**[Organizational Letterhead]**

[Date]

Ms. Yezenia Ramos

Senior Manager, Employee Engagement

Global Community Impact, Johnson & Johnson

One Johnson & Johnson Plaza

New Brunswick, New Jersey

Dear Yezenia,

[Insert Organization] is pleased to submit this Letter of Intent, respectfully requesting $11,500 to enter into a partnership with [Insert Local Operating Company] for the purpose of designing and launching a new Johnson & Johnson Bridge to Employment (BTE) program in the [Insert Geographic Area] community.

**Background Information.** [Insert Organization] will serve as the fiscal agent and coordinating entity for the strategic planning grant. Founded in [Insert Date of Organizational Founding], we are a [Insert Type of Organization; e.g. NGO – non-governmental, non-profit, or community-based organization] entity that [Insert Organizational Mission]. With [Insert #] of employees, we have an annual operating budget of [Insert $ Amount]. Our Board of Directors is comprised of [insert #] business and community leaders. Attached, please find a complete list of all board members, including names and affiliation, as well as a most recent financial audit.

*Insert any other background information, as desired, including organizational history, previous partnerships with / funding from Johnson & Johnson, programs, or impact data. If using a Fiscal Agent, provide background information on this agency’s mission / history, as well as the relationship between the fiscal agent and the coordinating entity.*

[Insert Primary Contact Name and Title] will be the primary contact and coordinate our local planning efforts (phone: [Insert Primary Contact Phone Number]).

**Issue/Statement of Need.** *Insert a short paragraph on the issues, challenges or needs facing secondary school youth in your community.*

We consider the BTE program a great opportunity to address these needs, as well as compliment and expand our current work.

**Employee Engagement.** Employee engagement is critical to the success of the BTE initiative. During the Strategic Planning phase, we will engage the following Johnson & Johnson individuals:

* [Insert Name and Title of Executive Sponsor] is the official sponsor of the program and commits to supporting its successful implementation. (Commitment: 10 hours per year).
* [Insert Name and Title of Champion(s)] will serve as the "co-champions" of the program and support the design, launch, and implementation the new BTE program. The Champion(s) will provide consistent internal communication and put plans in place to sustain the program once the Corporate funding cycle ends. (Commitment: 30-40 hours per year)

**Expected Long-Term Impact.** A BTE [Insert Geographic Area] program will target the greater [Insert Geographic Area] and align with the overall program goals, meet core School-to-Career principals, and address the needs of the local community, has the potential to:

#### Increase the number of students enrolling in higher education; and

#### Increase the number of students pursuing a career in the Science Technology, Engineering, Mathematics, Manufacturing, or Design (STEM2D) sectors.

We content that this strategic planning grant will also:

* Increase the collaboration among local business and the education community; and
* Broaden the knowledge of strategic planning and program development in our community.

**Target Outcomes.** Expected outcomes in the short-term are as follows:

* Determine how the global BTE model and its best practices can address the needs of youth.
* Design a BTE program that utilizes Academic Enrichment, Higher Education Exploration & Preparation, Career Exploration and Readiness, and Youth Leadership and Engagement to obtain short-term and long-term program outcomes.
* Launch the BTE [Insert Geographic Area] program.

**Strategic Planning Activities.** Activities undertaken by the BTE partnership during the planning phase will include:

1. Identify key partners, including a secondary school(s) and an institution of higher education.
2. Assemble a Strategic Planning Team, including FHI 360, [Insert Local Operating Company, [Insert Organization], and the confirmed secondary school and higher education partners.
3. Work with FHI 360 to learn best practices.
4. Hold strategic planning meetings.
5. Develop Program Model, depicting the BTE [Insert Geographic Area] inputs, program outcomes, and activities.
6. Submit the full application, including proposal narrative, Program Model, annual Work Plans, and a three-year BTE program budget.
7. Recruit and select a BTE student cohort (estimated at 35-50 participants).
8. Work with the independent evaluator assigned by Johnson & Johnson to finalize the site-specific evaluation protocol.
9. Determine the Comparison Group for the independent evaluation.
10. Establish a program launch date; we anticipate launching the BTE [Insert Geographic Area] by [Insert Lauch Date (Month/Year)].

**Evaluation.** We look forward to partnering with the FHI 360 throughout the strategic planning process. In addition, we will work with the FHI 360 appointed independent evaluator to establish a site-specific evaluation protocol, which will be based on the standard BTE protocol that includes student surveys, focus groups, and the collection of key academic data.

Sincerely,

[Insert Signature]

[Insert Title]

[Insert Organization]

cc: [Insert BTE Champion(s)]

Amanda McMahon and Cherine Smith, FHI 360

attachments: Application Cover Sheet

Strategic Planning Budget

Most recent Audited Financial Statement

List of Organization’s Board of Directors with Affiliations

*Letters of Commitment, Memorandum of Understanding (MOU), or partner agreements (optional)*