

For-Profit Application Primer

Contents

- Application Overview.....2**
- Company Information 2
- Your Business Model..... 2
- Creating Charitable Impact 2
- Investment Opportunity 3
- Checklist of Application Components and Uploads.....3**
- Company Information 3
- Required questions: 3
- Required uploads: 3
- Your Business Model..... 3
- Required questions: 3
- Optional uploads:..... 4
- Creating Charitable Impact 4
- Required questions: 4
- Optional questions:..... 4
- Investment Opportunity 4
- Required questions: 4
- Required upload:..... 4
- Optional upload: 4
- What We Fund.....4**
- Funding Policy & Guidelines5**
- Tips for Completing the Online Application.....5**

The Richard King Mellon Foundation welcomes applications from for-profits creating charitable social and environmental impacts while generating financial returns. Through our Social-Impact Investment (SII) program, qualified companies may apply for a program-related investment. This guide will enable you to determine whether your company is a good fit.

SII investments, structured as convertible notes or safes, aim to facilitate growth of for-profit companies whose impact aligns with the Foundation's four core program areas: Conservation, Economic Development, Economic Mobility, and Health and Well-Being. Each program area is guided by an investment framework rooted in a problem statement, which describes the problem or issues the program aims to address, as well as a vision statement, which describes the aspirational future state to which the Foundation aims to contribute.

This primer will help you to prepare a proposal for either our General Application or our RFP application. We also strongly encourage you to [login to our portal](#) and explore.

The primer covers the following:

- Overview: Sections of the Application
- Checklist of Questions and Uploads
- Key Topics & Definitions
- Funding Policies & Guidelines
- Tips for Completing the Online Application

If you have questions that have not been answered by reading this primer, our FAQs, or the Funding pages on our website, please feel free to email the Foundation at rkmf@rkmf.org or call 412-392-2800.

Application Overview

Our application is divided into four sections. Each section of the application is complementary, purposeful, and required.

Company Information

In this section, you introduce your company and share a brief overview of the application's purpose. We ask about your company's history, mission, accomplishments, management team, and an overview of the company's financial health (revenue, expenses, audited financial statements or tax returns, and legal conflicts or concerns).

We use this section to verify your eligibility to receive an investment and your compliance with Pennsylvania regulations regarding for-profit governance. We also consider how your application aligns with your mission, builds from your past successes, and complements your current activities.

Your Business Model

Use this section to highlight the social or environmental problem your company or idea aims to solve, your company's unique solution, customer base, competition, and other information that showcases your company and the viability of your proposed technology, product, or service.

We use this section to understand the fundamental business plan for your company. We consider your company's creativity in solving a current social or environmental solution as well as the feasibility of meeting milestones.

Creating Charitable Impact

In this section, you describe the charitable outcomes your company aims to achieve, why your company should receive funds from the Foundation to meet your goals, and how funds will be spent if awarded.

We use this information to evaluate the degree to which your application aligns with the Foundation's 2021-2030 strategy and whether your project would complement other efforts that we previously funded. In this section, please be sure to note how your company or idea will make a positive impact in the geographies that the Foundation prioritizes.

Investment Opportunity

In this section, you will need to provide information about your current cap table, your fundraising goals, and expected funding from the Foundation.

Checklist of Application Components and Uploads

This checklist consolidates all of the questions and uploads from each section our application. Word count limits are indicated below.

Company Information

Required questions:

- Application title (5 word limit) and summary (25 word limit)
- Company legal name, address, phone number
- Company legal type, date of formation, number of full-time employees, fiscal year end date
- U.S. Tax ID
- Company history (200 word limit)
- Company's mission statement (250 word limit)
- Accomplishments to date (200 word limit)
- Total revenue and total expenses in current fiscal year
- Statement of whether been involved in litigation or criminally prosecuted (ever or in next six months)

Required uploads:

- List of Management Team
- List of Board of Directors
- Historical financial statements (income statements, balance statements, statements of cash flow for at minimum prior year)
- Projected financial statements (three-to-five-year income statement, balance statement, statement of cash flow)
- Most recent audited financial statements or tax returns
- Articles of incorporation (or similar formation document)

Your Business Model

Required questions:

- Problems addressed (200 word limit)
- Your solution (250 word limit)
- Customers (250 word limit)
- Market size (250 word limit)
- Business model (250 word limit)
- Competition (250 word limit)
- Business milestones (250 word limit)

Optional uploads:

- Additional problem data
- Additional customer information

Creating Charitable Impact

Required questions:

- Executive summary: brief description of the investment, the charitable outcomes you plan to achieve, why your company should receive the funds; and how the funds will be spent (350 word limit)
- Funding program with which the proposal best aligns (Conservation, Economic Development, Economic Mobility, Health & Well-Being, or Organizational Effectiveness).
- Geographical areas where your company will create impact
- Funding purpose (Planning & innovation, Implementation, or Scalability).

Optional questions:

- List of specific geographic areas (cities, towns, neighborhoods)

Investment Opportunity

Required questions:

- Amount of capital raised to date
- Sources of capital raised since company was formed (500 word limit)
- Goal for funding total to be raised in current funding round
- Total amount raised to date in current funding round
- Sources of raised capital in current funding round (500 word limit)
- Requested PRI amount from the Foundation
- Target date to close current funding round
- Project budget narrative (250 word limit)
- Where you learned about the Richard King Mellon Foundation

Required upload:

- Project budget using the Richard King Mellon Foundation's template
- Management team certification

Optional upload:

- Pitch deck or executive summary

What We Fund

The Richard King Mellon Foundation seeks to improve the competitive position and strengthen the vitality of southwestern Pennsylvania, particularly the City of Pittsburgh and its neighborhoods; and protect critical ecosystems as well as green and natural infrastructure, particularly in western Pennsylvania.

We fund companies in one of three stages of development. Identifying a company's stage of development helps us to establish shared expectations with our partners, understand risks, and create on-ramps and off-ramps for the Foundation's funding.

Planning and Innovation: This funding supports experimentation and the development of novel concepts. Recipients might conduct activities such as piloting minimally viable products or services.

Implementation: The funding provides support for more developed concepts and services. Recipients of this funding often have demonstrated past success and have the capacity to engage in iteration and evaluation of their technology, products, or services.

Scalability: This funding supports scaling of a technology, product, or service.

Funding Policy & Guidelines

- The Foundation only accepts applications submitted via our online application portal.
- We accept applications via our General Application year-round, on a rolling basis. RFP applications must be submitted in accordance with the guidance provided in each RFP.
- Your organization must have a valid U.S. IRS Tax ID to apply through our online portal.
- We do not consider applications on behalf of individuals or from outside the United States.
- The Foundation does not fund advocacy or political causes or events.
- Current audited financial statements are a required element of the application.
- Your application should clearly explain how your work will benefit the geographies the Foundation serves. With the exception of our national land conservation program, the Foundation seeks to enhance and strengthen the vitality of Pittsburgh and southwestern Pennsylvania. Our Economic Mobility and Health and Well-Being funding programs serve Allegheny and Westmoreland counties. Our Economic Development program and the regionally-focused investment areas of our Conservation program primarily provide funding in Allegheny and Westmoreland counties, but will consider providing PRIs across southwestern Pennsylvania on a case-by-case basis.
- We welcome applications for companies whose mission, products, technologies, or services align with multiple Foundation funding programs. You do not need to submit multiple applications. Please submit **one** application describing the full array of activities, outputs, and outcomes the Foundation funding would support.
- Submission of an application in no way implies a commitment of funding from the Foundation nor a specific timeline for consideration. The Foundation staff member assigned to an application will determine funding consideration and timeline.

Tips for Completing the Online Application

- You can save an application in progress and return to it later by clicking on "Save and Finish Later." After you click on this button, it will return you to the saved application page. You will need to reopen your application to continue working.
- Limit your use of bullets and other formatting; copy and paste as needed.
- Once your application is properly submitted, you will receive an e-mail acknowledgement. Add mail@grantapplication.com to your safe senders list to ensure you receive all system communications.
- Cookies must be enabled on your browser.