



The **W**OMEN'S FUND  
of WINSTON-SALEM

*2020*  
*Grant Guidelines*

*Applications Due:* June 26, 2020

Grant Process begins May 15, 2020

Grant Process ends November 17, 2020

## Our Mission

The Women's Fund of Winston-Salem engages our community to build economic security for women and girls in Forsyth County.

How we work:

**Women's Philanthropy:** Promoting the collective economic impact of women and girls who invest their time, talent, and treasure for women and girls in our community.

**Grantmaking:** Providing grants to local programs and initiatives that address social issues impacting the economic security of women and girls in Forsyth County.

**Advocacy:** Providing opportunities and supporting efforts to educate our community on current and emerging issues that affect the economic security of women and girls in Forsyth County.

## Our Vision

We envision a community where women and girls:

- have equal opportunities, skills, and resources to be independent, self-sufficient, and contributing members of the community
- are healthy and live in homes and communities without fear of violence
- are empowered and equipped to be leaders in the community
- are supported in their roles in their families, regardless of their family structure
- are active philanthropists who share their time, treasures, and talents to improve the community regardless of their economic status

## Our Values

These values guide the judgments and actions of The Women's Fund of Winston-Salem as we work together to carry out our mission and achieve our vision.

- **Philanthropy:** We believe that encouraging and valuing the investment of time, talent, and treasure can result in systemic change for women and girls in our community.
- **Inclusion:** We strive for a community where women and girls of all backgrounds – including diversity of race, age, ability, culture, economic status, education, ethnicity, religion, and sexual orientation— are engaged at all levels of society so that their unique backgrounds, talents, and beliefs may serve to enhance our community and one another.
- **Community:** We believe that providing leadership that focuses on the needs of women and girls helps build and strengthen our whole community.
- **Empowerment:** We believe that all women and girls are able to effect change in their lives, organizations, and communities.
- **Social Justice:** We strive to raise the status of women and girls until their value, worth, and dignity are fully respected, and until all women are treated fairly and equitably.

## Our Members

Our membership model is one of the things that makes The Women's Fund unique. A diverse group of over 800 members has come together and pooled their financial resources to make grants to impact the lives of women and girls in our community. In addition to providing funding, our members participate in the grantmaking process by voting for the organizations and programs that will receive funding.

The Women's Fund of Winston-Salem is an advised fund of The Winston-Salem Foundation.

## Our 2020 Grant Program

The Women's Fund provides grants to organizations to ensure that all women and girls in Forsyth County have equal opportunities and the skills and resources to be independent, self-sufficient, and contributing members of the community. Our 2020 grant program will provide grants of up to \$15,000 to organizations of all sizes.

Because the unprecedented 2020 COVID-19 pandemic is making the inequities in our community more pronounced, we are committed to reducing what we ask of our nonprofit partners in the application process. We are also making new grants as unrestricted as possible in order to be more responsive to what is happening to women and girls in our community during this time.

Two significant changes we are making for the 2020 grant cycle:

- Allowing organizations to apply for general operating expenses and general programmatic expenses
- Removing the requirement that organizations requesting support for previously-funded programs must step-down their request amount

## Who and What We Fund

### Eligibility

- **Proposals must have a focus on economic security.**  
We will support programs that impact economic security for women and girls in Forsyth County. Our grantmaking focus comes from our 2015 research report [\*A Second Look - Through a Gender Lens: The Economic Security of Women and Girls in Forsyth County\*](#). Applicants are strongly encouraged to review the report and its specific program and policy recommendations, but you are not limited to these examples of approaches.
- **Proposals must have a gender focus and impact Forsyth County women and girls.**  
Gender focus means that the program recognizes that gender can powerfully affect experience and opportunity. Social and cultural expectations may vary based on sex, as can men's and women's reactions to a program's design. Gender roles may also vary based on cultural differences. When using a gender focus in designing a program, all of these issues are considered.
- **Proposals must be submitted by an organization or a fiscal agent that is either:**
  - A nonprofit exempt under Section 501(c)(3) of the Internal Revenue Code and classified as "not a private foundation" under Section 509(a)
  - A government or public agency
  - A church or other nonprofit faith-based organization

## We believe it is especially important for us to support programs that:

- address concentrated poverty and poverty in African-American and Hispanic/Latino communities, as identified in [Forsyth Futures' 2017 Forsyth County Poverty Study](#).
- strive to serve low-income women and girls.
- engage people with lived experience, by involving women and girls in defining their needs and the solutions to their problems.

## We 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

The Women's Fund Grants Committee will work with staff to determine eligibility after reviewing applications. Grant applicants who meet the eligibility requirements will be invited to discuss their request in greater detail with staff and Women's Fund volunteers in August to help the Grants Committee determine which proposals are presented to the Women's Fund membership for its voting process. Those selected to receive grants will be announced at the Women's Fund annual luncheon in the fall.

## Funding Available

Organizations may request between \$2,500 and \$15,000. The total amount of grant funding available each year is determined by membership and other contribution amounts received by the end of our fiscal year, which is June 30. Historically we have granted more than \$100,000 annually. Because the size of the grants will vary, it is hard to determine how many organizations will receive funding each year, although we typically have funded six or more grants.

## Repeat Grants

Organizations requesting support for previously-funded programs may reapply for the same program, provided that all required progress reports have been submitted on time and that the project/program meets the current guidelines. Funding for the same project/program cannot exceed three times.

Because of the unprecedented 2020 COVID-19 pandemic, this year we are temporarily suspending the requirement that organizations must step-down their request amount for previously-funded programs. If support is requested again, the amount can be up to the same amount previously awarded. However, The Women's Fund cannot guarantee that agencies will receive repeat funding.

# Application Timeline

May 28	Optional Grant Applicant Workshop
June 26	Full Applications Due (no exceptions)
July 22	Notification of proposal status
August 10 - August 28	Site visits (if applicable)
September 8	Agencies notified if they advance to member voting
Sept. 18 - Oct. 11	Member voting period
October 21	Notification of funding decisions
November 17	Grants officially awarded
January 1, 2021 or later	Grant start date

## How to Apply

The link to the application form can be found on The Women’s Fund website at [www.womensfundws.org](http://www.womensfundws.org) in the “Grants” section under “Application Forms.” If you have questions, contact [ahulighan@wsfoundation.org](mailto:ahulighan@wsfoundation.org) or (336) 714-3467.

### Thinking about applying? Not sure your program meets the guidelines?

Applicants are strongly encouraged to contact Andrea Hulighan, the Director of Strategic Initiatives for The Winston-Salem Foundation, prior to completing the application to discuss proposal idea(s) and to ask any questions about the application process. **Andrea can be reached at (336) 714-3467 or [ahulighan@wsfoundation.org](mailto:ahulighan@wsfoundation.org).**

#### Applicant Workshop

The Women’s Fund of Winston-Salem invites you to attend a virtual applicant workshop. You do not have to attend a workshop to apply; however, the workshop will include an overview of the guidelines and application process and provide the opportunity to ask questions.

Wednesday, May 28, 2020, 5:30 - 7:00 p.m.

**RSVP:** [https://www.surveymonkey.com/r/WF\\_WORKSHOP20](https://www.surveymonkey.com/r/WF_WORKSHOP20)

Those who RSVP will receive a link to the virtual meeting. If you are unable to participate live, we will have a recording of the workshop available after the 28<sup>th</sup>.