

The Women's Fund of Greater Chattanooga (WFGC) Social Change Grantmaking Guidelines and Application

Mission of the WFGC

The WFGC improves the lives of women and girls in our region by driving social change, providing opportunity, and promoting economic self sufficiency through

- education and advocacy
- empowered philanthropy
- collaborative partnerships, and
- strategic grantmaking.

What We Fund

The WFGC will fund efforts/initiatives designed to:

- Build human and/or technological capacity for organizations serving women and girls.
- Strengthen the grassroots network of advocates working on strategic solutions to the unique challenges facing women and/or girls in our community.
- Lead advocacy for collaborative efforts and increased activism to eliminate discrimination, end violence against women, protect women's health and increase economic security.

Priorities

The WFGC welcomes proposals from organizations and/or programs that are committed to creating long-term social change for women and/or girls and that:

- Are working toward gender, racial, economic and social justice;
- Are designed especially to address the critical needs of marginalized populations;
- Emphasize community organizing and/or advocacy strategies in order to create meaningful institutional change in their communities;
- Are diverse and inclusive;
- Encourage the involvement of program participants and constituents in the decision-making progress and in assuming leadership positions; and
- Have limited access to traditional funding sources.

We define **social change** using the **Five Indicators of Social Change**:

1. Shifts in definition or reframing of issues: The issue is defined differently in the community or larger society.
2. Shifts in individual or community behavior: People are behaving differently in the community or larger community.
3. Shifts in critical mass or engagement: People in the community or larger society are more engaged.
4. Shifts in institutions or policies: An institutional policy or practice has changed.
5. Maintaining or holding the line: Earlier progress has been maintained in the face of opposition.

Funding Eligibility

- Programs must be female specific and serve women and/or girls living in Hamilton County, TN.
- Program delivery must take place between November 1, 2017 and October 31, 2018.
- Funding recipients must be an organization having 501 (c)(3) status, a governmental or non-profit educational institution or must have a fiscal sponsor with 501 (c)(3) status managing its finances.
- Individuals are also eligible to apply, however we will not fund a request that appears to primarily support an individual's livelihood even if it is for charitable purposes. The benefit of a grant from the Women's Fund must reach beyond the individual applying.
- Funding recipients must demonstrate a partial match in cash or in-kind of the grant to be funded. The additional resources and/or services must be firmly committed; must support the proposed grant activities; and must, in combined amount (including in-kind contributions of personnel (volunteer hours may be valued at no more than \$12/hour), space and/or equipment, and monetary contributions), equal at least 25 percent of the grant amount requested in the application. Applicants who do not demonstrate the minimum 25 percent match will fail the threshold requirement and will not receive further consideration for funding.

Size of Grant Award

Grant awards generally range from \$2,500 - \$10,000.

Use of funds:

Grant funds must be used to carry out the program, effort or initiative described in the grant proposal.

Types of Funding:

- Project Grants for existing project costs or those that may be in addition to or new to an organization's regular programming.
- Start-Up Grants for new and emerging organizations that show significant promise for success and sustainability.
- General Operating Grants for operational costs that maintain and sustain the ongoing work of an organization.
- Capacity Building Grants providing resources to build the capacity of organizations that play a vital and unique role for women and/or girls.

Funding Restrictions

The WFGC will not fund projects that discriminate on the basis of ethnicity, race, color, creed, religion, national origin, age, disability, marital status, sexual orientation, gender identity or expression, HIV/AIDS status, veteran status, or any economic circumstances.

The WFGC will not fund projects that present or incorporate religion in any manner. While there is no restriction on funding faith-based organizations, all projects and services that are funded by the WFGC must be secular.

Additionally, Funds May Not Be used for:

- Political campaigns or promotion of candidates for public office,
- Capital or endowment campaigns,
- Event sponsorship, or
- Co-educational programs that do not clearly communicate the specific and unique aspects for women and girls.

Grant Terms:

The WFGC grant awards are for one year. Multi-year funding requests will not be considered.

Your Investment:

The WFGC is seeking to work in partnership with its grantees to promote women's and girls' success across Hamilton County. We expect that the investment of our grant funds will be matched by the recipients' investment of time, wisdom and other resources. We expect that grantees will:

- Attend the Voices event on October 4, 2017 to receive the grant,
- Submit a 6-month and 12-month report to evaluate project progress,
- Participate in convenings conducted by WFGC of organizations serving women and girls in Hamilton County, and
- Provide WFGC with data, pictures of and anecdotal evidence of the success of your project for WFGC to use as collateral and for marketing purposes

Application Requirements:

All organizations applying for funding must be able to demonstrate the following organizational characteristics, either on their own or through the sponsoring fiscal agent:

- Human resources necessary to carry out the project,
- Sound fiscal policy and responsible financial management,
- An engaged board of directors or advisory group,
- Capacity to conduct program evaluation,
- Collaboration and cooperation with other organizations,
- Understanding of and ability to describe the relationship between the proposed project and other services and service providers in the community, and
- A base of community and financial support.

Grantmaking Process

All eligible applications will be reviewed by a committee trained to review grant applications according to selection criteria approved by the Board of the Women's Fund. The grant review committee will select and present three grantee finalists to the Board of the Women's Fund for approval. The Nightingale Committee of the Women's Fund will conduct informational gatherings at which the work of the approved grantee finalists and their proposed programs will be presented. Attendees at the Nightingale educational events who make a philanthropic gift of any level to the Women's Fund will have the opportunity to vote on the finalist they most would like to support. All grantee finalists will receive exposure to the Nightingale Network members and will be expected to present their proposals at a Nightingale event in mid-September. The grantee finalists will be notified no later than July 21, 2017, and the recipient of funding will be notified no later than September 30, 2017.

**The Women's Fund of Greater Chattanooga
Application**

Applicant: _____

Fiscal Agent (if any): _____

Mailing Address: _____

City, State, Zip: _____

Contact for Proposal: _____

Contact Title: _____

Contact Phone Number: _____

Contact Email: _____

Applicant: _____

Applicant Email: _____

Website: _____

Tax ID of Applicant or Name and Tax ID of Entity Sponsoring Applicant: _____

Project Title: _____

Total Project Cost: _____

Amount Requested: _____

Project Start and End Dates: _____

Is the Program New or Existing?: _____

We certify that the information contained herein is correct and complete. We certify that no person is excluded from employment, volunteer participation, or agency services because of ethnicity, race, color, gender, creed, religion, national origin, age, disability, marital status, sexual orientation, gender identity or expression, HIV/AIDS status, veteran status, or any economic circumstances

We agree to keep accurate financial records for any funds that might be received, and to use any grant money strictly for the purpose detailed herein. We will comply, in the event the Women’s Fund of Greater Chattanooga requests, to schedule project evaluation visits before and after the grant has been made. We agree to certify the 25 percent match requirement and submit the interim and final required fiscal and narrative reports as specified in the Grant Contract.

Applicant Signature: _____ Date: _____

Applicant Name (printed): _____

Fiscal Agent Representative Signature (if applicable): _____

Representative Title: _____

Date: _____

On not more than eight (8) 8 ½ x 11 pages, with 1 inch margins and not less than 12 pt Times New Roman font, please provide thorough but brief answers to the following questions:

- I. Mission: Describe your mission, work and the population you serve.
- II. Project Summary Statement (50 word maximum). This information may be used in publicity materials for the WFGC literature.
- III. Project Implementation and Evaluation (40 points). Explain how the goals of the project will be met and how the organization will measure the success of the project:
 - A. Project goals: List the specific, concrete project goals you plan to achieve
 - B. Outcomes:
 - i. How will this project positively affect the lives of the women and/or girls you intend to serve?
 - ii. What will change for your target audience because of this project?
 - C. Project Activities: What activities will you undertake to achieve outcomes that have been outlined in this proposal? Where will the program take place?
 - D. Recruitment: How will you recruit the population you intend to serve? Include an estimated number of women and/or girls to be served as well as information about age, race, ethnicity, geographic location, and socio-economic level of participants. Describe your plan and how these methods are appropriate to this specific population.
 - E. Timeline: Lay out the timing of your project, including start, active planning time, recruitment, events and evaluation.
 - F. Evaluation: How will you evaluate/measure the effectiveness of the processes described in this proposal and whether you have achieved the outcomes outlined? What tools, methods, and criteria might you use to provide further evidence of your achievement? We are especially interested in hearing your plans for documentation through the use of media, videos, blogs, social networking and web platforms.
 - G. If relevant, explain with whom you will be partnering in your program to achieve the desired social change outcomes. How will these collaborations benefit and strengthen your program? Are there additional collaborative partners you plan to engage?
- IV. Statement of Need (20 points). Explain how the project addresses an unmet need in the community:
 - A. How does this project address an unmet need in the community?
 - B. Include and reference any statistics, research or other information that helps to document the need.
 - C. Is this need being addressed by any other organization in your area, and if so, how and by whom?

V. Gender Lens (10 points). Explain how the project specifically addresses the needs of women and/or girls and accounts for how gender affects experience and opportunity for women and girls:

- A. What specific needs of women and/or girls does this project address?
- B. Describe the population who will be served by the project, including ages, geographic location, and the number you estimate will benefit from it.
- C. If you are also serving men and boys, how does the program apply a gender lens to the women and/or girls?
- D. What input have you had from the women and/or girls to be served in designing this project?

VI. Social Change (20 points). Explain how the project will affect lasting social change for women and/or girls in Hamilton County and how you will communicate the understanding gained from the project to a larger community:

- A. What is the long term social change impact you intend to make in two to five years? We are interested in how the proposed project attempts to permanently change the conditions and systems that adversely affect women and girls.
- B. Viral/Ripple Effect (your indirect impact): Describe how you will ensure that your project has a 'ripple or viral effect' beyond the finite number of participants and reaches beyond actual participants.
- C. Which one or two indicators of social change (as described on page 1) best apply to your work? You do not need to refer to all of the indicators, just the one(s) that apply to your program.

VII. Applicant's Capacity (10 points).

- A. Applicant and Project Budgets:
 - i. Provide a budget for the project, listing each budget expense line item for which you are requesting funding and provide a description of the budgeted expense.
 - ii. Provide a budget for the organization and demonstrate the relationship of the project funds to the overall budget of the organization.
 - iii. Beyond the 25% match required for you to be eligible for funding from the WFGC, have you sought or will you seek other funding for this program and if so list the funders' names, the amounts requested and whether funding is confirmed or pending. Indicate whether the program can still take place if funding other than this grant (and the required 25% match) is not garnered.
- B. Applicant Capacity:
 - i. Please describe past success your organization has had in doing this work or work of a similar kind.
 - ii. If this program is new for your organization, what information do you have that leads you to believe it will be successful?
- C. Staffing: Who will be responsible for doing this work? Please include a 2-3 sentence summary of information about key staff.

Please compile a packet containing the following items (in the order listed):

1. The Application
2. Narrative response to the questions listed above
3. Detailed project budget (listing all revenues and expenses associated with the project). You may provide a budget narrative for how you wish to spend the grant award within your narrative section keeping within the page limit.
4. Organization's year-to-date budget vs. actual profit & loss statement
5. Proof of IRS 501(c)(3) Status
6. A list of the names and professional affiliations of the members of the governing board of the organization.
7. Evidence of the 25 percent match requirement.
8. Most recent audit and copy of 990 for fiscal agent (if applicable).

Please use submittable.com/wfgc to send in your application materials. If access to submittable is not available, please contact Jeannine Carpenter.

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All requests must be received by 12:00 p.m (EST). on June 20, 2017. Applications received after this time will not be considered for funding.