



Impact100 Westchester

100+ women...one goal

November 7, 2019

www.Impact100Westchester.org

grants@impact100westchester.org



Our Mission

ENGAGE WOMEN IN PHILANTHROPY AND COLLECTIVELY FUND
TRANSFORMATIONAL GRANTS FOR NONPROFIT ORGANIZATIONS
SERVING WESTCHESTER COUNTY



Our Mission

- Award high-impact Transformational Project Grants and Core Mission Grants
- Provide volunteer opportunities through our Hands-On Impact Projects and Community Service Days
- Educate members on the nonprofit sector
- Reach under-resourced populations and highlight unmet needs
- Raise awareness of lesser-known nonprofits within Westchester County



Who we are

- Impact100 Westchester is a **501(c)(3) women's collective giving organization**
- We are philanthropic women from across Westchester County who **share a desire to make a difference** and improve the lives of others within Westchester
- Our membership, which last year included **a record 352 members**, is comprised of women from a variety of professional backgrounds with diverse skill and life experiences
- Our organization is **100% volunteer led and run:**
 - Each member invests \$1100 to become a member of Impact100: \$1000 goes directly to our grant awards and \$100 supports our operational costs (which include accounting fees, events, insurance, recruitment and technology expenses)
- We are a member of:
 - **Catalist** (formerly the Women's Collective Giving Grantmakers Network)
 - **Nonprofit Westchester**
 - **Business Council of Westchester** (BCW)



Our History

- 2020 marks our **7th grant cycle**
- Since 2014, we have awarded **37 grants**, totaling over **\$1.5 million**
- In 2019 we awarded:
 - 3 Transformational Project Grants of \$100,000 each
 - 3 Core Mission Grants of \$12,333 each
 - 1 Focus Area Grant of \$15,000
- In 2018 we awarded:
 - 3 Transformational Project Grants of \$90,000 each
 - 3 Core Mission Grants of \$12,333 each
 - 5 Core Mission Grants of \$5,000 each in celebration of our Fifth Anniversary



Our Impact

| Recipient | Grant Type | Population Served |
|--|---------------------------------------|--|
| Gilda's Club Westchester (2019) | Capital Project | Individuals and families living with cancer |
| Make the Road New York (2019) | Program Expansion/ Capital Project | Immigrants and working class communities |
| Westchester Jewish Community Services (2019) | New Program/ Program Expansion | LGBTQ+ youth and adults who serve the LGBTQ+ youth community |
| The Guidance Center (2018) | Capital Project | Young adults in need of vocational skills |
| Westchester Parks Foundation (2018) | Capital Project | Socially and economically disadvantaged children |
| Youth Shelter Program of Westchester (2018) | Capital Project | Young men awaiting disposition of various criminal charges |
| Community Based Services (2017) | Program Expansion | People with autism / disabilities |
| My Sisters' Place (2017) | New Program | Victims of domestic violence |
| Yonkers Partners in Education (2017) | Program Expansion/ Capital Project | Underserved high school students |



Our Impact

| Recipient | Grant Type | Population Served |
|------------------------------------|-----------------|--|
| Latino U College Access (2016) | New Program | 1 st Generation College students |
| Pace Women's Justice Center (2016) | Capital Project | Victims of domestic and elder abuse |
| Family Ties of Westchester (2015) | New Program | Young adults aging out of foster care |
| Groundwork Hudson Valley (2015) | Capital Project | Children and families in urban neighborhoods |
| Furniture Sharehouse (2014) | Capital Project | Adults & families with low income |



Our Grants

Transformational Project Grants

- New program, expansion of an existing program, or a capital project
- Has the power to dramatically address an unmet need
- Requires a Grant Agreement and periodic reporting

Core Mission Grants

- Smaller grants of unrestricted funds
- No Grant Agreement or ongoing reporting obligations

Focus Area Grants (new last year)

- A grant awarded in a category that has not received as much recognition as other areas of need, and that we wish to highlight; this grant will be unrestricted to support the core mission of the organization
- 2019 Focus Area: Arts & Culture; 2020 Focus Area: Food Insecurity
- Separate application and review process beginning in March
- Organizations can apply for both a Transformational Project Grant and a Focus Area Grant, but only if they are not invited to submit a Full Proposal...if they reach the Full Proposal stage, they cannot also then apply for a Focus Area Grant



Seventh Cycle Grant Awards

Should we achieve our Membership goals, Impact100 expects to award:

- Three \$80,000-\$100,000 Transformational Project Grants
- Three \$15,000-\$20,000 Core Mission Grants to be awarded to the three finalists who do not receive the Transformational Project Grants
- One \$15,000 Focus Area Grant



Our Grant Cycle

- **Timeline**
- **Eligibility**
- **Evaluation**
- **Process**

2020 Grant Cycle Calendar

November 12 – SlideRoom opens to submit Letters of Inquiry

December 3 & December 9 - Project Pitch Workshops

December 11 and December 16 - Grant Writer Conference Calls

December 15 - Membership Drive Completed

January 7 - Grant Amounts Announced on our Website

January 17 - Letters of Inquiry Submission Deadline

February 14 - Invitation to Submit Full Proposals

February 25 - Full Proposal Workshop

March 6 - Full Proposals Submission Deadline

April 3 - Invitation to host Site Visit

April 14 through April 24 - Site Visits

May 4- Finalists Announced

May 11 through May 22 - Site Visits for Finalists

May 11 through May 22 - Presentation Support for Annual Meeting

June 2 - Finalists Present at the Annual Meeting and Grants Awarded



Organizational Requirements

Eligibility criteria -- organization *must* :

- Be a tax exempt 501(c)(3) operating, or proposing to operate, programs for the benefit of Westchester residents and communities
- Have been in operation for at least 36 months prior to applying for a grant
- Have 3 years of CPA-audited or reviewed financial statements, as required by NY State
- Have revenues between \$250,000- \$25,000,000 (excluding Medicaid/Medicare reimbursements)
- Not have been a recipient of an Impact100 Westchester Transformational Project Grant payment within the past 36 months
- Not be a town or village



Project/Program Requirements

Eligibility criteria- Projects/Programs *must*:

- Serve residents of and expend funds in Westchester
- Be a **new program**, the **expansion of an existing program** or a **capital project** – it cannot subsidize current operations
- Have a total project budget equal to or greater than the Transformational Project Grant amount (to be announced in early January, 2020)
- Expend funds on the project within 24 months of the initial Grant installment
- Not have allocated overhead in excess of 15% of the Project Grant amount
(for this purpose, we consider “allocated organizational overhead” to include: rent, insurance, utilities and other facility costs, general staff salaries, supplies and other expenses which are allocated to this project but which will be incurred by your organization whether or not the project goes forward)



Proposal Evaluation Criteria

| Criteria | Definition | Questions to Consider |
|-------------------------|--|---|
| Transformational | New program, expansion of an existing program, or a capital project that has the power to dramatically address an unmet need | Does the proposal address the unmet need in a unique / innovative way? Is the proposal transformational for both the population served and the nonprofit organization? |
| Impactful | Program or project goals are designed to create meaningful and lasting change for under-resourced individuals / communities | Who does the proposal serve? What is the size of the population served? Will the impact be broad, deep, or both? |
| Implementation | High likelihood of project completion or program implementation | Is the organization well positioned to implement the proposal? |
| Assessment | Evaluation plan outlines how project or program goals will be measured and outlines outputs and outcomes | Outputs: measurable results of the project / program's work Outcomes: the change that results directly from the project / program |
| Sustainability | Continuing funding plans following grant period are articulated | For capital projects: ongoing maintenance or other needs For programs: future funding sources |



“Do not Fund” Guidelines

Impact100 Westchester will not fund Transformational Project Grants for the following:

- Activities that are: partisan, religion-based, annual or political appeals, or in support of any political party
- Loans or Debt reduction, interim/bridge financing
- Operating Funds
- Endowments
- Research
- Projects benefitting a for-profit organization, private foundation or individual
- General capital campaigns or fund drives

Please ensure that **None** of the activities in your proposed project/program incorporate these items. This includes all application descriptions and your Project Budget Worksheet.



Before You Apply

- Please check the 2020 Grant Cycle Calendar to ensure that you do not miss any deadlines –

Letters of Inquiry (LOIs) are due January 17th

- Samples of our newly updated LOI and Full Proposal are available on our website for your review – these are to be filled out in SlideRoom, our Grant Application portal
- Our newly updated Project Budget Worksheet is also available on our website and will need to be saved and uploaded as an attachment to the LOI
- Review the list of questions and necessary documents to upload
- Application portal (SlideRoom) will open **November 12th** to enable you time to work on your LOI in advance of the January grant award announcement



Required LOI Attachments

Financial Statements and Documents **required** to submit the LOI include:

- 501(c)(3)
- Most recently filed IRS Form 990 (with supporting schedules)
- Project Budget Worksheet
- Fiscal Year 2020 Operating Budget and year-to-date Actuals vs. YTD Budget, if available (if not yet finalized, upload your 2019 Operating Budget)
- 3 most recent years of Financial Statements, including Fiscal Year 2019, if available, and including CPA audited/reviewed accountant's report



Project Budget Worksheet

- Our Letter of Inquiry (LOI) contains a section titled the Project Budget Worksheet (PBW)
- The PBW is an Excel file that you should download from the Impact100 website, under 'Apply for a Grant/Grant Application Resources'
- You will be asked to complete an INPUT worksheet which asks for a breakdown of project expenditures (i.e., how you would spend the grant funds)
- Please follow all instructions within the sheet, and keep an eye out for error and/or caution messages
- Please note that there are now written instructions, available on our website, that you can reference as you work through the PBW



Project Budget Worksheet

- The PBW contains the following expenditure categories:
 - Facilities Construction/Renovation
 - Supplies/Services
 - Transportation
 - Technology
 - Incremental Staff & Consultants
 - Existing Staff
 - Organizational Overhead
 - Other
- Again, the total of your project must be **greater than OR equal** to the Transformational Project Grant amount
- After you have completed the spreadsheet, you should save in Excel, using your organization name in the file name, and then upload it to SlideRoom; you will also be asked to enter summary information from the PBW into SlideRoom



Using SlideRoom

- All Letters of Inquiry (LOI) will be submitted online through **SlideRoom**, our Grant Application Tool
- On our website:
 - Apply for a Grant -> Grant Application Resources -> Grant Application Portal Button
- To use **SlideRoom**, each organization must register with a unique email and set up an account and password
- Please enter/use your Organization's name during account setup, and not your own name
- Only one application can be submitted per individual email address. The registered email is where all automated emails and information about the LOI will be sent
- **SlideRoom** offers excellent technical support; applicants can reach customer service at support@slideroom.com



Application Process for Transformational Project Grants

Stage 1: Letter of Inquiry (LOI)

- A link to SlideRoom will be available after **November 12th** at www.Impact100westchester.org, under 'Apply For a Grant'
- Grant amounts will be announced **January 7th**; the full LOI, plus attachments, are due **January 17th**
- You will receive a confirmation email after you submit the LOI with required attachments
- Our Grant Review Committees will evaluate the LOIs; applications will be randomly assigned to these Committees
- Our Finance Committee will also conduct a cursory review of all LOIs



Application Process for Transformational Project Grants

Stage 2: Invitation to Submit a Full Proposal

- Our Grant Review Committees will review all LOIs and invite approximately 24 applicants to submit Full Proposals
- All applicants will be notified via email by **February 14th**. If invited, instructions for the Full Proposal will be emailed to you at that time
- Information entered for the LOI will be available to use for updating the Full Proposal
- All Full Proposals must be submitted by **March 6, 2020**



Application Process for Transformational Project Grants

Stage 3: Site Visit

- Grant Review and Finance Committees will assess all Full Proposals and notify applicants if they have been selected for a site visit
- Each of the Grant Review Committees will invite 2 NPs for a site visit--so 12 in total
- Site visits for Grant Review committee members will take place from **April 14 through April 24**
- Site visits usually last 1½ - 2 hours. Guidelines will be provided at that time



Application Process for Transformational Project Grants

Stage 4: Selection of Finalists and Annual Meeting

- One finalist will be selected by each Grant Review Committee and will be notified on **May 4, 2020** – six Finalists in total
- Each Finalist will have the opportunity to host another site visit for all Impact100 members from **May 11 - May 22, 2020**
- The Annual Meeting will take place on **June 2, 2020**
- Each finalist will make a short presentation at the Annual Meeting (guidelines will be provided at that time). Impact100 members will then vote to award the top three Transformational Project Grants with the other three finalists being awarded Core Mission grants.
- Members of Impact100 Westchester may not make the finalist presentation on behalf of an organization



Grant Awards

Payment of Grants:

- Core Mission Grants will be paid out shortly after the Annual Meeting; these funds can be spent in any manner the Awardee chooses to support the Core Mission of the Organization
- Payment of each Transformational Project Grant requires a signed Grant Agreement which will detail specific terms (Project specifics, payment schedule, reporting requirements, etc.)

Suggestions/Tips

- Read the Eligibility Guidelines carefully to be sure your Proposal qualifies
- Double check the accuracy of all numbers on the Project Budget Worksheet
- Application should be complete - comprehensive - clear – concise - compelling
- All attachments should be included
- Confirm that the timing of the Project will fit within the 24 month parameters
- If you are a grant writer, you cannot submit multiple proposals under the same user id (email address)
- If you have any questions please email us at:
grants@impact100westchester.org



Nonprofit Advisory Council Support

Project Pitch Workshops:

- To “pitch” project ideas
- Help to understand Impact100’s Transformational Project Grant eligibility, guidelines and Letter of Inquiry

December 3rd: 9:45am-1pm

December 9th: 9:45am-4pm

Greenburgh Public Library, Large Multi-Purpose Room
300 Tarrytown Road, Elmsford, NY

Full Proposal Workshop:

February 25th, 9:45am-3pm

Greenburgh Public Library, Large Multi-Purpose Room
300 Tarrytown Road, Elmsford, NY

Presentation Support for Annual Meeting:

Location and Times will hopefully coincide with Finalists’ Site Visits



Impact100 Westchester

THANK YOU and GOOD LUCK!

Questions about our grant process can be
emailed to us at
grants@impact100westchester.org