

**Capital Campaign Review Board  
of Berks County**

**INSTRUCTIONS  
&  
APPLICATION**

Approved by the board October 11, 2007

## **Instructions**

1. Organizations should submit their application using this form. The Review Board will provide this form on a disc in Microsoft Word format for your convenience. Please insert your answers using 12 pt. Times Roman normal type.
2. Applicant should submit fourteen (14) copies of their application by the due date requested. Note that only one copy of the most recently completed audit is required.
3. Applications must be signed by the Chief Executive Officer of the applicant organization and the Chairman of the applicant's Board of Directors.
4. In addition to the application, one copy of the "Agreement" should be signed and returned.
5. Applications may include other written materials. Provided that fourteen (14) copies are included, the Review Board will distribute these. No videos will be accepted.

## Application

### I. Identifying Information:

- A. Organization name
- B. Organization mailing address
- C. Contact person regarding this application
- D. Contact person's title
- E. Contact person's phone number
- F. Contact person's fax number
- G. Contact person's e-mail address
- H. Requested goal for campaign

### II. Organization Background (To be included as a part of the application)

- Mission Statement
- Strategic or Long Range Plan and twelve month operating plan
- List of Board of Directors
- Products or services provided
- The most recent outcomes
- Number of constituents served
- Number of Berks constituents served
- Constituents growth over the past five years

### III. Information on Project

- A. Provide a brief description of the project you propose to finance through the capital campaign.
- B. Why is this project necessary to meet your organization's mission?
- C. What critical community need does this project address?

Provide documentation on how this proposed project will enable the organization to better serve the Berks County Community.

- D. Why did you choose to address this need through a capital campaign? Describe what alternatives were explored.

- E. Provide a Case Statement and an Assessment of Community Support.
- F. Financial–Please provide the following financial data.

- 1. Your most recent audit report
- 2. Past 2 years operating statements
- 3. A detailed budget for the project
- 4. A line item operating budget after the project is completed

The CCRB may request a more detailed financial analysis as we proceed in our evaluation.

#### IV. Campaign Information

- A. Is campaign to be: (check one)

Limited to a selected list of contributors? If yes, provide a description of this list.

A community wide campaign?

- B. What is the total amount of your campaign?

- 1. How much are you requesting to raise in Berks County?
- 2. If the project requires more funds than you intend to raise in Berks County, what will be the source of funds?
- 3. How will the project affect your operating costs? If the project increases your operating costs, prepare a model budget to show how revenue will be provided for the increased operating costs?
- 4. What effect do you anticipate that the campaign will have on your annual fund? If you are reliant on annual funds to support operations, how do you anticipate covering any shortfalls created by the campaign?

- C. Have you engaged professional fundraising counsel? If so, are they registered with the Commonwealth? Provide the name and address of the fundraising counsel.

- 1. Name of firm.
- 2. Is firm a member of the American Association of Fund Raising Counsel (AAFRC)?
- 3. Describe the fee to be paid to the firm and how it was determined?

V. Fundraising History

A. Provide the following data for your four most recently completed fiscal years. For special events and similar fundraisers, include only the amount of the contribution net of those goods or services.

<b>Contributions From</b>	<b>FY Ending_____</b>	<b>FY Ending_____</b>	<b>FY Ending_____</b>	<b>FY Ending_____</b>
<b>Corporations</b>				
<b>Foundations</b>				
<b>Board Members</b>				
<b>Other Individuals</b>				
<b>Other Sources</b>				
<b>Total Contributions</b>				

<b>Number of Donors</b>	<b>FY Ending_____</b>	<b>FY Ending_____</b>	<b>FY Ending_____</b>	<b>FY Ending_____</b>
<b>Corporate</b>				
<b>Foundation</b>				
<b>All Individuals</b>				
<b>Other</b>				
<b>Total</b>				

## Agreement

In applying for endorsement of a proposed capital campaign, the undersigned applicant organization agrees to the following:

- To abide by the “Conditions For Approval” outlined in the “Procedures” document provided by the Capital Campaign Review Board of Berks County.
- To promptly notify the Capital Campaign Review Board of Berks County of any material changes in the timing or scope of its campaign or project.
- To provide the Capital Campaign Review Board of Berks County with a post campaign report(s) on the campaign and the project as requested by the Capital Campaign Review Board of Berks County. This will be done approximately one year after the completion of the campaign and again three years after the completion of the campaign.
- Funds generated through this campaign will be used only for the purposes outlined in this application.
- Breach of this Agreement may be the basis to withdraw endorsement of the campaign and/or to deny future applications.

Applicant’s Chief Executive Officer

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Applicant’s Board Chair

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Appendix A. Supplemental Financial Report

Provide a detailed budget for the project. Include all anticipated sources of revenue and construction, financing, design and campaign costs.

- 1. Expenses
  - a. Land acquisition  
(including surveys and test borings) \_\_\_\_\_
  - b. Utilities connections \_\_\_\_\_
  - c. Site development (improvements) \_\_\_\_\_
  - d. Construction
    - i. General contractor  
(building envelope, structure, finishes) \_\_\_\_\_
    - ii. Mechanical  
(HVAC, plumbing, fire protection) \_\_\_\_\_
    - iii. Electrical (power, lighting) \_\_\_\_\_
    - iv. Technology  
(connectivity, computers) \_\_\_\_\_
    - v. Other \_\_\_\_\_
    - Total construction (add d(i) through d(v)) \_\_\_\_\_
  - e. Furniture and fixed equipment \_\_\_\_\_
  - f. Professional fees (architecture, engineering,  
legal, special consultants) \_\_\_\_\_
  - g. Interest during construction period \_\_\_\_\_
  - h. Campaign costs
    - i. Consultant fee  
(including feasibility study) \_\_\_\_\_
    - ii. Staff salaries and benefits \_\_\_\_\_
    - iii. Campaign materials \_\_\_\_\_

- iv. Campaign events \_\_\_\_\_
- v. Campaign telephone and postage \_\_\_\_\_
- vi. Office equipment \_\_\_\_\_
- vii. Other campaign expenses \_\_\_\_\_
- Total Campaign Expenses  
(add h(i) through h(vii)) \_\_\_\_\_
- Total Expenses (add 1(a) through 1(h)) \_\_\_\_\_

2. Sources of Funds

- a. Bond financing (net of issuance fees) \_\_\_\_\_
- b. Bank financing \_\_\_\_\_
- c. Campaign
  - i. Goal \_\_\_\_\_
  - ii. Estimated pledge slippage \_\_\_\_\_
  - Total Campaign (add c(i) and c(ii)) \_\_\_\_\_
- d. Interest \_\_\_\_\_
- e. Other \_\_\_\_\_
- Total Funds Available (add 2(a) through 2(e)) \_\_\_\_\_

- 3. How were the figures in "C" determined?
- 4. How will cost overruns in the project be dealt with?
- 5. How will money raised in excess of the campaign goal be used?
- 6. Is the proposed site in the City of Reading? If not, please explain the decision to locate this service elsewhere.



