



MOODY'S

Request for Proposal: Moody's Signature Initiative

Corporate Social Responsibility

2018

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About Moody's CSR

About Moody's CSR



OPEN THE DOOR TO A BETTER FUTURE

Moody's is committed to empowering people around the world with the knowledge, resources and confidence they need to create a better future — for themselves, their communities and the environment.

Together with our employees and our partners, we are building a world where everyone has a chance to prosper. Where the doors to progress and opportunity are wide open.

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Reshape Tomorrow™

Reshape Tomorrow™

Moody's is seeking proposals for its signature CSR initiative from best-in-class nonprofits that support individuals to **grow their small businesses** by providing:



Access to vital credit information and education



Connection to lenders



Support to advance business assets

Moody's CSR will prioritize organizations serving:

Preferred Regions:

- » Africa
- » China
- » Europe
- » Latin America

Populations:

- » Emerging markets
- » Underserved communities
- » Women

Moody's Support

Financial & Non-Financial Capital



Funding

- » Level of funding (up to \$200,000) dependent on program*
- » Multi-year grants will be considered



Measurement

- » Efficacy scorecard provided by Moody's evaluation partner, [Mission Measurement](#)



Employee Engagement

- » Pro bono services
- » Capacity building support & thought partnership
- » Board service
- » Hands on volunteering



Networking

- » Access to events and conferences

*Proposals must be specific to a program and may not be for general operating support.

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Eligibility Criteria

Eligibility Criteria

In order to apply, organizations must meet the following eligibility criteria:

- » Prove to be tax exempt under the United States IRS as a 501(C)(3) charitable organization or local government charitable status equivalent
- » Registered charity with a recognized government body
- » Is not in support of an individual or family
- » Does not support the following: political, labor, fraternal or civic activities; religious organizations (for sectarian purposes); advertising activities; development or production of books, films, videos or TV programs
- » Has at least two years of independently examined audited financials
- » Has at least one year of successful track record of delivering projects or initiatives under the small business growth focus area

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Process and Timeline

Process and Timeline



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How to Apply

How to Apply

- » **Access the Eligibility Quiz [here](#)**
 - If you are eligible to apply, the proposal will “unlock”
 - Organizations should submit one proposal for their strongest program
- » **Complete proposal by May 31, 2018**
 - Questions include details on your organization’s:
 - › General Mission and Purpose
 - › Finances
 - › Governance
 - › Leadership
 - › Proposed Project/Program
 - › Evaluation and Impact Metrics
- » **Questions? Please consult our FAQs at the end of this document.**

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FAQs

FAQs

- 1. I have submitted my proposal, but I'm not sure if it was received. What should I do?** To check to see if your proposal was submitted, please log back into the portal. A status of your submission can be found on the main page.
- 2. Can I call or meet with someone from the CSR department before the deadline to discuss my proposal?** Due to the expected volume, we are not able to accept applicant phone calls or meeting requests. Feel free to email any remaining questions to csr@moodys.com.
- 3. Will Moody's provide feedback if my proposal is not successful?** No, unfortunately due to expected volume, we will not be able to provide feedback on proposals.
- 4. My organization does not yet have its local government charitable status, but I do have a fiscal sponsor. Can I still apply?** Yes, provided you meet all other requirements.
- 5. Can my organization apply if we are not operating in a preferred region?** Possibly, we are only considering proposals from organizations that operate in the regions listed in our eligibility quiz. For a full list of locations please begin the eligibility quiz.

FAQs (continued)

- 6. Is there a maximum or minimum grant amount?** Grants will be considered up to \$200,000. All requested funds must be justified by program need and detailed line-item budget.
- 7. I'm confused, the proposal is not on your website, where do I find it?** In order to access the proposal, you must first complete and pass our eligibility quiz.
- 8. I took the eligibility quiz, but did not pass. Can I still submit a proposal?** No, all organizations must pass our eligibility quiz in order to be considered.
- 9. I submitted my proposal. What's the next step?** Please review page 11 that provides an overview of the process and the different stages by month.
- 10. I submitted my proposal but need to make a revision. What do I do?** If you would like to make an edit, please email moodysupport@cybergrants.com and request to have your proposal returned.

Thank you for your interest.

Please contact csr@moodys.com with any other questions.



MOODY'S

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