



The Woman's Club of Evanston

Building community, friendship and leaders

The Woman's Club of Evanston Philanthropic Program Description, Funding and Service Opportunity Application 2021-22

Background

The Woman's Club of Evanston (WCE) is a philanthropic and community service organization with over 125 years of history giving time and energy to organizations that make a difference in our community. Annually, our organization donates more than 5,000 volunteer hours of direct service to the community and raises more than \$100,000 for charitable causes.

Summary

Each year, the Woman's Club of Evanston invites nonprofit 501(c)(3) organizations in Evanston and surrounding communities to submit applications for funding of a specific focus. The WCE's Contributions Committee carefully reviews all applications. A committee member is assigned to each application and will call or visit the requesting organization to gather additional information and clarify aspects of the proposal. The full committee then discusses and selects funding recipients, with final approval given by the WCE's Board of Directors.

Funding Focus

Since 2000, the WCE's Contributions Committee has designated an annual funding focus. All applicants should clearly describe how their project fits within the chosen focus area. For the 2021-22 application cycle, the funding focus is as follows:

The Woman's Club of Evanston seeks grant applications from programs and organizations in Evanston, Skokie, and Rogers Park that address food insecurity.

Types of Funding

In 2021-22 The Woman's Club of Evanston offers the following types of support:

- **2021-22 Community Grants:** Community grants typically range in size from \$500 to \$5,000 (the average grant amount is \$1,250) and will be distributed in May 2022.
- **2023 WCE Revue Beneficiary:** The WCE Revue is a variety show developed from June 2022-January 2023, rehearsed from January-March, and performed in March 2023. It is written, directed and produced by WCE members and invited guests. The WCE Revue historically raises between \$20,000 and \$30,000. Funds are distributed in June of 2023.
- **2023 WCE Spring Benefit Beneficiary:** This fundraising event is run by the WCE to complement and further the mission of the beneficiary. The event is planned from June 2022 to March 2023 and is held in April or May, 2023. The WCE Spring Benefit historically raises over \$30,000. Funds are distributed in July of 2023.
- **2022-23 WCE Clubhouse One-Time Usage Award:** The WCE donates the use of the clubhouse for **one day or evening** event with all WCE usage fees waived, excluding the refundable damage deposit which will be the responsibility of the grant recipient. The award is non-transferable and is forfeited if not used. **The event must be scheduled and contracted with the WCE for a mutually agreed upon day occurring within 12 months of date of grant.** Date restrictions are detailed in section VI. Please note that catering, grounds crew, set-up, and other costs associated with holding the event are NOT included.



Note: WCE Revue and WCE Spring Benefit beneficiaries are chosen for the club year following the application year (for example – beneficiaries chosen in Spring 2022 will participate in the events beginning in June, 2022 and receive funding in 2023).

Evaluations and Follow-up

Funding recipients will be asked to report on their use of the WCE funds granted. Recipients of Community Grants will be asked to submit a one-page report in May 2023. The WCE Spring Benefit Beneficiary will be asked to submit interim reports as well as a final report in May 2024 regarding their use of the funds. More information regarding these reporting procedures will be given at the time funding recipients are notified. **All reports are mandatory.**

Philanthropic Calendar:

September 27, 2021	Applications available online at www.wcofe.org
Wednesday, November 10, 2021	Applications due (hardcopies by 5pm, electronic copy by 11:59pm)
April 1, 2022	Funding recipients notified
May tbc, 2022	<i>Contributions to our Community</i> Breakfast: Distribution of 2021–22 Community Grants; Recipients of the 2022-23 Clubhouse Usage Award announced
June 29, 2023	Funds are distributed to the 2023 WCE Revue beneficiary
July 31, 2023	Funds are distributed to the 2023 WCE Spring Benefit beneficiary

Guidelines

Any 501(c)(3) organization in Evanston, Rogers Park, and Skokie may apply for funding. Organizations may request funding for either new or existing restricted projects, which are defined as discrete initiatives designed to achieve a specific, identified goal during the funding period, and must clearly explain how the project fits within the overall funding focus. Funding can be requested to develop, launch, or augment solutions that respond to a need and may include direct programmatic expenses and programmatic salaries but not general overhead.

One original completed signed application plus one copy must be received at The Woman’s Club of Evanston, 1702 Chicago Avenue, Evanston, IL 60201 by November 10, 2021, before 5 p.m. in order to be considered. Additionally, all applicants should email an electronic copy of their application, preferably as a PDF, to contributions@wcofe.org no later than 11:59pm on November 10, 2021. (Please use 12-point font such as Times New Roman, Arial or similar.) *In an effort to conserve resources, you may submit only one copy of extra materials such as brochures, newsletters, annual report, budgets, IRS Determination Letter, etc. with your hard copy.*

Each applicant must fill out Sections I (Background Information), II (Funding Request), and III (Funding Request Narrative) of the application. When complete, sections I-III should not exceed a total of five single-spaced, typed pages.

Applicants wishing to be considered as beneficiaries for the WCE Revue or the WCE Spring Benefit must also fill out Sections IV and V respectively. When complete. Sections IV and V should not exceed three single-spaced, typed pages.

Applicants who wish to be considered for a one-time use of the WCE Clubhouse, located at 1702 Chicago Avenue, Evanston, must fill out Section VI of the application. When complete, Section VI should not exceed two single-spaced, typed pages.

Applicants who wish to request WCE Members participate in a Volunteer Service Opportunity project must fill out Section VII of the application. Consideration for Volunteer Service Opportunities is independent of the grant application process and the two types of support are NOT evaluated together.



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Application Checklist

In order to be complete, each copy of the application, including the PDF copy which is being submitted electronically, should include this checklist and the following items (*please use 12-point font, Times New Roman, Arial or similar*):

All Applicants (not to exceed a total of five single-spaced, typed pages)

- Section I—Background Information
- Section II—Funding Request
- Section III—Funding Request Narrative

WCE Revue Beneficiary (not to exceed three single-spaced, typed pages)

- Section IV – Application

WCE Spring Benefit Beneficiary (not to exceed three single-spaced typed pages)

- Section V – Application

WCE Clubhouse One-Time Usage Award Beneficiary (not to exceed two single-spaced typed pages)

- Section VI—Application

Community Service Volunteer Requests

- Section VII—Application

All Applicants—Background Materials

- Organization's Mission & Vision Statements
- Overall budget for the organization
- Project budget related to the grant request
- Most recent annual report and audited financial statement (a single copy is sufficient), if available
- List of committed and pending foundation grants for the year
- Listing of Board of Directors' names and professional affiliations
- Proof of IRS 501(c)(3) tax-exempt status
- Any additional information about your organization that would help committee members in their review of your application—brochures, newsletters, etc.
- WCE Volunteer Service Opportunities form (optional)

Proposals must be completed and received by Wednesday, November 10, 2021

(hardcopies by 5 p.m.; electronic copy by 11:59 p.m.)

- An original plus 1 copy (**hard copies**) of your completed application, with one copy of the requested background materials, should be dropped off or mailed to:

Michelle Stroud
2021–22 Contributions Committee Chair
The Woman's Club of Evanston
1702 Chicago Avenue
Evanston, Illinois 60201

- In addition to hard copies of your completed application, please send a PDF of your application to contributions@wcofe.org.

Please email any questions regarding the application process to contributions@wcofe.org.

Thank you. We look forward to hearing from you!



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The Woman's Club of Evanston Application for Funding Deadline: November 10, 2021

Please complete the following
(not to exceed a total of five single-spaced typed pages, 12-point font, Times New Roman, Arial or similar):

I. BACKGROUND INFORMATION

Organization Name: _____

Contact Name, Title: _____

Contact Phone: _____ Contact Email: _____

Secondary Contact, Title: _____

Secondary Contact Phone: _____ Email: _____

Organization Address: _____

City: _____ Zip Code: _____

Website Address: _____

Year of Incorporation: _____ Most recent annual budget: _____

Other Support:

- Has the organization received any prior funding from The Woman's Club of Evanston? No Yes
- If yes, what year and what was the funding for (briefly)? _____
- Are you seeking funds from other sources for the project outlined in this application? No Yes
- If yes, list each source and amount requested:

Funding Source	Amount Requested

Staff Composition in Numbers:

Paid full time	
Paid part-time	
Volunteers	

II. FUNDING REQUEST

The Woman's Club of Evanston's Contributions Program will offer four types of funding opportunities in 2021-22. Please indicate ALL of the programs your organization will apply for in this application.

- 2021–22 Grant:** Distributed in May 2022. Grants average \$1,250 and range from \$500 to \$5,000.

Grant amount requested: \$ _____

If checked, you must complete Sections I-III

- 2023 WCE Revue Beneficiary:** The WCE Revue is a variety show developed from June, 2022-January, 2023, rehearsed from January-March, 2023, and performed in March, 2023. It is written, directed and produced by WCE members and invited guests. The WCE Revue historically raises between \$20,000 and \$30,000. Funds are distributed in June of 2023.

If checked, you must complete Sections I-III and the additional questions in Section IV

- 2023 WCE Spring Benefit Beneficiary:** This fundraising event is run by the WCE to complement and further the mission of the beneficiary. The event is planned from June 2022 to March 2023 and is held in April or May of 2023. The WCE Spring Benefit historically raises over \$30,000. Funds are distributed in July of 2023.

If checked, you must complete Sections I-III and the additional questions in Section V

- 2022–23 WCE Clubhouse One-Time Usage Award:** The WCE donates the use of the clubhouse for **ONE day or evening** event with all WCE usage fees waived, excluding the refundable damage deposit which will be the responsibility of the grant recipient. The award is non-transferable and is forfeited if not used. **The event must be scheduled and contracted with the WCE for a mutually agreed upon day occurring within 12 months of date of grant.** Date restrictions are detailed in section VI. Please note that catering, grounds crew, set-up, and other costs associated with holding the event are NOT included.

If checked, you must complete sections I-III and the additional questions in Section VI.

III. FUNDING REQUEST NARRATIVE

Organization mission, history, goals, and objectives: _____

Description of current programs and activities: _____

Project/Program Title: _____

Project/Program Summary (2–3 sentences): _____

WCE Funding Focus:

How does the project/program fit within the WCE funding focus? What is the community challenge or opportunity you seek to address with your project/program? Why is this the right project/program to address this challenge or opportunity?

Goals and Objectives:

What are the overall goals of this project/program? What objectives do you plan to focus on in the year you may receive grant funding? How will meeting these objectives during the grant year help you meet the overall goals of the project/program?

Project/Program Details:

What is the time frame for using this grant for the project/program? What activities are planned?

Individuals Served:

How many people will be served by the proposed project/program? What are the demographics for the client base? (Please provide a percentage breakdown related to city of residence, gender, age, ethnic/cultural background, income level, etc.) Have you seen any changes (increases or decreases) in the number of people seeking your services in the last 3 years?

Change in financial status:

Have there been any notable changes in your annual funding sources over the past year or do you anticipate any in the coming year?

Qualifications:

What resources, experience and/or expertise does your organization bring to the community? What challenge or opportunity does your project/program seek to address?

Evaluation:

How will you determine whether this project/program is a success?

Sustainability:

How will the project/program be sustained once the grant cycle has ended?

Signature of Authorized Official (Board President, Executive Director, etc.):

Title: _____

Date: _____

IV. 2023 WCE Revue Beneficiary Application

Complete this section if you are applying for consideration as the 2023 WCE Revue Beneficiary. The WCE Revue is developed from June, 2022-January, 2023, rehearsed from January-March, and performed in March, 2023. (Please do not exceed three single-spaced typed pages, Times New Roman or similar 12pt font.)

What project/program do you plan to fund with the proceeds of the WCE Revue?

What is the overall budget for the project/program you plan to fund with proceeds from the WCE Revue?

\$ _____

As WCE Revue beneficiary, it is suggested, to help fuel the success of the fundraiser, that you sell at least 250 tickets, which represents 20% of the tickets (ticket cost is typically \$35). This is the equivalent of your organization selling tickets for one of the six nights of the run of the show. An option is to take responsibility for selling the Opening Night. This could involve holding your own fundraising night during that show and using the Clubhouse as a base, or simply selling the seats for the Opening Night.

Can you commit to selling at least 250 Tickets? No Yes

If no, how many tickets can you commit to sell? _____

Would you be interested in having a fundraiser on Opening Night? No Yes

Per the above expectation, please provide the plan you would implement to assure the promotion and sale of your share of tickets to the WCE Revue:

Would you be able to have a dedicated person for this task? No Yes

As WCE Revue beneficiary, you are expected to help fuel the success of the fundraiser by bringing commercial sponsors to support the run of the show. Sponsors can significantly increase the proceeds of the WCE Revue by purchasing varied sponsorship levels.

Would you be able to participate in the sale of WCE Revue Sponsorships? No Yes

Would you be able to have a dedicated person for this task? No Yes

Does your organization already have other fundraising events? No Yes

If so, when are these fundraisers scheduled?

To improve the success of the fundraiser and help insure that your donor base is enthusiastic about attending the WCE Revue, (held in March) would you be willing to replace your existing fundraiser with the WCE Revue or assure that there is at least 6 months separation from your existing fundraisers?

No Yes

Recipients of this grant are expected to have representatives of their organization be part of the cast and participate "on stage." Having members of your organization in the cast will help boost ticket sales (particularly if they hold high-level positions). How many representatives from your organization would you commit to participating in the cast and be on stage? Please be specific.

In addition to being in the cast, recipients of this grant are expected to help with set building, props and costumes, or be part of the backstage crew. How many representatives from your organization would you commit to participating in the show crew and volunteers? Please be specific

NOTE: Thank you and tax donation letters are managed by the WCE. The beneficiary must submit a detailed report of all donations received as a result of this event. The WCE budget and other financial information is confidential and will not be shared with the beneficiary without written request and approval by the WCE Board of Directors. The WCE Members information cannot be used as a mailing list and will not be shared.

V. 2023 WCE Spring Benefit Beneficiary Application

Please complete this section if you are applying for consideration as the 2023 WCE Spring Benefit Beneficiary. The WCE Spring Benefit is planned from June, 2022 to March, 2023 and held in April or May, 2023. (Please do not exceed three single-spaced typed pages, Times New Roman or similar 12pt font.)

What project/program do you plan to fund with the proceeds of the WCE Spring Benefit?

What is the overall budget for the project/program you plan to fund with proceeds from the Spring Benefit?

\$ _____

If the proceeds of the WCE Spring Benefit exceed \$45,000, how would you use the additional funds?

Does your organization already have other fundraising events? No Yes

If so, when are these fundraisers scheduled?

To improve the success of the fundraiser and help insure that your donor base is enthusiastic about attending the WCE Spring Benefit, (held in April or May) would you be willing to replace your existing fundraiser with the WCE Spring Benefit or assure that there is at least 6 months separation from your existing fundraisers?

No Yes

The WCE Spring Benefit is a collaboration event and as the beneficiary you are expected to help fuel the success for the fundraiser by assuring attendance from your donor base. The ideal WCE Spring Benefit beneficiary would commit to having a strong number of your support network attend. Historically the goal is to have your donor pool represent about 20% of attendees (at least 40 tickets at a ticket cost which is typically \$150). This is the equivalent of your organization selling tickets for four tables for the event. Is your current donor pool strong enough to set this expectation?

No Yes

Per the above expectation, please provide the plan you would implement to assure the promotion and sale of at least 40 tickets to the WCE Spring benefit:

Would you be able to have a dedicated person for this task? No Yes

How would your organization work to drive attendance from your donor database with the goal of selling at least 40 tickets for the Spring Benefit? (e.g., provide mailing list of donors, publish invitation in newsletter, elicit board member support for the event) Please detail your proposed efforts:

As WCE Spring Benefit beneficiary, you are expected to help fuel the success of the fundraiser by bringing commercial sponsors to support the event.

Would you be able to participate in the sale of WCE Spring Benefit Sponsorships? No Yes

Would you be able to have a dedicated person for this task? No Yes

NOTE: Thank you and tax donation letters are managed by the WCE. The beneficiary must submit a detailed report of all donations received as a result of this event. The WCE budget and other financial information is confidential and will not be shared with the beneficiary without written request and approval by the WCE Board of Directors. The WCE Members information cannot be used as a mailing list and will not be shared.

VI. 2022–23 WCE Clubhouse One-Time Usage Award

Please complete this section if you are applying for the WCE Clubhouse One-Time Usage Award. (Your responses should not exceed two single-spaced typed pages, 12-point font - Times New Roman, Arial or similar)

What type of event do you plan to hold at The Woman's Club of Evanston?

Have you held events at our Clubhouse in the past? If so, when and for what types of events?

How will your proposed event help to further the mission of your organization?

Specifications for the WCE Clubhouse One-Time Usage Award:

The WCE donates the use of the clubhouse to a designated not-for-profit organization for **ONE day or evening** event with all WCE usage fees waived, excluding the refundable damage deposit which will be the responsibility of the grant recipient.

Recipient may use the club to hold a benefit or for another purpose related to furthering the mission of the organization. The award is non-transferable and will be forfeited if not used.

The event must be scheduled and contracted with the WCE for a mutually agreed upon day occurring within 12 months of date of grant. The Clubhouse is not available for a Saturday night event from May to October or during our Holiday Bazaar (late November) or our WCE Revue (first two weeks in March). **The event is limited to five hours** (plus three hours to setup and one hour to teardown). This award may be used between June 1, 2022 – May 31, 2023.

Please note that catering, grounds crew, set-up, and other costs associated with holding the event are NOT included.

We have read and agree to the specifications for the one-time usage of the WCE Clubhouse.

Signature of Authorized Official (Board President, Executive Director, etc.):

Title: _____

Date: _____

VII. Volunteer Service Opportunity Request (optional, but strongly encouraged)

In addition to distributing grants, The Woman's Club of Evanston is committed to community service and our members annually participate in volunteer service projects for local organizations. These projects are coordinated by our Community Outreach Committee, which is always looking for ways to better serve our community. The information you provide will be given to the Community Outreach Committee and will be considered as they develop the list of the club's volunteer projects for the following year. *Please limit your request to this page only.*

The WCE is looking for short-term and one-day volunteer opportunities, for example: MLK Day of Service, etc. Our members work with your organization to schedule the date/time/place and number of volunteers needed.

Consideration for the Volunteer Service Opportunity is independent of the grant application process and the two types of support are not evaluated together.

Organization Name: _____

Volunteer/Event Coordinator Contact: _____

Telephone: _____

Email: _____

Brief description of potential volunteer projects:

Describe the desired Day of Service project and its goals. (Is your need for a new or established initiative? Who does it serve?)

How can the WCE impact this initiative? What service can we provide?

Number of volunteers needed?

Proposed date(s) and time(s) of the project (2022–23)?