



The *W*OMEN'S FUND
of WINSTON-SALEM

2019
Grant Guidelines

Applications Due: June 28, 2019

Grant Process begins May 15, 2019
Grant Process ends November 13, 2019

Who We Are

Our Mission

The Women's Fund of Winston-Salem engages our community to build economic security for women and girls in Forsyth County.

How:

Women's Philanthropy: Promoting the collective economic impact of women and girls who invest time, talent, and treasure in women and girls in our community.

Grant making: Providing grants to local programs and initiatives that address social issues affecting the economic security of women and girls in Forsyth County.

Advocacy: Providing opportunities and supporting efforts to educate our community on the current and emerging issues that affect the economic security of women and girls in Forsyth County.

Our Vision

We envision a community where women and girls:

- Have equal opportunities, skills and resources to be independent, self-sufficient and contributing members of the community
- Are healthy and live in homes and communities without fear of violence
- Are empowered and equipped to be leaders in the community
- Are supported in their roles in their families, regardless of their family structure
- Are active philanthropists who share their time, treasures, and talents to improve the community regardless of their economic status

Our Values

These values guide the judgments and actions of The Women's Fund of Winston-Salem as we work together to carry out our mission and achieve our vision.

- **Philanthropy:** We believe that encouraging and valuing the investment of time, treasure, and talent can result in systemic change for women and girls in our community.
- **Inclusion:** We strive for a community where women and girls of all backgrounds – including diversity of race, age, ability, culture, economic status, education, ethnicity, religion, and sexual orientation— are engaged at all levels of society so that their unique backgrounds, talents, and beliefs may serve to enhance our community and one another.
- **Community:** We believe that providing leadership that focuses on the needs of women and girls helps build and strengthen our whole community.
- **Empowerment:** We believe that all women and girls are able to effect change in their lives, organizations, and communities.
- **Social Justice:** We strive to raise the status of women and girls until their value, worth and dignity are fully respected, and all women are treated fairly and equitably.

Our Members

Our membership model is one of the things that makes The Women's Fund of Winston-Salem unique. A diverse group of over 800 women and girls have come together and pooled their financial resources to make grants to improve the lives of women and girls in our community. In addition to providing funding, our members participate in the grant making process by voting on the organizations and programs that will receive funding.

The Women's Fund of Winston-Salem is an advised fund of The Winston-Salem Foundation.

Our Grant Program

The Women's Fund of Winston-Salem has a grant program through which organizations may apply for funding. The program seeks to ensure that all women and girls in Forsyth County have equal opportunities and the skills and resources to be independent, self-sufficient, and contributing members of the community. This grant program will provide organizations of all sizes with grants of up to \$15,000.

What and Who We Fund

Focus on Poverty and Economic Security

Our grant making focus comes from our 2015 research report *A Second Look - Through a Gender Lens: The Economic Security of Women and Girls in Forsyth County*. This report highlights that poverty and economic security encompass and are impacted by these four focus areas in our grant making: financial stability; jobs/career development; education; and family impact.

This report and the poverty study released by Forsyth Futures (see links on the Women's Fund website) indicate disparities within the community. Therefore, the Grants Committee will give priority to applications that address concentrated poverty and poverty in African-American and Hispanic/Latino communities. The Grants Committee welcomes pilot projects or programs that explore innovative approaches to dealing with these issues, and will give preference to agencies that the Women's Fund has not previously funded.

Some examples of approaches within the four focus areas are listed below:

Financial Stability

- Build assets to meet short-term and long-term needs
- Manage costs of essential needs such as child care, healthcare, housing, food and transportation

Jobs/Career Development

- Provide education/skills, networking and mentoring
- Prepare women for career growth and leadership roles
- Increase women's participation in programs providing skills in high-growth industries
- Provide training programs, internships, and other efforts that support jobs with career ladders (particularly in non-traditional fields)
- Support women and girls in achieving higher wages

Education

- Help low-income women and mothers access and complete affordable higher education
- Encourage participation and prepare girls and young women for jobs in fields such as science, technology, engineering, and mathematics (STEM)

Family Impact

- Promote long-term family planning and healthy relationships
- Help low-income women access affordable, quality, safe, and secure housing
- Promote social mobility by creating networks that support positive reinforcement.

Applicants are strongly encouraged to review the report and its specific program and policy recommendations, but are not limited to these examples of approaches.

Gender Focus

We will support programs that serve **Forsyth County women and girls**. Preference will be given to those programs that:

- Engage women and girls to define their needs and the solutions to their problems
- Have been intentionally designed with a gender focus to meet the specific needs of women and girls
- Strive to serve low-income women and girls

We will also consider:

- Co-ed programs that also serve men and/or boys, if a gender focus has been used in the design of the program to take into account how the program may be different for women and girls, and the specific benefits for women and/or girls can be outlined. Although the program may be co-ed, the requested funds should be directed to serving women and girls.
- Programs that specifically target children (regardless of gender) as a means to improve their mother's economic security (such as access to children's health insurance or child care).
- Programs that only serve boys/men that directly and positively impact women and girls. An example is a teen pregnancy prevention program for boys that explains their roles and responsibility in teen pregnancy.

When applying a gender focus, an organization intentionally designs the program to account for the notion that gender can powerfully affect experience and opportunity. Social and cultural expectations may vary based on sex as can men's and women's reactions to the design of a program. Gender roles may also vary based on cultural differences. When using a gender focus, all of these issues are taken into account in designing a program.

Types of Funding

Examples of Funding

We will support:

- **Program or Project grants:** To support existing programs or projects or to start new programs or projects.
 - Funding for one-time events or for media and art projects will be considered if they are part of a larger strategy that otherwise meets the funding criteria.
- **Planning grants:** To develop new programs or to modify existing programs to better meet the needs of women and girls.
- **Collaboration grants:** To provide funding to bring together groups in collaborative or cooperative projects that will yield greater impact than the groups would be able to achieve on their own.
- **Evaluation grants:** To evaluate the impact on women and girls of an existing or new program that meets the funding criteria (evaluation funding may also be included in a program or project grant request).
- **Research grants:** To support social sciences research on issues impacting women and girls in our community. Requests for research funding will be considered if the research will have a direct application to implementing a program to address needs in one of the four focus areas.

- **Pilot Programs:** Initial small scale projects that are used to assess the viability of program ideas.

Funding Restrictions

We will not support:

- Programs or organizations that discriminate on the basis of ethnicity, race, color, creed, religion, national origin, gender, age, disability, marital status, sexual orientation, gender identity, or veteran's status
- Programs that proselytize or promote any particular religion or sect, or deny services to potential beneficiaries based upon religious beliefs
- Individuals, including direct scholarships
- Scholarship funds for general educational programs. *Funds to support educational expenses will be considered if tied to the focus areas in these guidelines. This funding should be part of a larger program.*
- Programs that focus only on providing subsidies for child care, health insurance, housing, or any other similar services (a small portion of the project budget may be used for these items if they are part of a larger project)
- Programs that focus only on providing direct financial assistance to meet the immediate needs of individuals (a small portion of the project budget may be used for these items if they are part of a larger project)
- For-profit organizations
- General operating expenses (*such as rent, utilities, etc.*)
- Capital campaigns, annual campaigns or fundraising events, endowment campaigns, or retirement of debt
- Direct clinical services, individual medical procedures, the purchase of medical supplies or medications. *Funds to support medical supplies will be considered if tied to the focus areas in these guidelines.*
- Biomedical research
- Political campaigns or other partisan political activity

Thinking about applying? Not sure your program meets the guidelines?

HAVE QUESTIONS?

Applicants are strongly encouraged to contact the Director of Strategic Initiatives for The Winston-Salem Foundation prior to completing the application to discuss their proposal idea(s) and to ask any questions about the application process.

Director Andrea Hulighan can be reached at 336-714-3467 or ahulighan@wsfoundation.org

Additional Eligibility Information

Eligible Organizations

The Women's Fund of Winston-Salem provides grants to the following types of organizations:

- Nonprofit organizations that are exempt under Section 501(c)(3) of the Internal Revenue Code and are classified as "not a private foundation" under Section 509(a)
- Independent sponsored projects of a nonprofit 501(c)(3) organization acting as a fiscal sponsor
- Government and public agencies
- Churches and other non-profit faith-based organizations

Amount of Funding and Number of Grants Available

The amount of grant funding available each year is determined by the amount of membership and other contributions received by the end of our fiscal year which is June 30. Historically we have granted more than \$100,000 annually. The grant funding will be distributed in multiple grants in the grant program. Because the size of the grants will vary, it is hard to determine how many organizations will receive funding each year, although we typically have funded 6 or more grants each year.

Size of Grants

Organizations may request between \$2,500 and \$15,000. The request may include up to 5% of the project budget to support indirect costs; however, the total request may not exceed \$15,000.

Repeat Grants

Beginning with the 2017 grant cycle, The Women's Fund limited funding of the same project/program to three times. If repeat funding is requested, there will be step down funding as follows: the second request cannot exceed two-thirds of the original grant amount; the third request cannot exceed one-third of the original grant amount. The Women's Fund cannot guarantee that agencies will receive repeat funding.

Organizations requesting repeat funding may reapply for a grant provided that all required progress reports have been submitted on time and are satisfactory, and the program meets the current guidelines.

Application Timeline

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| June 28 | Full Applications Due (no exceptions) |
| July 20 | Notification of proposal status |
| August 12 - August 30 | Site Visits (if applicable) |
| September 9 | Agencies notified if they advance to member voting |
| Sept. 20 - Oct. 13 | Member Voting Period |
| October 21 | Notification of Funding Decisions |
| November 13 | Grants Officially awarded at luncheon |
| December 1 or later | Grant Start Date |

How to Apply

SUBMITTING APPLICATIONS

The link to the application form can be found on The Women's Fund website at www.womensfundws.org in the "Grants" section under "Application Forms". If you have questions contact, ahulighan@wsfoundation.org or 336-714-3467.

Applicant Workshop

The Women's Fund of Winston-Salem invites you to attend the applicant workshop. You do not need to attend a workshop to apply; however, the workshop will provide an overview of the guidelines and provide an opportunity to ask questions about the guidelines and the application process.

Thursday, May 30, 2019 3:00 - 4:30 p.m.

The workshop will take place at **The Winston-Salem Foundation, 3rd floor, 751 West Fourth St.**

RSVP online at: https://www.surveymonkey.com/r/WF_AppWorkshop_2019