

## What Makes a Strong LOI?

### What is a Letter of Inquiry?

- A Letter of Inquiry (LOI) is a preliminary proposal sent to the Foundation to gauge interest in a project before submitting a full grant application.

### Purpose of an LOI

- Introduce your organization and its mission.
  - Outline the main goals of your project.
  - Provide a brief overview of your funding needs.
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## What is essential for The Damascus Road Foundation to see in an LOI?

### 1. Introduction

- Briefly introduce your organization and its mission.
- Mention any previous interactions or connections with The Damascus Road Foundation, if applicable.

### 2. Need Statement

- Briefly define the problem or need your project addresses.
- Use data and evidence to support your claims.

### 3. Project Description & Outcomes

- Describe the project including objectives, activities, and timelines.
- List the unreached people group(s) that will be engaged throughout the project.
- Explain how the project addresses the need or problem.
- Outline the expected outcomes and impact of the project.
- Provide metrics or criteria for success.

### 4. Budget Overview

- Present a concise budget summary.
- Include the total cost of the project and list expenditure line items.
- Include the total amount requested from The Damascus Road Foundation.
- If funding is being sought for specific expenditure line items, clearly indicate these.
- For multi-year requests, indicate a breakdown of the annual project costs and annual funding request.

## Frequently Asked Questions (FAQs)

- **What is the typical length of an LOI?**
  - 1 - 2 pages.
- **How detailed should the budget section be?**
  - We only expect to see a summary with key expenses (line items) indicated. If a full application is invited, a more detailed budget will be required.
- **Can I submit multiple LOIs for different projects?**
  - Generally, it's advisable to submit one LOI that best aligns with the Foundation's priorities rather than multiple ones.
- **What is an appropriate first-time funding request?**
  - First-time grantees should consider a project with an annual request of \$50,000 – \$100,000. The duration of the project should be for 1 – 3 years.
  - On occasion, smaller requests will be considered based on the scope of the project. (For example, a project among a specific small, remote UUPG.)
- **Should I include supporting documents with my LOI?**
  - Generally, an LOI should be a standalone document but mentioning the availability of additional documents in your LOI is acceptable.
- **What should I do if my LOI is declined?**
  - If your LOI is declined, feedback will be provided, indicating if it would be advisable to re-submit an LOI in a future granting cycle.