

**The NASDAQ OMX Educational Foundation, Inc.**  
**2012 Grant Proposal Instructions**

Please use these instructions in conjunction with the 2012 Grant Guidelines (presented separately). Please use these instructions for all proposals *other than* Ph.D. Dissertation Fellowships and independent academic study or research.

**Administrative Matters:**

- Please review the NASDAQ OMX Group Educational Foundation 2012 Grant Guidelines and these proposal instructions.
- Please review your own organization's or university's policies and procedures for seeking and receiving funds.
- All proposals must be created on or for plain white 8½ x 11" paper.
- Pages must be numbered.
- Pages may be fastened with staples or binder clips, but must be otherwise unbound.
- Please do not use folders, binders, sheet protectors, covers, or irregular sized sheets.
- Please help us control paper waste by limiting or refraining from use of title sheets (other than the required title page) and separator sheets.

**Proposal Requirements**

**1. Cover Page:**

Please create a **one-page** cover sheet for your proposal that includes, at least:

- The **title** of your project, program, or study.
- The official **name** and mailing **address** of your organization or institution.
- The name, title, phone, fax, and e-mail address of the **person responsible for the grant proposal** (in case there are any questions).
- The name, title, phone, fax, and e-mail address of the **principal investigator** or **person responsible for executing the project or program**.
- The organization's or institution's **website** address.
- The total **dollar amount** requested.

## 2. Proposal:

In no more than **five pages**, excluding attachments, make a case for your project, program or study by addressing the following (in a concise manner):

- Fully describe the **subject matter** of your project, program, or study.
- Explain the **methods, activities, and materials** that will be used. Include a timeline, if possible.
- Describe the intended **audience(s)**; that is, who will participate in any activities and events, who will be taught or will receive information; who will benefit from the project or research. Include pertinent demographics (age, geographic, socio-economic, etc.) and, if applicable, why this group would particularly benefit from the endeavor.
- Describe your **delivery mechanism and marketing efforts**.
- Provide **background** on your organization or institution, including enrollment or membership, geographic reach, staffing, mission, etc. Explain how your organization or institution **sustains itself** financially.
- If applicable, identify any **partners**—that is, organizations, institutions, and in some cases, individuals who will help you execute your program or study—and provide us with their contact information.
- If the NASDAQ OMX Group Educational Foundation is not intended to be the sole funder of the endeavor, describe how **other funds** have been/will be secured and identify other committed sponsors.
- If you are requesting support for an ongoing or recurring effort, explain how you plan to **sustain the program** financially and operationally.
- Include a list of **3-5 short term, measurable objectives** used for evaluating the project, program or study. Provide a description of long-term objectives and general goals of the project, program or study.
- Briefly, include any information that will help us better understand your project, program, or study and what you think makes it unique, timely, effective, exciting, and worthy of funding.

## 3. Conflict of Interest:

- Please disclose whether any member of your faculty, staff, governing or advisory boards, or key participants is affiliated with The NASDAQ OMX Group, Inc. or The NASDAQ OMX Educational Foundation, Inc.

## 4. Supporting Documents Required:

- A copy of your organization's or institution's §501(c)(3) **tax-exempt designation letter** from the IRS. The letter must be addressed to the entity requesting the grant and that will receive the grant check, if awarded.
- A plain-paper copy of your organization's most recent **audited financial statement**. Do not send a bound document. If your financial statement is part of your published annual report, please send an unbound copy of the pertinent financial pages only.
- A roster of your organization's **Board or governing body, advisory board and staff**. If your roster is part of a brochure or published report, please just send a photocopy of the pertinent pages.

- A complete operational **budget** for the project, program, or study, including items not intended for funding by the grant you are requesting. The budget must break down how grant funds would be applied.
- **Optional:** No more than **10 pages** of plain-paper attachments to support your proposal.

Please do not send videos, CDs, products, bound documents, folded materials or similar items. Attachment items will be kept on file and may not be returned. Please include all required attachments, even if you have submitted them previously with other proposals or are submitting multiple proposals at this time.

### **Submission of the Proposal**

- Please send your entire proposal—including attachments, letters, and other supporting material—in a single envelope or package.
- Please ship or mail it to:

**The NASDAQ OMX Group Educational Foundation  
805 King Farm Blvd.  
Rockville, MD 20850**

- If you prefer, you may e-mail your entire proposal—including attachments, letters, and other supporting material—in a single e-mail.
- Please e-mail it to: [Foundation@NASDAQOMX.com](mailto:Foundation@NASDAQOMX.com)
- Very important—all items must be received in a single envelope or e-mail. Do not mail some documents and e-mail others.
- Faxed documents are not accepted.
- Your proposal must be received in our office by the deadline date.
- If you wish to confirm receipt of your proposal, please send an e-mail to [Foundation@NASDAQOMX.com](mailto:Foundation@NASDAQOMX.com) and we will reply.

### **Spring 2012 Grant Review Calendar**

Letters of Inquiry Due to NASDAQ OMX	February 1, 2012
Invitation to Submit a Grant Proposal	March 1, 2012
Grant Proposal Due	April 16, 2012
Board Meeting and Communication of Grant Agreement	May 2012

### **Fall 2012 Grant Review Calendar**

Letters of Inquiry Due to NASDAQ OMX	August 1, 2012
Invitation to Submit a Grant Proposal	September 3, 2012
Grant Proposal Due	October 15, 2012
Board Meeting and Communication of Grant Agreement	November 2012