



751 West Fourth Street, Suite 200
Winston-Salem, NC 27101
womensfundws.org
(336) 725-2382

Grant Guidelines

ABOUT THE WOMEN'S FUND

The Women's Fund of Winston-Salem is a community of passionate women creating social change through the power of collective giving. Established in 2005, The Women's Fund of Winston-Salem engages our community to build economic security for women and girls in Forsyth County.

GRANTMAKING FOCUS & ELIGIBILITY

The Women's Fund supports work that builds economic security for women and girls to create more equitable outcomes in Forsyth County. Economic security is fostered when women and girls have access to the resources and opportunities needed to thrive, including financial stability, the ability to meet their basic needs, and the removal of systemic barriers that hinder economic advancement. We believe that women and girls thrive economically when they are treated with dignity, have equitable access to financial services and resources, and are supported in both immediate stability and long-term economic growth.

Organizations must also meet the following eligibility requirements:

- **make an impact on women and girls in Forsyth County, NC.**
- **be implemented by a 501 (c)(3) public charity, a government or public agency, or a faith-based organization. Organizations that do not have a 501(c)(3) may utilize an organization with one to serve as their fiscal agent.**

PRIORITIES

Based on research from our 2020 *Through a Gender Lens* report and insights as a funding initiative, we know that systemic barriers have led to the gender and racial disparities we see in our community. Structural racism and implicit bias within philanthropy limit the amount of power and resources allocated to work led by people of color, women, and organizations with smaller budgets. Leaders of color often have less access to networks of funders than their white peers and experience mistrust and microaggressions from funders and colleagues, resulting in burden and burnout. Leaders of color and organizations with smaller budgets also face arduous grant application processes, given that they are under-resourced and without funder networks, which delays or jeopardizes their work.

To create a more equitable process, The Women's Fund will prioritize those applicants that meet one or more of the following criteria.

- **Organizations with annual revenue of \$250,000 and under**



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- **Organizations led by women of color and focused on working with women and/or girls of color ***
- **Organizations that actively engage women and/or girls with lived experience in the design or implementation of the proposed programs or work****

***Note on *led by women of color*:** The Women's Fund defines *led by women of color* as organizations with more than 50% of the organization's decision-makers identifying as women of color. This can include executive leadership, board, program managers, etc.

****Note on *active engagement*:** The Women's Fund defines an organization or a project that actively engages women and girls with lived experience as one that goes beyond solely considering the number or percentage of women/girls served. The organization or program considers the unique and varied experiences of women and girls during the design and/or implementation of the proposed program or work.

FUNDING RESTRICTIONS

Below are examples of the types of grants The Women's Fund **will not support**:

- Programs or organizations that discriminate on the basis of 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.
- Capital campaigns, annual campaigns or fundraising events, endowment campaigns, or retirement of debt.
- Biomedical research.
- Political campaigns or other partisan political activity.

ADDITIONAL INFORMATION

The Grants Process

Organizations can submit one application for a **maximum of \$20,000**. The Women's Fund does not partially fund applications. If awarded funding, organizations will receive the full amount requested.

Grant applicants who meet the eligibility requirements participate in a virtual site visit in August. The virtual site visit is a structured component of the grant review process designed to ask targeted questions about each proposal and gather additional information to support evaluation. During this phase, all applicants are asked a consistent set of questions aligned with the evaluation criteria. Responses are used to clarify key aspects of program design, implementation, and anticipated impact, ensuring that all proposals are reviewed using a shared understanding and consistent approach.



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Following site visits, proposals are reviewed to identify those that most strongly align with the Women's Fund's priorities. In September, selected proposals are presented to the Women's Fund membership for its voting process. Proposals that meet one or more of the priorities above are more likely to move forward for member voting. Grant decisions are ultimately made by The Women's Fund membership. Those selected by the membership to receive grants will be announced at the Women's Fund's annual luncheon in November.

Funding Available

Historically, we have granted more than \$100,000 annually to six or more organizations. The total amount of grant funding available each year is determined by membership fees and other contributions received. Because the size of the grant requests, number of Women's Fund members, and amount of other contributions vary each year, we are unable to predict how many organizations will receive funding annually.

APPLICATION TIMELINE

May 4: grant application opens

June 15: application closes at midnight

End of July: notification of proposal status

August 3 -21: virtual site visits (if applicable)

October 16: notification of funding decisions

November 4: grant awards announced at annual luncheon

HOW TO APPLY

Visit womensfundws.org/our-work/grantmaking to submit an online application by **midnight, Monday, June 15**. All applicants that meet the basic eligibility requirements will participate in a virtual site visit in August with Women's Fund staff and volunteers. When completing the application, you will be prompted to schedule a time for your organization's site visit.

FOR MORE INFORMATION

We are available to talk through any proposal ideas you may have and answer any questions about the application process. To schedule a conversation, please email info@womensfundws.org.