

Writing the Background and History

This section is typically first or will come immediately after describing your mission.

It's important to give the funder a fuller sense of your organization's identity and history that they might not receive across the rest of the grant

proposal. Understanding how your proposed program fits into the broader context of your growth, mission, and past work could become a deciding factor in the funder's final decision, especially if there are several highly competitive proposals in consideration.

Include the following information in this section:

- A brief history of the organization's founding and evolution
- A detailed list of your nonprofit's past major projects and initiatives
- Your experience or capacity to perform the work

Help the funder to think of your organization (as well as partners/collaborators) as a team of individuals coming together to address a clearly defined need, and accomplish an important project (if applicable).

Other Tips:

- Give context. For example "Located in XXX, North Carolina, <name of facility> is the only charitable primary care clinic within a 50 mile radius."
- Stats like the number of unduplicated patients or visits can be included here to describe your current footprint.
- This is also a good place to talk about how you're structured (number of staff, services provided, Board governance, etc.).

Sample Narrative

In 2005, a group of local family practice physicians recognized a need in the community for individuals without health insurance to have access to appropriate and affordable medical care. They began seeing four to five uninsured patients on Wednesday nights in the back of an area grocery store. Within a year, 20-30 patients were being seen on these evenings.

Four local churches took notice of the good work that was being performing. The current Executive Director, <name>, with the help of these four churches, including ABC United Methodist, First Baptist Church of XYZ, St. Peter Catholic Church, and Lakeland Presbyterian obtained 501c3 status, starting ABC Clinic in the basement of the First Baptist Church of XYZ. On the opening night of September 4, 2008, over 100 patients lined up seeking care.

Within the first year, the clinic's 500 patients were provided with over 1,600 appointments

In the summer of 2010, the clinic moved to a 4,200 square foot building in Hooterville, where it is located today.

In 2012, the clinic received funding to hire four new staff in order to expand hours of operation and treat more patients. Consequently, double the number of patients were seen that year.

It is with the support of community churches, individuals, businesses, private foundations, and civic organizations that ABC Clinic was able to provide over 7,200 medical appointments for more than 1,500 patients in 2012. In 2013, services were expanded to include chronic disease education groups as well as group nutrition classes for pre-diabetics. The clinic has received the necessary funding to maintain an active patient base of 1,500+ uninsured individuals. We have provided approximately 3,500 patient appointments, to date, in 2024. Consequently, ABC Clinic is the oldest and largest comprehensive medical provider serving the uninsured in XYZ county.