



# Impact100™ DC

## Grant Applicant Information Session January 13, 2021

**We will begin in a few minutes.  
This session will be recorded.**

**Please use the chat function for questions and we will address  
during the Q&A section at the end.**



# IMPACT100 OVERVIEW

IMPACT 100 IS A SUCCESSFUL GLOBAL PHILANTHROPY MODEL CREATED BY WENDY STEELE IN 2001 IN CINCINNATI.



At Least 100 Women  
Come Together



Each Woman Donates \$1,000



\$100,000  
is donated to a  
Local Charity



# IMPACT100 DC MISSION AND VISION

## Our Mission

We are an all-volunteer women's philanthropic organization dedicated to improving lives in the Greater Washington DC area by collectively funding transformational grants to nonprofit organizations.

## Our Vision

- To highlight and address unmet needs in our community, prioritizing those that result from systemic racism and structural inequity.
- To create and sustain a diverse community of dynamic women committed to building bridges across the wide demographic divides in the Washington area.
- To empower women as philanthropists and leaders.



# THE FIVE FOCUS AREAS

## ENVIRONMENT



Includes projects that focus on improving or preserving the natural and built environments, including places that experience a disproportionate amount of pollution as a result of heavy industry, or that lack access to clean air and water, natural resources, and green spaces. Also includes projects that address neighborhood crime and violence.

## ARTS AND CULTURE



Includes projects that foster greater exposure to or participation in the arts, expand arts education, or use art as a medium for creative expression. Priority will be given to programs that target residents in underserved communities that have lacked access to quality arts programs.



# THE FIVE FOCUS AREAS

## FAMILY



Includes projects that support the lives of individuals, children, families, and seniors, especially but not limited to immigrant communities and people of color who have been the subject of systemic racism, focusing on housing, living wage, food insecurity, job skills training, and other basic needs.

## EDUCATION



Includes projects that expand or improve learning opportunities for students who lack access to a quality education, including projects focused on providing early childhood education, language and literacy skills training, and tutoring and mentoring, as well as programs providing high school graduation rates and/or enrollment in higher education, especially for populations that have experienced systemic racism or discrimination.



# THE FIVE FOCUS AREAS



## HEALTH AND WELLNESS

Includes projects that address access to health care and that seek to improve the physical or mental health of people who experience discrimination, including people of color, the disabled, and incarcerated individuals, as well as projects that foster healthy living habits and holistic wellness.





# ELIGIBILITY



# ORGANIZATIONAL ELIGIBILITY

- Be a 501(c)(3) tax exempt organization
- Have an annual operating budget of \$300,000 to \$5M
- Three years of financial records
- Serve the DMV area: District of Columbia, Montgomery County, Prince George's County, Fairfax County, Arlington County, or the cities of Alexandria, Falls Church, and Fairfax.
- Joint application possibility (new grassroots organizations can partner with an established organization)





# PROJECT ELIGIBILITY

- **Relate to at least one of our five Focus Areas**
- **Expend funds within 24 months**
- **Have a total project budget for an amount that approximates the full Impact100 DC grant\***

\* grant amount to be announced on January 26th



# PROJECT ELIGIBILITY (CON'T)

## What we do not fund:

- Debt reduction, operating deficits, interim or bridge funding or endowment funding;
- Individuals or private foundations;
- Activities that are religious or political in nature;
- Fund drives, annual appeals, fundraising events, or general capital campaigns.



# OPERATING COSTS

## We will prioritize:

- **Projects with budgets that include 15% of indirect operating costs or less.**
  - **Direct Project Costs** are the activities or items associated entirely with the proposed project. This may include for example, project staff salaries, program travel, equipment, supplies, and other costs that pertain only to the program.
  - **Indirect Operating Costs** include items that involve the running of the organization as a whole. This may include administrative staff salaries, rent, utilities, insurance, office supplies, etc.

We recognize the critical impact of the pandemic and the need for flexibility this year will be taken into consideration.



# GRANT EVALUATION CRITERIA

Impact100 DC's focus is to provide high-impact grants that support nonprofits working to reach marginalized populations and address unmet needs in our community. We will prioritize projects that:

- **Are transformational in nature**
  - New project/program or expansion of existing services delivered in a new way
  - Pursues change
  - Visionary
  - Innovative
- **Address unmet needs in our community using a racial equity lens (i.e. gives prominence to issues arising from systematic racism and structural inequity)**
- **Expect to drive a high level of community impact**
- **Are sustainable beyond the Impact100 DC grant**
- **Project success is defined and measurable**



# GRANT EVALUATION CRITERIA (CON'T)

- A **TRANSFORMATIONAL** initiative should increase the breadth and depth of an organization, taking it to a new level. It should be innovative, solve a problem, impact the community, pursue change, and be visionary.
- Using a **RACIAL EQUITY LENS** in grantmaking means acknowledging that structural/institutional inequity and bias continue to exist, disadvantaging people of color (as well as other historically marginalized groups such as LGBTQ, immigrant communities, and people with disabilities).
- The goal of using a **RACIAL EQUITY LENS** is to increase intentionality as relates to matters impacted by race and ethnicity while analyzing problems, to look for solutions and deficiencies caused by systemic racism; and to seek inclusion of community stakeholders.





**Impact100<sup>TM</sup> DC**

# WRITING & SUBMITTING YOUR GRANT APPLICATION



# APPLICATION OVERVIEW

- Our application is designed to be consistent with the Washington Regional Association of Grantmakers (“WRAG”) Common application as adjusted to comply with our specific eligibility criteria and funding priorities. Accordingly, when applicable, conforming definitions have been used.



# HOW TO APPLY

1. Confirm Eligibility and review Grants FAQ
2. Apply online through Submittable
  - a. Create an account at [discover.submittable.com](https://discover.submittable.com)
  - b. Search for Impact100 DC Grant Application 2021
  - c. Review [Product Demo for Submitters](#):
    - i. Creating a free account
    - ii. Making a submission
    - iii. Keeping track of your submissions
    - iv. Discovering more opportunities





# APPLICATION REVIEW PROCESS

- Completed applications will be routed to a Focus Area committee for round 1 review.
- Focus Area committees will review and score all applications and determine which proposals will go on to round 2
- Round 2 includes an in-depth finance review
- Round 3 will include a site visit. Please note site visits will occur virtually and/or subject to social distancing guidelines in place in the DMV area as applicable.



# TRANSPARENCY AND CONFIDENTIALITY

## Fair and transparent application review objective

- Each grant reviewer must complete a Conflict of Interest Questionnaire and attest that they will abide by the Impact100 DC Conflict of Interest Policy
- Any board member or grant reviewer with a conflict of interest must recuse themselves from the process as it pertains to the conflict.



# REQUIRED ATTACHMENTS

- **Project Budget and Budget Narrative**
- **IRS Tax Exempt Letter**
- **Required Financials:**
  - **Income statement for the most recently completed fiscal year (include projected budget vs. actual)**
  - **Balance sheet for the most recently completed fiscal year**
  - **Year-to-date interim statements for the current fiscal year**
  - **Independently prepared financial statements (audit or review) for past 3 full years**
  - **IRS form 990, including all schedules for past 2 years**



# COMMON APPLICATION ERRORS

- **Application was not complete**
- **Impact of initiative unclear**
- **Funding primarily for maintenance of mission rather than transformational project**
- **Project budget and narrative do not align**
- **Budget was unrealistic, unclear or lacking in detail**
- **No concrete plan for sustaining initiative after grant ended**



# COMMON APPLICATION ERRORS (CON'T)

- Inadequate data to support need for initiative
- Evaluation process for determining success of project unclear
- Vision not clearly articulated
- Grant request would fund current programming



# GRANT TIMELINE

January 26th

THE BIG REVEAL (announcement of grant size)

January 27th - March 8

Grant Application Period

March-May

Grant Review  
Three rounds; those progressing to the second round receive an in-depth finance evaluation; those progressing to the third round receive a site visit

Early June

Finalists announced

Late June

Meet the Finalists Event: Finalists announced to membership and community

September 2021

Annual Awards Celebration and Announcement of 2021 grant



# QUESTIONS?

Thank you for attending!

- Email: [grants@impact100dc.org](mailto:grants@impact100dc.org)
- Website: [www.impact100dc.org](http://www.impact100dc.org)



# Graveyard

- **Slides to be deleted or revised**





# The Five Focus Areas

- **Education**
- **Family**
- **Health and Wellness**
- **Arts and Culture**
- **Environment**



# GRANT REVIEW TEAM

**Grants Chair: Sharon Dennis**

**Finance Chair: Latina Fauconier**

## **Focus Area Chairs**

**Health and Wellness**

**Family**

**Education**

**Arts and Culture**

**Environment**

**Vivian Aguayo**

**Bonnie Harkness**

**Dorothy Durden**

**Janelle Haskell**



# The Five Focus Areas

## ~~Ranking~~

- It may be that your initiative fits more than one focus area. Choose only one ~~as your top choice.~~
- ~~Rank your top two choices, with top choice getting a one.~~

~~WE CANNOT ADVISE YOU ON YOUR RANKING CHOICES~~



# WHAT IS IMPACT 100?

**IMPACT 100 IS A SUCCESSFUL GLOBAL PHILANTHROPY MODEL CREATED BY WENDY STEELE IN 2001 IN CINCINNATI.**

**THE CONCEPT IS STRAIGHTFORWARD: WOMEN JOIN TOGETHER AND POOL MEMBERSHIP CONTRIBUTIONS OF \$1,000 TO CREATE A HIGH-IMPACT GRANT TO AWARD TO A LOCAL NONPROFIT ORGANIZATION.**



# Grant Priorities

Impact100 DC's focus is to provide high-impact grants that support nonprofits working to reach marginalized populations and address unmet needs in our community. We will prioritize project that are:

- **Transformational in nature**
  - new project/program or expansion of existing services delivered in a new way
  - pursues change
  - visionary
  - innovative
- **Addresses unmet needs in our community using a racial equity lens (i.e. gives prominence to issues arising from systematic racism and structural inequity)**
- **Expects to drive a high level of community impact**
- **Is sustainable beyond the Impact100 DC grant**



# THE FIVE FOCUS AREAS

## Focus Areas

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We provide non-profit organizations with grants in increments of at least \$100,000 across five broad Focus Areas:



Arts & Culture



Education



Family



Health & Wellness



Environment



# DESCRIPTIONS OF FOCUS AREAS cont.

## **EDUCATION**

Includes projects that support the lives of individuals, children, families, and seniors, especially but not limited to immigrant communities and people of color who have been the subject of systemic racism, focusing on housing, living wage, food insecurity, job skills training, and other basic needs.

## **HEALTH AND WELLNESS**

Includes projects that address access to health care and that seek to improve the physical or mental health of people who experience discrimination, including people of color, the disabled, and incarcerated individuals, as well as projects that foster healthy living habits and holistic wellness.

