



Bay of Pigs™ • Up Your Alley™
Magnitude™ • Folsom Street Fair™

Monday, July 6, 2010

TO: NATIONAL SERVICE ORGANIZATIONS
FROM: FOLSOM STREET EVENTS® (FSE)
SUBJECT: 2010 NATIONAL COMMUNITY GRANT APPLICATION

Folsom Street Events invites your organization to apply to become a beneficiary of our 2010 event season. Proceeds from Bay of Pigs™, Up Your Alley®, Magnitude®, and Folsom Street Fair® will benefit our National Community Giving Program as well as Major and Supporting Beneficiaries from the SF Bay Area. Applications are **due no later than 12:00 noon on Thursday, September 30, 2010** at 131 Tenth Street, Suite 302, San Francisco, CA, 94103. An electronic version of this application is available on our website at www.folsomstreetevents.org as a PDF file.

There are three categories of annual FSE grant-making: National Community Grants, Major Beneficiary, and Supporting Beneficiary. **The attached application is for the National Community Grants only.** Please review this category carefully to ensure that your agency meets the basic qualifications. National Community Grants are made based on a peer review process taking into account the information provided within this application. Determinations for Major and Supporting Beneficiaries are made through a separate process.

Recent changes to our grant-making process include the ability for eligible nonprofits to apply every year for beneficiary status and consideration of grant requests that include program staff salaries. The changes we have made result directly from community feedback.

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

Sincerely,

A handwritten signature in black ink that reads "Demetri Moshoyannis". The signature is fluid and cursive, with the first name being particularly prominent.

Demetri Moshoyannis
Executive Director

FOLSOM STREET EVENTS – 2010 NATIONAL COMMUNITY GRANTS APPLICATION

INTRODUCTION

Folsom Street Events (FSE) produces four annual leather/fetish events: Bay of Pigs, Up Your Alley, Magnitude, and Folsom Street Fair. Celebrating its 27TH year in 2010, Folsom Street Fair is the world's largest fetish event, and California's 3RD largest single-day, outdoor event. Last year, nearly 400,000 people attended Folsom Street Fair, making it possible for our organization to return more than **\$333,000** 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.

FSE encourages all interested and eligible organizations to submit an application for the 2010 event season. The eligibility requirements, process, important dates, application requirements and checklist are included.

OUR MISSION

To create volunteer-driven leather events that provide the adult alternative lifestyle community with safe venues for self expression, emphasizing fun, frolic, and fetish while raising funds to benefit local/national charities.

DATES AND DEADLINES

Beneficiary Application Available:	Monday, July 6, 2010
Beneficiary Application Submission Deadline:	Thursday, September 30, 2010 by 12:00 noon
Beneficiary Selection Announced:	By November 1ST (via mail only)
Bay of Pigs / Up Your Alley	Saturday, July 24 / Sunday, July 25, 2010
Magnitude / Folsom Street Fair	Saturday, September 25 / Sunday, September 26, 2010

ELIGIBILITY REQUIREMENTS FOR NATIONAL COMMUNITY GRANTS

Folsom Street Events seeks to make innovative program grants serving sexual minorities. As such, we accept national grant requests from nonprofit agencies that serve the priority areas of Public Health, Gay Men's Health, Civil Rights with an emphasis on LGBT rights, and Development of the Leather/Fetish Communities. If your project falls into one of these priority areas, then please apply according to the following instructions. Please note that Folsom Street Events prefers to fund programs in major metropolitan areas within the United States, although rural programs are eligible to apply as well. Generally, National Community Grants range from \$150 – \$5,000. Folsom Street Events retains the right to make additional grants on an invitation-only basis, as generated by its Board of Directors.

APPLICATION INSTRUCTIONS

Applications must be submitted in writing on your agency's letterhead. **Applications must be received at 131 Tenth Street, Suite 302, SF, CA, 94103 by 12:00 Noon on Thursday, September 30, 2010.**

- Complete Section A: Three (3) points of contact must be listed with each application including Primary Contact, Executive Director (if different), and Board President.
- All applications must be signed by your Executive Director and Board President.
- Complete Section B: All eight (8) questions must be answered in full.
- Complete Section C: All attachments are crucial with the exception of an audit and annual report.
- Applications received by fax, email or *after* the deadline will **not** be considered.
- Two (2) complete sets of all application materials are required.

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, grant-making opportunities may be limited. Final awards are made based on the amount requested, scope of the project, and our ability to leverage and disperse funds.

SELECTION NOTIFICATION

Determination letters will be mailed by November 1ST, 2010. **Organizations selected for funding are required to promote all Folsom Street Events in various agency publications and provide a link from their website to FSE's website.**

QUESTIONS

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

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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
- A4. Executive Director's Name (if different)
- A5. Executive Director's E-mail Address and Phone Numbers
- A6. Board President's Name
- A7. Board President's E-mail Address and Phone Numbers
- A8. Size of Agency Budget, Board of Directors, Staff, and Volunteer Corps

SECTION B – Funding Request

- B1. For which priority area are you applying (Public Health, Gay Men's Health, Civil Rights, or Leather Community)?
- 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 describe the particular program(s)/project(s) for which you are applying.
- B4. Please explain the community impact of this program, project or effort. How will your community be stronger as a result of your request? Please offer valuable and insightful data.
- B5. Are there any other sources of funding you anticipate for this purpose? If so, what are they?
- B6. How much money is your organization requesting? **Stay within suggested ranges.**
- B7. By what method did you arrive at this amount? Please provide a brief budget narrative.
- B8. Has your organization received funds from FSE in the past? If so, please provide the years and amounts received from us.

SECTION C – Other Documentation

- C1. Copy of your Mission Statement
- C2. A valid 501(c)3 notification letter from the IRS
- C3. Financial Statements for the preceding year (Balance Sheet & Income Statement)
- C4. Operating Budget for the current fiscal and/or calendar year
- C5. Federal Tax Return (Form 990 with Schedule A) for the preceding fiscal year
- C6. Audit and/or Annual Report, if available

SECTION D – Submission Review

- D1. Sections A & B of your application **MUST** not exceed three (3) pages (**8.5 x 11, single-sided, 1" margin, 10 point Arial font**). Submissions that ignore these limitations may be returned without review by FSE.
- D2. Applications missing any of the required attachments and/or with omitted answers may be returned.
- D3. Items in Section C must clearly indicate your organization's name and relevant dates/information.
- D4. Include a copy of this completed checklist with your application.
- D5. Include two (2) complete sets of application materials.

APPLICATIONS MUST BE RECEIVED BY 12:00 NOON ON THURSDAY, SEPTEMBER 30, 2010

Mail or hand-deliver to:
Folsom Street Events
131 Tenth Street, Suite 302
San Francisco, CA, 94103

Please retain a copy of your application for your records!