Grant Application Guidelines

2017

Email your questions to grants@givingcircleofhope.org or call 703-655-9334
Discussion Topics

- Who we are
- Changes in 2017 grant application
- Grant application types
- Application Timeline & Process – what really matters
The GCH: Who We Are

- Create positive change in Northern Virginia through engaged and collective philanthropy for past 13 years
- 100 plus member strong
- Leader in local philanthropy by making vital connections, providing resources and knowledge of the nonprofit sector, engaging in advocacy, furthering education, and awarding grants.
- Raised & awarded over $1,000,000 since inception to improve our local community. Recipient of 2017 CFNOVA Chairman’s award.
2016 -- Banner Year for the GCH

2016 Giving Circle of HOPE Impact
Over $100,000 in Local Community Giving

$56,000 in Grants Awarded to Eight NoVA Nonprofits

$38,000+ Empty Bowls Fundraiser

$3,000 Break the Cycle Endowment Grants Awarded

$4,000+ The Big Give Celebration

$2,200 Supporting Flashes of Hope
2017 Collective Grants: New Eligibility

Given historical voting member preferences & available funding and volunteers needed for grant review, the GCH will accept only applications that support:

- **Health, Mental Health and Aging** including: Crisis Services related to Abuse (e.g., Substance and Domestic Violence, Health, Mental Health); Disabilities and Special Needs; Elderly Services; Mental Health; People with Disabilities; and Dental, Medical, and Pharmaceutical Services

- **Poverty Relief** including: English Language Proficiency/Literacy (All Ages); Ex-Offender Re-Entry; Eviction/Foreclosure Assistance; Housing/Shelter; and Job Training/Workforce Development
2017 Collective Grants: Not Eligible

- **Child, Youth Development and Education** including: Academic Achievement; After School/Summer Programs; Arts Programs; Early Childhood Education Programs; Leadership Development; Mentoring/Service Learning/Tutoring

- **Poverty Escape** including Emergency Assistance Food; Emergency Assistance Non-Food

- **Immigration**

*Please note that exclusion of these target mission areas will be reassessed for 2018.*
2017 Collective Grants Application: Streamlined & Reorganized

Part 1: Streamlined Cover Sheet (Submission in Word)
  - Organization Information
  - Organization Narrative
  - Grant Information

  Executive Director must sign

Part 2: Grant Narrative (Word Submission. Exceeding two pages double space with 1 inch margins will disqualify)

Part 3: Grant Attachments (only 4 – must submit as PDFs)
2017 Collective Grants Application: Attachments

Carefully review the required attachments:

- IRS Form-990 Return of Organization Exempt from Income Tax or IRS Form 990-N(E-Postcard)
- Current year organizational budget, including complete personnel budget and both revenues and expenses.
- One page Project or CBE budget.
- Board of Directors listing terms, occupations and places of employment.

And, if you are a 2016 GCH Grantee, you must include a copy of GCH Interim or Final Post Grant Evaluation for that grant.
Application Types: No Change

- **Project grants** -- An activity that has a defined purpose to improve your client’s life

- **Capacity Building Efforts (CBE)**
  - An activity that improves and enhances a nonprofit’s ability to achieve its mission and sustain itself into the future
  - Examples include developing: a strategic plan, communication plan, IT strategy or plan; making investments in technology; leadership succession planning; developing a social media/marketing strategy.

*Note:* A non-profit may submit only one Project or one CBE application.
Factor in GCH Learning from 2016

- 59 applications received by GCH - 30 eliminated
  - Non-compliance with technical requirements including failure to submit in PDF form (10)
  - Failure to align with GCH mission (11)
  - Submission problems e.g., project budgets missing or exceeding requirements, hard to follow financials (8)
  - Exceeding organization budget of $2 million (1)

- 29 finalists submitted for in-depth GCH grant review

- 8 grants funded or 28% of final applicants

June 23, 2017
2017 Application Process: Member *Hands-On* Review

1. Pre-Screening
   - Mission Alignment
   - Inventory for Completeness & Core Criteria
   - Financial Review

2. GCH Grant Sub-Committee
   - Liaison Site Visit
   - Oral Presentations & Ranking

3. Member Voting
2017 GCH Application Timeline

No later than August 31. Complete Pre-Screening Process and notify applicants not eligible to move forward.

September 13 to October 5. GCH Site visits to applicants.

September 28 to October 12. Internal review meetings/ranking of applicants.

October 20 to November 9. GCH member voting on 2017 Grants.

Week of November 13. Notification of grant awards to applicants.

December 2017/January 2018. Receipt of grant award.
2017 Application Process & Timeline: Your Part

- Submit application electronically to the GCH at grants@givingcircleofhope.org no later than Friday July 21, 2017 at 5 P.M. No paper copies will be accepted.

- If you successfully pass pre-screening, it is in your interest to respond timely to inquiries from your assigned GCH grant reviewer, including the request to conduct a GCH site visit.
Grant Application: What is really Important

1. Alignment with GCH Mission & Goals

“Create positive change in Northern Virginia through engaged & collective philanthropy” by directly benefiting people in need, where “need” refers to people who have low income, are disadvantaged or are under-served.

2. Funding Eligibility:
   - Section 501(c)(3) tax exempt of the Internal Revenue Code
   - Have an organizational budget of not more than $2 million

3. Service Area: Serve populations in the counties of Arlington, Fairfax, Loudoun or Prince William; cities of Alexandria, Fairfax, Falls Church, Manassas or Manassas Park; or all of Northern Virginia
4. Meet Project/CBE Requirements
   • Request up to $7,000
   • Be specific with clear goals, objectives, and measurable outcomes
   • Have a full Project or CBE budget of no more than $70,000

*Note: Only one application will be considered per organization. Should you submit more than one application, only the first application received will be considered.*
Application Review Process: Your GCH Grant Reviewer

Each approved applicant assigned a volunteer GCH reviewer who:

- Represents your application including:
  - Conducting a site visit focused on your organization’s leadership; Board engagement; readiness & realism of your project or CBE
  - Preparing one-page summary of your entire application package & presenting a brief (8-10 minutes) oral summary at 1 of 3 GCH Grant Review meetings,
  - Preparing final one page summary for submission to the full GCH voting membership. (Note: Voting members don’t read your application)

- Participate fully in up to 3 application review meetings & assign a rating to each application presented. Ratings are averaged for a final applicant score.

- Each voting GCH member is provided all one page summaries & final average scores for use in making their selections.
Application Content: Avoid These Mistakes

Common reasons for application rejection

- Failure to meet criteria & eligibility, including 2017 mission target areas
- Misalignment with GCH Mission
- Incomplete application, e.g., not including required documents
- Exceeding one inch margin on Part 2 Project or CBE Narrative

Common reasons for lower ranking during application review

- Unclear description of Project or CBE
- Project or CBE budget not distinct
- Not clear how the Project or CBE will be measured
1. Why was the 2017 Grant Process limited to two mission areas?

The Grants Committee reviewed mission areas of 2016 grantees selected by voting members as well as grantee selections made since 2011. Three out of four voting members selected missions related to Poverty Relief and to Health, Mental Health and Aging. In light of these historical voting member preferences, and in line with available Giving Circle funding and volunteers needed for grant review, the 2017 Collective Grant Process is being limited to submissions supporting these two mission areas.

2. How can we make our application more appealing to the GCH?

Submit your information in the order and format listed on GCH Grant Application.
3. What *Project* is the GCH most likely to fund?

We fund only projects & organizations closely aligned with our mission/goals:
- Encouraging community among diverse groups
- Promoting self-sufficiency
- Educating & increasing awareness & action about people in need
- Encouraging partnerships among other organizations

4. What is GCH focusing on when evaluating *Project* applications?

- Projects with lasting impact to clients
- Projects that are performed in collaboration with others
- Excellence in organizational leadership and Board engagement
Frequently Asked Questions (Cont.)

5. If I forget an attachment may I submit it after grant deadline?
   No. Your complete application including all attachments must be received electronically by 5 pm July 21, 2017.

6. What if our umbrella organization’s budget is over $2M?
   You must then demonstrate that you are financially independent by providing your own 501(c)(3) status.

7. May we include our standard marketing materials?
   These are not used in our evaluation process, and will not be distributed to our review committee. Please do not send them with your application.
8. What is GCH focusing on when evaluating a Capacity Building Effort (CBE) application?

A CBE is an activity that improves and enhances a nonprofit’s ability to achieve its mission and sustain itself into the future such as a strategic plan, communication plan, IT strategy or plan; investments in technology; leadership succession planning; social media/ marketing strategy.

We believe there are distinct attributes of successful Projects vs. successful CBEs. Review of a CBE application focuses heavily on the capacity of your organization to complete the effort and on your leadership’s commitment to it. These are important attributes for projects, but critical attributes for CBE.

9. Is the signature of the Executive Director enough? Yes.

June 23, 2017
Final Review: 2017 GCH Grant Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Period</th>
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<tbody>
<tr>
<td>A complete set of all grant materials are due only by softcopy via email no later than 5 PM</td>
<td>Friday July 21, 2017</td>
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<tr>
<td>Pre-screening Process Complete</td>
<td>No later than August 31</td>
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<tr>
<td><em>Grant Sub-Circle</em> Review &amp; Ranking</td>
<td>September 1 – October 12</td>
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<tr>
<td>2017 Grantee Recognition</td>
<td>TBD – February 2018</td>
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Grants@givingcircleofHOPE.org