To focus the foundational information for the Project Description, concisely answer:

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| Project Description | |
| Project Name | **Community Pantry** |
| Tagline (One sentence) | **Not just feeding people, feeding community.** |
| Regions of Origin | |
| Municipalities, townships, etc. people come from to utilize services | **Township A, Municipality 100** |
| **Islands of X, Y and Z** |
| Can they receive same services elsewhere? | Yes No |
| If yes, why is your program different. |  |
| Demographic of people that utilize services | |
| Challenges the people face (at risk of…) | **marginalized** |
| **at risk of poor nutrition** |
| **limited access** |
| Age Group(s) | **open to all ages** |
| Ethnic and Ability Diversity | **all religion, ethnicity and wheelchair accessible** |
| Program | |
| Program Deliverables | **Monday to Friday**, **11-1 pm** |
| **hot lunch, cold sandwiches and the ability to take a boxed meal** |
| Program Benefits | **learn about proper nutrition on a limited income** |
| **access to a balanced meal** |
| **referrals to other services** |
| Points of Service (estimate) | **daily 63 people, 16,380 points of service** |
| Funding Sources | |
| Provide direct funding (Grants, Bursaries) | **Company A** |
| **Company B** |
| In-Kind Contributors (Donate or Discount) | **Board of Directors, Executive Director, Staff** |
| **Community Volunteers** |

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| Program Description Example |

Take the answers from the previous page to build the foundation for your project description, then build your story out from there.

The **Community Pantry** in **not just feeding people, but feeding community.** This project will cover **Township A, Municipality 100, Islands of X, Y and Z**. The people we are targeting for this program **are not able to receive** this service elsewhere in the community.The people we are targeting with this program are **marginalized, at risk of poor nutrition, limited access, etc**. **Name of Program** is **open to all ages, religion, ethnicity and wheelchair accessible**.

The **Name of Program** will run **Monday to Friday** with hours **11-1 pm**. This meal program provides a **hot lunch, cold sandwiches and the ability to take a boxed meal** for a later time. Through this program, we offer the ability for participants to volunteer to **learn about proper nutrition on a limited income, access to a balanced meal and referrals** **to other services**. There is expected to be **63 people daily** that use this lunch program. This amounts to **16,380 points of service** yearly. The community will benefit from this program by greater health, community involvement and community connection.

This program is sustainable due to the support of a strong **Board of Directors, a creative, innovative Executive Director, staff** and **community volunteers** who see the value of sharing this program and its supports far and wide. We have partnered with **Company A** and **Company B** for funding and in-kind contributions. There are also several local contributors that are prepared to provide contributions. The strong community support comes from the shared understanding that we’re **not just feeding people, but feeding community.**

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| Tips |

* Be clear and concise with language.
* Do not include details provided in other sections of the application.
* Clarify local knowledge or common jargon for your field of work.
* Create a one minute “elevator pitch” from your program description, which is how you would describe your project to a stranger in an elevator.
* Repeat the tagline several times in the proposal.