

Grant Application for Michelle Poinelli

* = Required Field

Step 1 *

1. Title of Proposal: *

Sample AH&LEF Grant Application

2. Grant Applicant/Name of Institution Conducting

Research/Project *

AH&LEF

3. Contact Name *

Michelle Poinelli

4. Contact Title *

Senior Vice President

5. Mailing Address *

**1201 New York Ave, NW
Suite 600**

Washington, DC, 20005

Telephone *

202-289-3181

Fax *

202-289-3199

Email *

mpoinelli@ahlef.org

6. Dates of Proposed Project Period *

From: July 1, 2009 To: December 31, 2009

7. Total Budget Requested *

\$ 36,000 (please round off amount)

8. Name and Title of Project Funding Manager (include

credentials) *

Michelle Poinelli

9. Mailing Address

1201 New York Ave, NW

Suite 600

Washington, DC, 20005

Telephone *

202-289-3181

Fax *

202-289-3199

Email *

mpoinelli@ahlef.org

10. Select a method of funding. *

Option B: Lump Sum

11. Are consultants utilized? *

No

12. I, the undersigned, certify that the statements in this application are true and complete to the best of my knowledge and accept, if a grant is awarded, the obligation to comply with terms and conditions in effect at the time of the award. *

Yes

Date *

February 1, 2009

13. Name of institution to receive and administer grant. *

American Hotel & Lodging Educational Foundation

14. Name, title, address, and phone number of the financial official at the institution named in No. 12 who will be responsible for administration of funds and preparation of final financial report. Person should be CFO, Controller, Contract Administrator or CEO of the organization.

Name:

Joori Jeon - President & CFO

Address:

1201 New York Ave, NW

Washington, DC, 20005

Telephone *

202-289-3181

Fax *

202-289-3199

Email *

jjeon@ahlef.org

15. I, the undersigned, certify that the statements in this application are true and complete to the best of my knowledge and accept, if a grant is awarded, the obligation to comply with terms and conditions in effect at the time of the award. *

Yes

Date *

February 14, 2009

Step 2 - NARRATIVE *

Specific Aims

State the overall objective or long-term goal of the proposed project. Include specific aims, questions, and/or hypothesis addressed within the proposal.

Applicants should keep in mind the audience when writing the narrative and explain in layman's terms. The research committee is comprised primarily of hotel operators. If the committee does not understand a proposal, it will likely not be funded.

It is highly recommended that applicants utilize HTML formatting in the grant application to make it easier for the committee to read. HTML Tips are included at the very top of the online application form, along with options to *Log Out*, and *View the Application*. Inserting HTML codes will allow for paragraphs, line breaks, extra spacing, and italicizing. AH&LEF is working to update its online grant application to make more user friendly and allow formatting similar to Word. It is anticipated that this will be completed by the end of 2009. In the interim, applicants should continue insert HTML codes.

To meet the goals of AH&LEF, projects should contribute to the prosperity and vitality of the industry and afford the industry an opportunity to be proactive rather than reactive to any impending or pressing industry-wide problem.

Proposals should benefit a major segment of the lodging industry (i.e. smaller properties, resorts, chains) and be broad based in geographical appeal.

Define the deliverable product and specify the targeted audience who will benefit. Describe how outcomes will or should be communicated (through vehicles such as publications, primers, seminars, meetings, or electronic media) to the lodging industry.

Background/Significance

Describe the potential significance of the proposed project, both theoretically and in terms of potential lodging applications or implications. Identify what is known and not known on the topic and how your study or project will fill the gaps of knowledge or fulfill a specific purpose.

Discuss the purpose and need of the project or research. All funded projects should have clear applicability directly to lodging operators. The end results need to be in a format that is easily understood by an average hotel operator and ready for distribution to the industry.

The potential impact of the project should be significant to the industry. Proposals need to convince the research committee that the study will be of value to the industry - particularly hotel operators. Projects that are largely exploratory, provide only a minor extension of an established finding, of interest only to academia, or otherwise too narrow in scope by either focusing on a specific geographical region or not having impact to all segments (or at least a major segment), are less likely to be funded.

Preliminary Studies (if applicable)

Describe any preliminary work completed by the applicant that led to the proposed project.

Include a short description of preliminary work completed by the applicant that is related to the proposed project.

Methodology

Your methodology should address the following:

The proposed methodology should be viewed as adequate to ensure meaningful results. Describe in sufficient detail for the committee to assess the viability of the proposed study/project.

Provide a description of and rationale for the:

- 1) Target population plus sample and sampling procedures - if any. The sample needs to be appropriate to the research questions. Applicants should state how the data for the sample will be obtained.
- 2) Data collection method(s). Copies of any instruments can be included in Appendix C.
- 3) Analytical techniques to be used.

Identify any potential difficulties in conducting the study or project as well as possible solutions which should be incorporated into the proposal.

Time Frame

A complete schedule of project activities.

Estimated time of completion for total project - usually no more than one year - plus target dates for completion of project segments (e.g., piloting, each phase of data collection, analyses, etc.).

Consultants (if applicable)

Describe any consultants that will be utilized in the project and clearly delineate how he/she will be involved. Include in Appendix B any documentation regarding the availability and willingness of the consultants to participate in the project.

Facilities Available

Describe the facilities and resources available for the conduct of the project.

Describe the facilities and resources available for the conduct of the project. If different from the sponsoring organization then documentation of support and access should be included in Appendix A.

Measure Outcomes

Describe the method used to determine the project of research effectiveness. An evaluation plan must be included which consists of short-term and long-term measurable objectives. Specific benchmarks for determining success must be enumerated.

Briefly describe the method used to determine the project or research effectiveness. Include an evaluation plan which consists of short-term and long-term measurable objectives.

If funded, all grantees will be asked to submit a post-grant evaluation report which compares and evaluates the short-term measurable objectives as listed in this application with the actual results achieved. Additionally, the long-term lasting benefits will need to be identified.

Literature Cited (if applicable)

Include a list of all sources cited in the narrative. Reference or bibliography pages are excluded from the ten-page limitation set for the narrative.

List any sources that are cited in the narrative.

Total Budget Requested:

36,000

Step 3 - ABSTRACT

Research Title:

Sample AH&LEF Grant Application

In no more than 150 words, state the objective of the proposal and the resulting product of the research.

Concise summary of the overall proposal objectives and the resulting product.

If recommended for funding by the Research Committee, this abstract will be the summary presented to the AH&LEF Board of Trustees to get final approval. Additionally it will be used as the promotional summary. As such, it's important to keep the audience in mind - the average hotel operator - and explain in terms that can easily be understood.

Step 4 - TOTAL PROJECT BUDGET

What is the total amount needed to complete this project?

\$65,600

Please list any additional sources and amounts of funding already obtained for the research/project (include in-kind goods and services committed). Describe what research/project expenses these funds will cover.

If the total project budget is more than the requested grant amount, it is important to note the additional funding sources - either in this section if secured or in the next section if pending.

List any in-kind contributions. For example:

- *AH&LA donates half (10%) of the project's indirect costs (20%) which amounts to \$3,600.*
- *Jones Lang LaSalle Management Company donates meeting space to conduct two focus group sessions. The regular charge is \$500 for the meeting space which totals \$1,000.*

Proposals with matching funds and other outside funding sources will be given preferential consideration.

Please list any additional sources where you plan to submit the proposal or where you have submitted and notification is pending. Provide the date you expect to be notified of the outcome, the amount requested and the expenses the budgets will cover. It is the responsibility of the applicant to notify AH&LEF immediately when additional funding is awarded. Failure to do so may result in disqualification.

For example:

Submitted a grant request to the National Funding Foundation in the amount of \$25,000 to cover the costs associated with the collection of data in phase II of the project which involved surveying corporate offices and hotel management companies. A description of phase II was included in the narrative. Anticipated response date is July 1, 2009.

Please explain how or what part of the proposed project will be conducted if funding from AH&LEF is obtained, but funding from other sources is not obtained.

For example:

If funding for phase II of the data collection (survey of corporate and management companies) is not secured then a final report will be written based on the results of phase I which surveyed hotel properties. Descriptions for both phase I and phase II are included in the narrative.

Step 5 - AH&LEF BUDGET

Personnel

Amount: 14,200

Please list budget narratives if necessary.

Funds may be requested for salary support of the researcher, project director, research assistants, clerical assistants, etc. Personnel costs should be specified by units of time and pay per unit.

For example:

*Principal Investigator: 10 weeks of summer salary @ 50% full time effort = \$10,200
Support Staff: \$10 per hour x 20 hrs per week for 8 weeks = \$2,000 x 2 staff = \$4,000*

Supplies

Amount: 9,000

Please list budget narratives if necessary.

Include all direct expenses (e.g., printing, postage, telephone) for any charges actually billed to the project.

For example:

- *Postage = \$5,000
Mail to 10,000 properties at .50 per piece.*
- *Stationary & Printing = \$2,000*
- *Phone Costs = \$1,000*
- *Internet Access 400 Software/Internet Set-Up 600 = \$1,000
The funds are needed to provide internet access through advertising, blogs, and Website to identify properties and receive relevant information.*

Equipment

Amount: 1,200

Please list budget narratives if necessary.

In most cases, capital expenses for equipment and computer purchases will not be funded unless special exceptions are noted.

For example:

Laptop computer = \$1,200 is needed to track data while at the project sites and during focus groups. The researcher does not have access to any laptop computers through his/her sponsoring organization.

Travel Amount: 4,500
Please list budget narratives if necessary.

Itemize travel expenses for each trip and individual involved.

Travel costs associated with the presentation of study results will only be reimbursed if the Foundation requests the presentation. As such, applicants should not include any presentation travel costs in the budget for the grant request. AH&LEF will work directly with the grantee to reimburse appropriate travel costs if a presentation is requested. Grantees can present the results at various industry meetings if they wish but any associated travel would be made at their own expense.

For example:

- *Researcher travel to Washington, DC to conduct 2 focus groups = \$2,500*

Computer Costs Amount:
Please list budget narratives if necessary.

Other Amount: 7,100
Please list budget narratives if necessary.

Universities are encouraged to administer the grant without charging indirect costs however an institution may charge no more than 20 percent in indirect costs and this amount must be included in the grant total.

Examples of Other Expenses:

- *Indirect Costs = \$3,600
An additional \$3,600 was donated as in-kind support from AH&LEF.*
- *Food and Refreshments for focus groups (approximately 60 attendees @ \$25 each) = \$ 1,500*
- *Technology Support to assist in developing Websites = \$2,000*

Total Total Amount: 36,000
All items above must include justification.

Step 6 - BIOGRAPHICAL SKETCH

Complete this form for project funding manager, principal investigator, co-investigator(s), consultant(s) and all personnel involved in the project.

Name

Michelle Poinelli

Present Nationality (If non-U.S. citizen, indicate kind of visa and expiration date.)

U.S. Citizen

Current Title and Place of Employment

Senior Vice President, AH&LEF

Step 7 - EDUCATION (Begin with baccalaureate training and include postdoctoral)

Institution and Location	Degree	Year Conferred	Field
Virginia Tech - Blacksburg, VA	BA	1989	Communications

Major Area of Expertise/Research Interest

20 years of experience in foundation management including fundraising and program

Role in Proposed Research/Project

project funding manager

administration.

Served as staff liaison to AH&LEF's Research and Project Funding Committee since 2002 and, as such, has served as primary AH&LEF contact for grantees in more than 20 funded projects and studies.

Step 8 - APPENDICES *

Appendix A

Documentation of support and access. If any part of the investigation will be conducted in locations other than the applying institution or the institution conducting the research/project, you must include a letter of support and access from each location.

Yes

Appendix B

Documentation of support and availability of consultants to be utilized. All consultants must submit a biographical sketch.

Yes

Appendix C

Instruments. Attach a copy of all instruments used in the research project, along with documentation of permission to use if not public.

Yes

Appendix D

Verification of human subjects review. All research proposals that involve human subjects (including questionnaires) must include an Institutional Review Board (IRB) Approval letter, or a letter of exemption or a statement indicating when IRB approval will be sent to AH&LEF.

Yes

Appendix E

Recommendations/Endorsements. Attach all letters of recommendations and endorsements.

Yes