



▶ *Grant Application Process*

Grant Application Requirements



Please provide the following information in the order noted below, using the headings and numbers provided. Your responses should be printed on official organization letterhead and your total response should not exceed four pages.

A Brief Overview of Grant Request

In no more than half a page, briefly describe the program, how the money will be used and how the program supports the mission and program focus of The Hanover Insurance Group Foundation, Inc.

B Purpose of Grant

In no more than half a page, briefly describe the program, how the money will be used and how the program supports the mission and program focus of The Hanover Insurance Group Foundation, Inc.

1. State the purpose of the program, how you have determined a need for the program, the target audience for the program and how that audience will benefit.
2. Describe project goals, measurable objectives and action plans (a.k.a. projected program outcomes).
3. List other organizations who provide similar programs (if any) and explain how your program differs and what effort will be made to work cooperatively.

4. List other partners or contributors who will support this program and how they will be involved.

5. Is the program a one-time event or multi-year? If multi-year, describe strategies for obtaining funding over its duration. (Note: multi-year grants from the foundation are not available for every request.)

C Evaluation

1. How will you determine whether goals and measurable objectives are met?
2. How will you use the results of your evaluation?

D Budget

If you are unable to raise all of the money from our foundation or other sources, what elements of the program will you not complete?

E Promotion

1. How and to whom will you promote this program?
2. How will program sponsors be acknowledged or recognized?