

Impact100 DC Nonprofit Workshop 2024 Grant Cycle



**We will begin in a few minutes.
This session will be recorded.
Please use the chat function for questions to be
answered during Q&A at the end.**

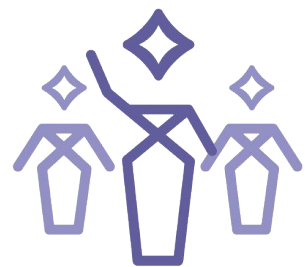
TONIGHT'S AGENDA



1. About Impact100 DC
2. Grant Eligibility
3. Grant Evaluation Process
4. Grant Application & Process
5. Application Best Practices



Impact100 Model



**At Least 100
Women Come
Together**



**Each Woman
Donates \$1,000**



**\$100,000 is
Donated to a
Local Charity**



Mission

Impact100 DC is an all-volunteer women's philanthropic community dedicated to **improving lives** in the Greater Washington, DC area by collectively funding **transformational grants** to local nonprofit organizations

Vision

- To 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 DC area; and
- To empower **women as philanthropists** and **leaders**.

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



Education

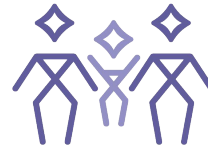
Includes programs that expand or improve **learning opportunities for students who lack access to a quality education**, including projects focused on providing **early childhood education, language and literacy skills training, and tutoring and mentoring**, as well as programs providing high school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

Includes programs 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.



Arts & Culture



Family

Includes programs 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**.

Includes programs 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 designed to create safe environments where people live**.



Environment



Health & Wellness

Includes programs 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.



More about Impact100 DC

We are a diverse group of women who bring to the grant review process a multitude of lived experiences and opinions. We are all volunteers and not necessarily issue-area experts.

What does that mean for our applicants?

- Deliberations each year are influenced by the composition of applications in the pool as well as by the diverse perspectives of the unique group of women reviewing them.
- Each grant cycle is a new grant cycle. We anticipate the nature and type of proposals we fund will vary year to year.
- We are guided by our mission, vision, and funding priorities.
- It is up to you to tell your full story in the application.

The 2024 GRANTS TEAM



Grants Committee Chair:

Caitlin Van Orden



Arts and Culture:

Ellen Goldstein and Linda Skalet



Education:

Dorothy Durden and Kate Rogers



Environment:

Dana Hirschenbaum



Family:

Mary Ellen Taylor and Francine Lamoriello



Health & Wellness:

Lois Nembhard and Heather Johnson



Finance Committee:

Latina Fauconier

Meagan Van Orden



Nonprofit Outreach:

Bonnie Harkness

Mary Cohen

ELIGIBILITY



Organizational Eligibility

- 501(c)(3) tax exempt organization
 - Organizations with a fiscal sponsor are eligible to apply this year
- Annual operating budget of \$300,000 to \$5M
 - Partnership option (smaller organizations can partner with more established organizations to meet budget threshold)
- Three years (36 months) of financial and tax records
- Serve the Greater Washington/DMV area: District of Columbia, Montgomery County, Prince George's County, Fairfax County, Arlington County, or the cities of Alexandria, Falls Church, and Fairfax.

Proposal Eligibility

- Funding request relates to at least one of our five Focus Areas
- Proposal aligns with our goal of addressing unmet needs that are byproducts of racism and/or other structural inequities affecting marginalized populations (e.g., LGBTQIA+, immigrant communities, people experiencing homelessness, people with disabilities, veterans, etc.)
- Expend funds within 12-24 months
- Have a total proposal budget for at least \$100,000

Criteria for Proposal Readiness

- The unmet need is clear, established, and is well documented
- You have a track record of successfully working within the target population
- Your planned work is designed to actively pursue change and will have a *significant impact* on the target population/community
- You have defined and measurable (SMART) goals that can be achieved within the designated time frame
- For formal collaborations, a detailed MOU is in place
- For fiscal sponsorships, a detailed sponsorship agreement is in place
- The budget is reasonable/supportable given the numbers you plan to serve

Operating Costs

- We prioritize proposals budgets that reflect indirect operating costs of 25% 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 need for flexibility and explanations of higher operating costs will be taken into consideration.**

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.

ELIGIBLE does not always translate to READY

Criteria for Organizational Readiness:

- You have a track record of success (or learning from past failures) in the area of your proposal
- Your board and executives are involved and invested in the proposal's success
- Your staff has the experience to succeed in implementing your proposal
- You have the ability to carry on this work after our funds are expended
- Your finance organization is well positioned to manage a grant of this size and is capable of complying with compliance reporting requirements of the grant.

GRANT EVALUATION



Grant Evaluation Criteria

1. Addresses a critical unmet need in the identified community ;
2. Has clearly defined actions to address the unmet need or issue(s);
3. Uses a racial equity lens (i.e., gives prominence to issues arising from systematic racism and structural inequity) in addressing the issue(s);
4. Leadership and affected community involvement in program development
5. Expected to drive a high level of sustained impact over time



Grant Review Process

- Completed applications will be routed to a Focus Area committee based on primary or secondary FAC identified by applicant for initial round review.
- Focus Area committees will review and score all applications. This initial review is based on the proposal information provided in your application. So tell us who you are, what you do, and what you hope to achieve. Why we should fund THIS proposal and why NOW?
- Round 2: applications selected by the FAC will undergo an in-depth finance review.
- Round 3: selected applications will undergo a site visit and the 5 finalists will be identified from this population.

Grant Review Process, cont.

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.

A conflict exists if a member has a financial interest in, or exercises substantial influence over an applicant organization.

Members also disclose if some other relationship to an organization would interfere with their ability to be impartial and unbiased in reviewing an application.

Members agree to keep all information gained in this process confidential.

Finance Committee Review

The Finance Committee's role is to evaluate the financial health of the applicants.

- As stewards of our member's generous donations, this process helps us assess the organization's ability to manage a \$100k grant as well as the potential sustainability of the organization to continue the proposed work after our grant concludes.
- The committee reads and analyzes the financial statements and 990's issued by the organization covering a three year period to understand trends in the organization's financial activity and risks over time, not just a single snapshot in time.
- This generally involves a high-level analysis of financial statement line items and disclosures to assess liquidity and sources of revenue, expenses and operating costs, current indebtedness, financial commitments, etc.
- This review may also take into consideration accounting and financial oversight structure, an organization's tenure, and history with grants of a similar nature.
- The finance committee may reach out to discuss questions on the financial information provided.

GRANT APPLICATION & PROCESS



Application Overview

- Our application has been revised from the prior year. An offline copy of the application is currently available on our website: www.impact100dc.org/grants.
- FAQs are also available on the website; they are comprehensive - please read!
- This is a competitive grant, and the application reflects the due diligence we take in reviewing every request for funding.
- There are eight sections to the application: Eligibility criteria, applicant general information, proposal to Impact, organizational information, organizational financial information, financial statement package attachments, additional attachments, and consents.

Proposal

This section allows an organization to explain the funding request. We look for you to make a strong and effective case for funding by clearly identifying the need and planned work.

Key Focus:

- Identify key resources: What do you need to address the problem? Example: Tutors
- Define activities: If you had the resources, what would you do with them? Ex: Tutors work 1:1 with children for two hours/day, 3X per week, for one year.
- Identify objectives: What are your deliverables (trainings programs, workshops etc.) from your activities? Ex: Regular 1:1 tutoring sessions throughout the years
- Define goals: What change will result in the target audience/community as a result of your services? Ex: Participating students will increase reading proficiency by at least one grade level

Proposal Budget and Summary

This section allows an organization to include the detailed expenses to achieve the activities outlined in the proposal as well as additional sources of funding expected to cover amounts in excess of the \$100k grant.

Key Focus:

- Budget Summary: concise and persuasive detail of the elements that you are requesting funding for and why they are critical to the proposal/program.
- Proposal Budget: Include detailed revenue and expenses for the grant period.
- Application includes an optional but preferred template containing key data necessary for our review

Organizational Financial Information

This section allows an organization to provide color on their current/historical financial performance, accounting governance and oversight.

Key Focus:

- Impacts due to covid or other challenges
- Information on key funding sources and recent changes
- Accounting oversight (who is performing key functions)
- Internal controls and segregation of duties is a key internal control intended to minimize the occurrence of errors or fraud by ensuring that no employee has the ability to both perpetrate and conceal errors or fraud in the normal course of their duties.

Financials Package

This section allows an organization to include the detailed financial information necessary for our review.

Required Documents:

Independently audited or reviewed financial statements for past 3 years

- Statement of Financial Position
- Statement of Activities
- Statement of Functional Expenses
- Statement of Cash Flows
- Independent Audit (Review) Report
- IRS Form 990 including schedules
- Organizational budget to actual for the past 2 completed fiscal years

NOTE: These items are not interchangeable with other internal reports. If you are not familiar with any one of these items, ask your Finance Staff.

Financials Package, cont

Key Focus:

- Completeness of requested documents
- Qualified independent auditor or reviewer (e.g., CPA firm, etc.)
- Sources of revenue - recurring, diversified, etc
- Adequacy of liquid assets (cash and cash equivalents on hand) to cover general expenditures, liabilities and other obligations
- Indebtedness and recent changes
- Cash flows from operations
- Other risk factors

Application Process with Good Grants Management Software

1. Online grant platform (Good Grants) will be live today, November 9, 2023. The platform will close at 11:59 PM on January 12, 2024:
<https://impact100dc.grantplatform.com/>
2. You can start and save each time you return.
3. Each file upload is limited to 5MB in size.
4. Application content is not visible to us until you submit.
5. We are unable to advise on which focus area committee you should choose or answer proposal-specific questions.
6. We are not able to provide feedback on applications during or after the process.
7. Incomplete applications are not reviewed. **Do not wait until the last minute!**

Best Practices



Best Practices

- Don't wait until the last day to submit application - anything can happen (technology issues, power outage, etc.)
- Fully address all elements of the question and include all requested attachments - missing information can hurt proposal chances
- Clearly articulate the need statement and planned work - This is the heart of your application. Do not assume knowledge of your issue area. Strive to be clear and concise.
- Include key data to support need statement - facts add credibility
- Mission based proposals should clearly articulate the specific activities the funding will cover- Simply asking for \$100k towards overall programming is not effective
- Define goals and outcomes - we need to understand how you will measure expected impact/change

Best Practices, cont

- Align proposal budget and summary - clearly identify what you plan Impact100 DC to fund if budget exceeds \$100k
- If not using our Budget template ensure all key points are included in your budget file - details are good!
- Demonstrate a plan for continuity of program and lasting impact beyond grant period
- Explain basis for indirect operating cost funding requests in excess of 25% - help us understand why it's critical to success of program
- Confirm attachment size and type - attachments are limited to 5MB and most common file types are accepted (PDF, doc, xls, ppt, etc.) for the relevant document request
- When in doubt, refer to FAQ's or ASK - email: grants@impact100dc.org

Key Dates



**Application Portal Opens:
November 9, 2023**

**Grant Applications Due:
January 12, 2024**

**Applicant Site Visits:
April 15 - May 10, 2024**

**Finalists Announced - Meet the Finalist Event:
June 11, 2024**

**The Big Give Event - Grants Awarded:
June 18, 2024**



- Email: grants@impact100dc.org
- Website: www.impact100dc.org