

## BPI Grant Guidelines 2019



### **Our Mission:**

Through engagement and encouragement, the Black Philanthropy Initiative (BPI) educates people to utilize their philanthropic strengths of time, talent, and treasure to impact meaningful change and address identified needs in the black community.

### **How:**

*Rethinking Philanthropy:* Building on the traditions of sharing in the black community, BPI serves as a model of rethinking philanthropy in Forsyth County. BPI's vision is to expand the concept of philanthropy to include the investment of time, talent and treasure – acknowledging that the powerful history of giving in the black community is a great example of what philanthropy should be.

*Grant Making:* Providing small impactful grants to local programs and initiatives that seek to address systemic racial inequities, and close wealth and achievement gaps to improve outcomes for blacks in Forsyth County.

*Advocacy:* Providing opportunities and supporting efforts to educate our community on the current effects of systemic inequities and how to advocate for issues that affect the black community so that we may work collectively toward achieving a more equitable and prosperous Forsyth County.

### ***BPI Grants Program***

BPI makes grants to local programs and initiatives that seek to advance racial equity in education for blacks in Forsyth County, and supports efforts designed to close achievement and wealth gaps. BPI envisions a community where blacks have equitable access and opportunity to thrive as contributing members of our community. The program seeks to improve outcomes for blacks in Forsyth County because we know that as we improve conditions for communities of color, all of Forsyth County will benefit as a result.

### ***What and Who We Fund***

BPI funds proposals that support issues impacting the black community in Forsyth County. Our grantmaking has a primary focus of *Advancing Racial Equity in Education* – specifically post-secondary education pathways, talent development and career advancement – so that everyone can gain access, advance, and have the support needed to thrive.

Our grantmaking emanates from our 2018 research report, *Rethinking Philanthropy: An Exploration of Black Communities in Forsyth County*. This report reflects the impact of systemic inequities disproportionately affecting the black population and provides a brief historical context that helps explain why current outcome

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disparities look the way they do in Forsyth County. In addition, the report reveals that for blacks, going to college isn't enough to overcome racial wealth disparities when compared to whites, considering generational cycles of poverty and the lack of wealth accumulation.

Therefore, BPI seeks to support proposals that address outcome gaps in the education-to-career continuum within the following focus areas: post-secondary education pathways; talent & workforce development; career advancement; and economic security & mobility. We welcome pilot projects or programs that explore innovative approaches to creating pathways to family-sustaining work that allows blacks to build more wealth and thrive as successful members of our community.

Some examples of approaches within the four funding priorities are listed below:

- **Post-Secondary Education Pathways**
  - Supporting black low-income and/or first-generation student access to higher/technical education, and successful completion
  - Programs that expand, improve and/or develop and support technical education and non-traditional students
  - Provide resources and/or enhanced networks for black high-school students to navigate the college admissions process.
  
- **Talent & Workforce Development**
  - Provide education/skills, networking, training programs that prepare and support jobs with career ladders (particularly in non-traditional fields)
  - Programs that encourage collaboration between educators and employers seeking to advance job-applicable skills
  - Increase black's participation in programs providing job-skills in high-growth industries
  
- **Career Advancement**
  - Provide access, education, training, internship, networking opportunities for high-income career paths, including non-traditional fields
  - Opportunities for black students to have increased access to paid internships, residency program opportunities, etc.
  
- **Economic Security & Mobility**
  - Build assets to meet short-term and long-term needs
  - Campus-level initiatives to support and retain low-income students (e.g. food pantries, subsidized or no-cost daycare, etc.)

### ***Through a Lens of Race***

*A racially equitable* society is one where the distribution of resources, opportunities, and issues is not determined or predictable by race. BPI strives to support programs that address racial disparities for the black population in Forsyth County. Preference will be given to those programs that:

- Strategically use a racial equity lens to inform how they develop and implement programs;

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- Organizations and programs that invest directly in predominately black neighborhoods (including 27101, 27105 and 27107); create resources and opportunities for low-income families in these neighborhoods to develop skills needed to address and overcome associated barriers; and
- Black led organizations (where black board membership is greater than 50%)

***Why we use Black and not African-American:*** We define “black” to include the geographical and cultural traits that defines black people as people of African descent, including Africans, African-Americans, Afro-Caribbean’s, Afro-Latinos and people of mixed ancestry who identify as being black; either alone or in combination with one or more other races.

### ***Categories of Funding***

We may support:

- *Program or Project grants:* To support existing programs or projects or to start new programs or projects.
  - Funding for one-time events or for media and art projects will be considered if they are part of a larger strategy that otherwise meets the funding criteria.
- *Planning grants:* To develop new programs or to modify existing programs to better meet the needs of the black population in Forsyth County.
- *Collaboration grants:* To provide funding to bring together groups in collaborative or cooperative projects that will yield greater impact than the groups would be able to achieve on their own.
- *Evaluation grants:* To evaluate the impact on the black community of an existing or new program that meets the funding criteria (evaluation funding may also be included in a program or project grant request).
- *Research grants:* To support social sciences research on issues that impact the black population in Forsyth County. Requests for research funding will be considered if the research will have a direct application to implementing a program to address the root causes of a problem or to create social change around an issue.
- *Pilot Programs:* Initial small-scale projects that are used to assess the viability of program ideas.

### ***BPI will not fund the following types of projects:***

- Programs or organizations that discriminate based on ethnicity, race, color, creed, religion, national origin, gender, age, disability, marital status, sexual orientation, gender identity, or veteran’s status
- Programs that proselytize or promote any particular religion or sect, or deny services to potential beneficiaries based upon religious beliefs
- Individuals, including direct scholarships
- Scholarship funds for general educational programs. Funds to support educational expenses will be considered if tied to the focus areas in these guidelines. This funding should be part of a larger program.
- Programs that focus only on providing subsidies for child care, health insurance, housing, or any other similar services (a small portion of the project budget may be used for these items if they are part of a larger project)
- Programs that focus only on providing direct financial assistance to meet the immediate needs of individuals (a small portion of the project budget may be used for these items if they are part of a larger project)
- For-profit organizations
- General operating expenses (such as rent, utilities, etc.)
- Capital campaigns, annual campaigns or fundraising events, endowment campaigns, or retirement of debt
- Direct clinical services, individual medical procedures, the purchase of medical supplies or medications. Funding to support medical supplies will be considered if it ties to the focus areas in these guidelines.

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- Biomedical research
- Political campaigns or other partisan political activity

### *Grant Cycle and Award*

The Winston-Salem Foundation advises the committee on the amount available to award each year, usually up to \$5,000. An organization may submit one application per grant cycle for any amount up to \$5,000 for the first year. The committee has discretion as to the award amount to recommend.

- Same Organization, Same Program - Additional Year Funding  
An organization may apply for funds for 2 consecutive years for the same program. However, the amount for year two is limited to no more than \$2,500. For example, Agency A was awarded \$4,000 for program XYZ in 2015. Agency A would be eligible to apply for up to an additional \$2,500 for program XYZ in 2016. After 2016, it would not be eligible to apply for additional funding for program XYZ.
- Same Organization, Different Programs  
There are no restrictions on the number of years an organization may apply for funds for different programs. However, once an organization has received 2 different BPI grants, priority will be given to prospective first and second-time applicants/recipients during the year in question. For example, Agency 1 received a grant for program ABC in 2012. Agency 1 then applied and received a grant for program DEF in 2015. Although Agency 1 may apply for a grant for program GHI in 2016, priority will be given to first and second timers.

### *Application Timeline:*

**April 29 – BPI Grant Applicant Workshop (optional)**  
**May 15 – Full application due by 5:00 pm (no exceptions)**  
**June 10 – Notification of proposal status**  
**July 29 – Notification of funding decisions**

### *How to Apply*

- **Submitting Applications:**
  - The link to the application can be found on The Winston-Salem Foundation website at [www.wsfoundation.org/strategic-initiatives/black-philanthropy-initiative](http://www.wsfoundation.org/strategic-initiatives/black-philanthropy-initiative) - scroll down to the “Grants” section. If you have questions, contact Andrea Hulihan at [ahulihan@wsfoundation.org](mailto:ahulihan@wsfoundation.org) or 336-714-3467.
- **Applicant Workshop:**
  - The Black Philanthropy Initiative invites you to attend our applicant workshop. **You do not need to attend a workshop to apply**; however, the workshop will provide an overview of the guidelines and provide an opportunity to ask questions about the guidelines and the application process.

**Monday, April 29, 2019, 6:00-7:00 pm**

The workshop will take place at **The Winston-Salem Foundation, Neil Boardroom, 3<sup>rd</sup> floor, 751 West Fourth St.** **RSVP Online at:** [https://www.surveymonkey.com/r/BPI\\_APP\\_RSVP19](https://www.surveymonkey.com/r/BPI_APP_RSVP19)