / Up Your Alley	Saturday, July 28 / Sunday, July 29, 2012
Magnitude	Saturday, September 22, 2012
Folsom Street Fair / DEVIANTS	Sunday, September 23, 2012

ELIGIBILITY REQUIREMENTS FOR MAJOR BENEFICIARIES

Major beneficiaries provide the bulk of our event volunteers, and, in return, receive the greatest share of our events' proceeds. Generally, grants in this category range from \$10,000 – \$25,000.

In order to apply as a Major Beneficiary, your organization SHOULD:

1. Hold a valid IRS 501(c)(3) tax exemption
2. Serve the City and County of San Francisco in the areas of Health, Human Services, or The Arts
3. Meet the following organizational capacity requirements*:
 - A. Annual operating budget – Greater than \$500,000
 - B. Board of Directors – Greater than 8 members
 - C. Paid staff – Greater than 3.0 FTEs
 - D. Active volunteer corps – Greater than 100 people
 - E. Successful track record in recruiting and engaging FSE volunteers

**If an agency does not meet all five criteria, then an explanation must be provided to justify how the agency can serve as a successful Major Beneficiary.*
4. Be willing, ready, and able to help heavily promote our events
5. Regularly access email and the Internet (with ability to open Adobe .PDF files)
6. Provide 5 volunteers for Bay of Pigs, 15–30 volunteers for Up Your Alley, 5–10 volunteers for Magnitude, and 30–60 volunteers for Folsom Street Fair (not including two “Super Volunteer” shifts)

For Major Beneficiaries, Folsom Street Events does NOT support:

1. Political campaigns, government agencies, or for-profit entities
2. Agencies or programs located outside the San Francisco city limits
3. Fundraising or capital campaigns

(We fund Programs/Services or Administration expenses only.)

ELIGIBILITY REQUIREMENTS FOR SUPPORTING BENEFICIARIES

Supporting beneficiaries provide a supplemental pool of event volunteers, and, in return, receive an appropriate share of the event proceeds. Generally, grants in this category range from \$2,500 – \$7,500. This

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category has been created for those agencies that do not or cannot meet the Major Beneficiary capacity requirements but can still provide volunteer support for our events.

In order to apply as a Supporting Beneficiary, your organization SHOULD:

1. Hold a valid IRS 501(c)(3) tax exemption
2. Serve one of the six counties of the San Francisco Bay Area (San Francisco, Alameda, Marin, Contra Costa, San Mateo, Santa Clara) in the areas of Health, Human Services, or The Arts
3. Be willing, ready, and able to help heavily promote our events
4. Regularly access email and the Internet (with ability to open Adobe .PDF files)
5. Provide 5–15 volunteers for Up Your Alley and 10–25 volunteers for Folsom Street Fair (not including one “Super Volunteer” shift)

For Supporting Beneficiaries, Folsom Street Events does NOT support:

1. Political campaigns, government agencies, or for-profit entities
2. Agencies or programs located outside the San Francisco Bay Area
3. Fundraising or capital campaigns

ELIGIBILITY REQUIREMENTS FOR NATIONAL COMMUNITY GRANTS

Folsom Street Events will accept grant requests from nonprofit agencies that support the priority areas of Gay Men’s Health, Civil Rights, and/or Support of the Leather/Fetish Community. Generally, grants in this category range from \$150–\$3,000. San Francisco Bay Area agencies are not eligible for this funding. This category seeks to expand our philanthropic reach and to support worthwhile nonprofit projects on a national basis. Please DO NOT use this application process to apply for a National Community Grant.

APPLICATION INSTRUCTIONS

Applications must be submitted in writing on your agency’s letterhead. **Applications must be received by FSE at 131 10TH Street, Suite 302, SF, CA, 94103 by 12:00pm on Friday, February 3, 2012.**

- Four (4) points of contact must be listed with each application
- All applications must be signed by your Executive Director and Board President
- Applications received by fax, email or *after* the deadline will **not** be considered
- **Four** (4) complete sets of Sections A – C and **one** (1) complete set of Section D

FUNDING COMMITMENT

FSE’s ability to generate funds is dependent on factors that cannot be predicted or guaranteed, including weather, etc. If it becomes necessary for FSE to cancel one or more of our events, the amount to be paid out may be a prorated percentage of the original award amount. Final awards are made based on the amount requested, number and quality of volunteers provided, and other relevant performance factors.

VOLUNTEERS

Folsom Street Events depends on over 1,000 volunteer shifts to help produce Bay of Pigs, Up Your Alley, Magnitude, and Folsom Street Fair. We expect Major and Supporting Beneficiaries to:

- Work closely with the FSE staff and Board of Directors. Each organization’s primary contact person is expected to recruit, inform, schedule and motivate his/her volunteers.
- Attend scheduled planning meetings throughout the spring and summer and for Super Volunteers to work the **half of the entire day** (5:00AM–1:00PM or 12:00PM–9:00 PM of each Fair).
- Schedule regular volunteers into various shifts of ranging from approximately 4–6 hours.
- Provide required skills in a variety of areas. Each agency must ensure that volunteers attend a **MANDATORY** orientation and that they are capable of performing the type of tasks needed. Volunteer duties will be provided. Limited shifts are offered for people with physical disabilities.

SELECTION NOTIFICATION

Determination letters will be mailed the week of March 19TH, 2012. Acceptance letters will include a contract, detailing volunteer information, a schedule of dates, and deadlines and other important beneficiary information. **Organizations selected for funding are required to promote all Folsom Street Events.**

QUESTIONS Questions about this application should be addressed to Demetri Moshoyannis, Executive Director, via phone (415.777.3247) or email (demetri@folsomstreetevents.org).

FOLSOM STREET EVENTS – 2012 BENEFICIARY APPLICATION

APPLICATION CHECKLIST

PROVIDE THE FOLLOWING INFORMATION (EACH ON A SEPARATE LINE, PARAGRAPH, OR SECTION)

SECTION A – Organizational Data

- A1. Organization Name, Address, and Website Address
- A2. Primary Contact Person's Name (full-time staff)
- A3. Primary Contact Person's Title, E-mail Address and Phone Numbers (work and cell)
- A4. Alternate Contact Person's name (full-time staff)
- A5. Alternate Contact Person's Title, E-mail Address and Phone Numbers (work and cell)
- A6. Executive Director's Name
- A7. Executive Director's E-mail Address and Phone Numbers (work and cell)
- A8. Board President's Name
- A9. Board President's E-mail Address and Phone Numbers (work and cell)
- A10. Size of Agency Budget, Board of Directors, Staff, and Volunteer Corps

SECTION B – Funding Request

- B1. For which category of Beneficiary are you applying (Major vs. Supporting)?
- B2. For what purpose are you requesting funds? **Please note that FSE may consider requests that include program salary expenses, overhead expenses (e.g. rent, utilities), or equipment purchases.**
- B3. Please explain the community impact of this program, project or effort. How will the community be stronger as a result of your request? Please describe the particular program(s)/project(s) for which you are applying, and show impact by way of qualitative and quantitative indicators of success, as appropriate.
- B4. Are there other similar programs/projects or services in the community? If so, what are they? And, how, if at all, do you work together to discourage duplication of services?
- B4. Are there any other sources of funding you anticipate for this purpose? If so, what are they?
- B5. How much money is your organization requesting? **Stay within suggested ranges.**
- B6. By what method did you arrive at this amount? **Show the math.**
- B7. Has your agency received funds from FSE in the past? If so, please provide the years and amounts received.
- B8. Your organization must promote a sense of community, diversity, and cooperation. State how your organization meets this standard.

SECTION C – Volunteers

- C1. How many volunteers will your agency provide for Up Your Alley? **Stay within suggested ranges.**
- C2. How many volunteers will your agency provide for Magnitude, if applicable? **Stay within suggested ranges.**
- C3. How many volunteers will your agency provide for Folsom Street Fair? **Stay within suggested ranges.**
- C4. From what sources do you anticipate drawing these volunteers? (Board, staff, clients, etc.)
- C5. How does your organization maintain its volunteer corps and appropriate database?
- C6. Has your organization recruited this many volunteers for a one-day event? If yes, please list event(s) and number of volunteers recruited. How do you handle attrition and no-shows?
- C7. Given the described nature of our events, please express any limitations you anticipate in recruiting volunteers.

SECTION D – Other Documentation (Just ONE COPY, please)

- D1. If funded in 2010 and/or 2011 as a Major or Supporting Beneficiary, please provide a one-page program summary of how grant funds were utilized in the most recent funding year, showcasing your accomplishments.
- D2. Copy of your Mission Statement and updated list of Board of Directors
- D3. A valid 501(c)(3) notification letter from the IRS
- D4. Audited Financial Statements for the preceding year (Balance Sheet & Income Statement)
- D5. Operating Budget for the current fiscal and/or calendar year
- D6. Federal Tax Return (Form 990 with Schedule A) for the preceding fiscal year
- D7. Annual Report, if available

SECTION E – Submission Review

- E1. Sections A, B & C of your application **MUST** not exceed four (4) pages (**8.5" x 11", single-sided, 1" margin, and 10 point Arial font**). Submissions that ignore these limitations may be returned without review by FSE.
- E2. Applications missing any of the required attachments and/or with omitted answers may be returned.
- E3. Items in Section D must clearly indicate your organization's name and relevant dates/information.
- E4. Include a copy of this completed checklist with your application.
- E5. Include **FOUR** (4) complete sets of Sections A – C and **ONE** (1) complete set of Section D.

APPLICATIONS MUST BE RECEIVED BY 12:00 NOON, FRIDAY, FEBRUARY 3, 2012

Mail or hand-deliver to Folsom Street Events, 131 10TH Street, Suite 302, San Francisco, CA, 94103.