



January 2010

To Whom It May Concern:

Thank you for requesting funds for your diversity project. The City of Chandler Mayor and Council, in coordination with the City's Human Relations Commission, first established funding for diversity initiatives in the year 2000. Since that time we have received many requests for event sponsorship. We are asking applicants for diversity funding to provide us with the following information so that we can better evaluate our requests for limited funds. In addition, we ask that you submit your request a minimum of 60 days prior to your event date. While there is no fixed limit on the amount of funds that will be provided to each group, a goal of the program is to provide some funding to all groups that qualify throughout the year. Consequently, your group may not receive your full funding request. Also, if funds for the year are depleted, your request will be denied. Please take a moment to insure that your request includes the following information:

- ☞ Name of Organization
- ☞ Address of Organization
- ☞ Tax Status of Organization, if applicable
- ☞ Description/Date of Event
- ☞ Target Audience of Event
- ☞ Anticipated Number of Attendees at Event
- ☞ Amount of Funding Requested and Event Budget
- ☞ Benefits to the Community
- ☞ Benefits to the City of Chandler as a Sponsor of this Event
- ☞ Participation in the Multicultural Festival

A committee comprised of City staff and a member of the Human Relations Commission will evaluate all requests and make funding decisions. In addition, if you are funded, we request that you write a brief post event report within a month of the event date to report back to us on the successes associated with your event. This will help us to evaluate how our funds are impacting the community.

In the past, we have also encouraged each organization receiving funding to participate in our annual Multicultural Festival held in January with an annual attendance of 7,000. Due to an increase in requests for funding, greater consideration will be given to those organizations that participate in the festival. The 2011 event will be held on Saturday, January 15 and organizations may participate by having an informational booth, art display or sales, food vending, or a cultural performance. The Multicultural Festival will serve as a wonderful marketing opportunity for your organization.

I would be happy to provide you with any assistance you may require. Please contact me at 480-782-4349.

Sincerely,

Leah Powell
Community Development & Diversity Manager