



PCMA EDUCATION FOUNDATION

Guidelines for Grant Seekers

About the PCMA Education Foundation

The PCMA Education Foundation was formed in 1985 as a supporting entity to the Professional Convention Management Association. The Education Foundation was incorporated for the express purpose of supporting the educational programs and research activities of PCMA. Throughout its life, the Education Foundation has developed numerous outstanding educational offerings and has granted funds for the conduct of important research for the industry. The Foundation also funds scholarships and conducts community outreach.

Today, the Education Foundation continues to meet the needs of the industry by supporting the development of products, services, and solutions designed with the meeting professional in mind. Through various fundraising initiatives and grant-giving processes, the Education Foundation reaches into the community at numerous levels to give back to its members and the industry.

Mission

The role of the PCMA Education Foundation is to support the mission of the PCMA through fundraising and grant giving focused on education and research that will benefit the meetings and conventions industry.

Policy Statement

It is the policy of the Foundation to fulfill its mission primarily through foundation-initiated projects or programs that clearly demonstrate a benefit to the industry and comply with the Foundation's mission and funding purposes.

Funding Guidelines

The PCMA Education Foundation provides support for educationally-based projects that align with PCMA's Strategic Plan or have a potential broad impact on the meetings and conventions industry as a whole.

Grants will be evaluated by the PCMA Grant Review Committee and recommended for Board of Trustees approval based on the following criteria:

- Alignment with the [PCMA Education Foundation's Mission](#)
- Alignment with [PCMA's Strategic Plan](#)
- Ability to translate into key takeaways
- Expected metrics and industry impact
- Meeting the needs of the PCMA membership or industry

The median grant amount for projects funded in recent years is \$20,155 falling into a complete bell curve range of approximately \$5,000-\$50,000 and a normal range of approximately \$10,000-\$25,000. Larger projects may sometimes be funded in phases or shared through the Convention Industry Council (CIC) which represents 32 meetings industry organizations.



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What We Do Not Fund

The PCMA Education Foundation does not fund projects that benefit an individual's personal matters, any commercial and/or financial interests, venture capital proposals, capital improvements, business equipment or supplies, endowments or other projects/initiatives that do not align with PCMA's Strategic Plan.

Who is Eligible?

Applicants must be professionally or academically involved in the meetings and hospitality industry or at a university with an accredited hospitality/meetings program.

Proposal Deadlines

Proposal due dates are **March 31**, **August 31**, and **November 30**. Applications and accompanying documents must be received on or before the due date. Early submissions are encouraged. Emailed proposals are accepted, but are not considered complete until a hard copy is received. Any requests after the deadline will be held until the next deadline for consideration.

Grant Making Timetable

Grants are awarded three times annually. Proposals are evaluated by the PCMA Education Foundation Grant Review Committee. Funding decisions are made by the PCMA Education Foundation Board of Trustees at the next regularly scheduled meetings.

After review by the committee, an application is either recommended to the PCMA Education Foundation Board of Trustees for approval of funding, rejected, or postponed for more information. In any case, the contact person named on the application will be notified by mail within thirty days of a decision.

Fund Granting Process

Once a grant is awarded, a Grant Funding Agreement will be issued by the PCMA Education Foundation. The funding schedule will correspond with the schedule of progress reports of the grantee.



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What to Include When Submitting a Request

Please use this as a checklist to ensure all items are complete and included:

- A completed copy of the Grant Application Form (next page)
- A proposal narrative to describe the project you are requesting funding for. The following research proposal guidelines should be included in the proposal narrative:
 - Project purpose and whether this is a new or existing project
 - Objectives, goals, and timelines
 - Project benefits and value.
 - Please explain how this project supports and ties to the 2011-2013 PCMA Strategic Plan found at www.pcma.org/About/Strategic_Plan_2011_-_2013.htm
 - Research Design
 - Methodology (qualitative and/or quantitative)
 - Sample Size
 - Data Analysis
 - Qualifications and Curriculum Vitae of Researchers and Project Team
 - academic credentials
 - industry experience
 - certification, and/or designation
 - information about past research conducted
 - Partnership Opportunities
 - Presentation Opportunities
 - Publication Opportunities
 - Indicate if this project has been presented to another organization(s) for funding and include the name of the organization(s)
 - Budget with grant revenue expenses, and other additional funding sources
- Agree to provide to the PCMA Education Foundation with an Executive Summary within 30 days after the research has been completed. Executive Summary must include the following:
 - Key takeaways and industry impact
 - Potential applications for results
 - Recommendations for applied usage
 - Graphics (if applicable)
- Agree to provide to the PCMA Education Foundation a full and detailed Research Report within 45 days after research has been completed.
- Agree to coordinate project with PCMA Education Foundation and Research staff

Only complete applications and proposals will be accepted for consideration. An application is considered complete if:

- The entire application form is completed
- A proposal narrative meeting the above guidelines is submitted



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PCMA Education Foundation Grant Application			
Organizational Information			
Name of Organization:			
Address:			
Phone:		Fax:	
E-mail:			
Date of Organization's Establishment:			
Organization's total operating budget for current year (US\$):			
Chief Staff Officer:		Phone:	
Does the Organization have federal tax-exempt status?			Yes <input type="checkbox"/> No <input type="checkbox"/>
Has this grant request been authorized by the organization's governing body?			Yes <input type="checkbox"/> No <input type="checkbox"/>
Signature:		Date:	
Project Information			
Name of Individual Seeking Grant (contact person):			
Total Proposed Project/Program Budget (US\$):			
Amount Requested (US\$)		When are the funds needed?	
Duration of Project/Program:		Start:	Finish:
Nature of Request:		Research Project <input type="checkbox"/>	Education Program <input type="checkbox"/>

Please return grant application and all supporting documents to:
PCMA Education Foundation
Attention: Grant Review Committee
35 East Wacker Drive, Suite 500
Chicago, IL 60601