

## WOMEN'S FUND GRANT WORKSHOP

*Presented by*

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and

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## 2011 Funding Priorities Community Impact Grants (CIGs)

For 2011 Community Impact Grants, the Women's Fund is seeking proposals for programs benefiting women ages 18 and up in the following areas :

- • Leadership development
- • Economic self-sufficiency
- • Domestic violence

## 2011 CIG Funding Priorities

- Programs for **girls ages 13 and up** only in the following area:
  - Sexual literacy programs, including awareness, education, prevention and/or intervention

Applications outside these areas will not be considered

## CIG Continuation Grants

- The Women's Fund will also consider requests for continuation grants for projects recently or currently supported through the Women's Fund as long as they are consistent with the above priorities.
- The Women's Fund will give preferential consideration to continuation projects that have been responsibly managed, demonstrated successful outcomes, and complied with Women's Fund grant reporting requirements.

## Other CIG priorities

- Applicant organizations for which women are the primary decision makers.
- Applicant organizations that have been in existence for at least three years.
- Programs that incorporate education, self-development or self-awareness, and/or relationships or mentoring.
- Projects that address the needs of low-income and underserved women and girls, and women and girls of color.
- Programs that are collaborative in nature and that draw upon the collective strength of the partners.
- Programs that include cost-sharing by the applicant and/or third parties.

## Funding Amounts: Community Impact Grants

- Awards will generally range from \$5,000 to \$10,000
- Grant committee will be looking for grants that are cost-effective and cost-efficient

## Criteria for CIG Funding

- Omaha-serving organizations
  - ▣ Omaha-based
  - ▣ Outside organizations requesting funding for Omaha program
  - ▣ Must have 501(c) (3) designation
- No grants to individuals
- Grants for capital “bricks and mortar” , endowments, general operating generally not considered.

## Criteria for CIG Funding

- Less consideration to tax supported organizations, individual churches and religious groups, veteran and labor organizations, social clubs and fraternal organizations.
- Applications are not accepted from any organization that has an owner, officer or executive-level employee serving on the Women’s Fund of Omaha Board of Directors

## Community Impact Grant Process

- One phase: a full proposal will be submitted; no letter of intent
- Grant Committee may request additional information before a decision is rendered

## Content for CIG Proposal Package

- Submit fifteen complete proposal packages that each include:
  - ▣ Cover page
  - ▣ Abstract (one page)
  - ▣ Narrative (no more than five pages)
  - ▣ Budget (not to exceed two pages)
  - ▣ Budget Narrative
  - ▣ Required Attachments

## CIG Attachments

- ▣ Not to exceed total of six pages.
- ▣ Provide:
  - Actual income and expense statements
  - List of board of directors and their principal occupations
  - Description of your board’s ethnicity and gender
  - Name, title, and phone number of three professionals familiar with the proposed project
  - Copy of the IRS letter confirming the organization’s 501 (c) (3) status
- ▣ Do not provide any other attachments

## CIG Content Guidelines

- Submit one (1) copy of the organization’s most recent audited financial statements along with your 15 proposals
- Provide no other materials outside of those listed in the RFP
- Applications due in the Women’s Fund office by 4 p.m. May 27, no exceptions.
- No emailed or faxed applications will be accepted.
- Please do not staple or bind the proposals.

## Project Abstract

- Summarize key components of proposal:
  - ▣ WF priorities addressed in your proposal
  - ▣ Program objectives
  - ▣ Proposed strategy
  - ▣ Total project costs, amount being requested from Women's Fund, and other sources of support
- Limited to one page
- Hint: write this last!

## Project Narrative

- Introduction
  - ▣ Describe your organization's capacity to implement the proposed project
    - Past achievements, experience, accomplishments
    - Consider organizational capacity (logistics, human resources, programming)
  - ▣ Summarize the proposed project
    - What is the relationship between your proposed project and the mission of your organization?
      - Hint: there should be clear connection between what you are proposing and your organization's mission

## Problem/Needs Statement

- Describe the problem being addressed
  - ▣ Why are you seeking funds?
  - ▣ Remember the lack of, or need for something is not a problem.
  - ▣ How do you know the problem exists? Quantify and/or qualify with data as appropriate?
  - ▣ The problem is the justification for the program you are proposing
  - ▣ Your evaluation will need to measure the proposed program's impact on the problem.
  - ▣ How will the proposed project address the problem?
  - ▣ How will the proposed project address the priorities and mission of the Women's Fund?

## Target population

- Describe your target population
  - ▣ Who will be served? Where do they reside?
  - ▣ Provide relevant demographics
  - ▣ How is the target population affected by the stated problem
  - ▣ Demonstrate with data that the proposed target population is consistent with our priorities
    - Women, young women (13 and up)
    - 75% served are women/young women

## Collaboration/Cooperation

- Will your organization collaborate with other organizations in the implementation of this project? Why or why not?
  - ▣ Are there other organizations (schools, businesses, other nonprofits, government) that could contribute positively to your program?
  - ▣ Are there other organizations already doing this work? If so, why is your proposal necessary?
  - ▣ Important, often overlooked component
- How will your program expand or complement existing community services?
  - ▣ What gaps in current service delivery does it address?

## Objectives/Evaluation

- Objectives provide the framework for the program's implement and evaluation.
- Objectives should be SMART: Specific, Measurable, Attainable, Realistic, and Timed
- The more complex your program, the more objectives you should have.
- Example: By June 10, 2011, 85% (30) of the graduates of the YES financial education program will report that they have reduced their credit card debt by at least 50% and 90% will report they have at least \$500 in a savings account.

## Objectives/Evaluation

- Primary focus should be on measuring outcomes rather than outputs: What effect will the proposed program have on the problem you identified (impact)?
- Outcomes are the indicators of the program's impact. They measure changes in behavior, circumstances (Increases in positive behaviors, decreases in negative behaviors)
- Outputs are related to the program's process. (e.g., number of participants, number of hours in the classroom, number of classes, etc.)

## Objectives/Evaluation

- Evaluation should be focused on the achievement of stated objectives
- Evaluation should primarily focus on the measurement of outcomes
  - ▣ What changed as a result of this program in both the short and long term?
  - ▣ How were participants affected by the program?
  - ▣ What anecdotes can you tell about the impact of this program?
  - ▣ Lessons learned - an important part of evaluation
  - ▣ These will be important components in the evaluation reports you submit later, and will have an impact on future funding

## Objectives/Evaluation

- Outputs can be measured and reported as well, but not as a substitute for outcomes.
- Describe how your evaluation will take place, with whom you will share results, and when a report can be expected
- Women's Fund, along with other funders, is increasingly concerned about the identification and achievement of objectives, and the impact of funded programs
- Helps the Women's Fund measure the overall effectiveness of our funding strategies

## Methods

- Describe how the program will be implemented, staffed, and supported
  - ▣ Be sure to provide adequate detail
  - ▣ Clarify any special methods, techniques, training materials that will be used
- Delineate the sequence of tasks in a simple timeline
- Quantify and qualify whenever possible
- Who will do the work? What are the qualifications and responsibilities of key staff? Are there sufficient logistical resources (space, transportation, etc.) to implement the project?

## Future and Additional Funding

- What other sources are supporting this project?
- If the project will be continued, how will it be sustained without Women's Fund support?
- What other grants are you seeking to support this project?

## Budget

- Delineate ALL expenses for the project in a line item budget
  - ▣ Each budget item is a separate line item
  - ▣ Common error: unspecified expenses "administrative support," "operating expenses"
  - ▣ Budget should delineate which expenses will be paid by the Women's Fund, and which program expenses will be covered by other sources.
  - ▣ No unexplained expenses: What appears in the budget should be justifiable given the project narrative

## Budget

- Break expenses down within standard categories: personnel, benefits, operating, supplies, travel, contractual, equipment, other.
- Double check your numbers; use a spreadsheet to ensure accuracy.
- Provide a separate budget narrative that provides an explanation for all line items
- Note cover sheet asks about organizational endowment – will it be supporting this project?

## Then What???

- Women's Fund will contact you if there are additional questions regarding CIG proposal.
- The Women's Fund will notify CIG grant recipients by the end of August.
- We will make CIG Grants awards at the Women's Fund Annual Luncheon, currently scheduled on October 27, 2011.

## Excellence in Service to Women/Girls Grants

- Excellence grants are intended to recognize and encourage excellence in programming for women/girls
- Does not require a new program; rather, rewards organizations for existing good work/programs benefitting women or girls
- \$25,000 for women grants; \$20,000 for girl grants
- Award monies may be used at the discretion of the recipient for general operating expenses or programming

## Excellence in Service to Women/Girls Grants

- Separate competitions for women and girl grants.
- Different process (slightly) from CIG process
- Different content requirements
- Different decision making process from CIGs – ad-hoc board committee makes decision on both excellence grants
- Different due date (June 3), fewer copies (10)

## Excellence in Service to Women/Girls Grants

- Women's Fund seeks to recognize programs that can demonstrate successful outcomes in measurable and concrete terms.
- Applicants must describe the specific impact their programs have had on the women/girls served
  - Increases in positive behaviors/circumstances
  - Decreases in negative behaviors/circumstances
  - Most common weakness in unsuccessful applications – not addressing this priority

## Excellence in Service to Women/Girls Grants: Focus on outcomes

- What difference is your program making to the women and girls it serves?
- Not a matter of outputs (# of people served, # of classes, # of products provided, etc.)
- Outcomes focus on the impact of your program on the problems faced by those served by the program
- What evidence can you provide of this impact?
  - Organizational or external data
  - Evaluation findings

## Excellence in Service to Women/Girls Grants

- Any program with a focus on the economic, educational, physical, emotional, social, personal or professional growth or well-being of women in the greater Omaha area is eligible
- These are merit grants: Women's Fund wishes to recognize programs that have been responsibly managed and have demonstrated successful outcomes.

## Excellence in Service to Women Grants

- In making the award decision, the Women's Fund will give consideration to:
  - Programs that reverse negative social trends and conditions affecting women.
  - Programs that enable women and the organizations serving them to achieve economic self-sufficiency.
  - Applicant organizations in which women are the primary decision makers.

## Limitations for Excellence Grants (Women)

- Only existing programs that primarily serve women (at least 75% of target population) over the age of 18 will be considered. Provide us data that demonstrates this key element!
- Only 501(c)(3) organizations with an active program based in metropolitan Omaha are eligible.
- Organizations that have received an Excellence Award in the past must wait 3 years before applying again. However, recipients of Women's Fund Community Impact Grants in any year are still eligible to apply for this award
- Grants are not made to individuals.
- Less consideration will be given to applications from tax supported institutions, individual churches and similar religious groups, veteran and labor organizations, social clubs and fraternal organizations.

## Limitations for Excellence Grants (Girls)

- Same restrictions as Women's grants except limited to existing programs that primarily (75%) girls 18 and under.

## Excellence Grant Narrative Components

- An overview of the applicant organization and its mission.
- A description of the organization's overall impact on girls in Omaha.
- A concise description of the program to be considered for recognition, including number and percentage of girls served.

## Excellence Grants Narrative Components

- An outcomes-based narrative on the impact of the program on those served - program evaluations, surveys, etc.
- The level to which women participate in the decisions made by the organization.
- A brief description of the organization's track record regarding collaboration.

## Required Components - Excellence Grants

- A copy of the IRS letter confirming the organization's 501 (c)(3) status.
- A list of current board members and their professional affiliations.
- Two (2) testimonial letters from program clients.
- A copy of the organization's most current budget.

## Then What? Excellence Grants

- Winners will be notified in August
- Checks will be distributed at October Luncheon
- Grantees can spend funds as they see fit on general operating expenses or new programming

## Good Luck!

Questions? Contact  
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