



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

2021 Grant Guidelines

Applications Due: June 21, 2021

Grant Process begins May 17, 2021 and ends November 17, 2021

WHO WE ARE

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:

Philanthropy: Promoting the collective economic impact of women who invest time, talent, and treasure in women and girls in our community

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

Advocacy: Providing opportunities and supporting efforts to educate our community on the 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.



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- **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 can 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 so that all women are treated fairly and equitably.

Our Members

The Women's Fund's membership model is one of the things that makes us unique. Our diverse group of hundreds of members comes together and pools their financial resources to make grants to impact the lives of local women and girls. 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 2021 GRANT PROGRAM

In 2020 we quickly recognized the detrimental impact the COVID-19 pandemic was having on our community and committed to reducing what we asked of our nonprofit partners in the application process. One year later, we see how women and communities of color have been disproportionately affected and how the pandemic has only amplified systemic racial and gender inequities that have been in existence for centuries. We see how hard our grantee partners have been working to address these issues, and we remain committed to putting less burden on them. The Women's Fund also recognizes the importance of making grant funding as unrestricted as possible so nonprofits can be more flexible as they support local women and girls, particularly those of color.



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More specifically, we have committed to:

- allowing organizations to apply for program expenses (including overhead associated with a program) or general operating support. (Note: Organizations applying for general operating support must show that all of their programs/work meet the eligibility criteria below. Organizations applying for program support must show that the program meets the eligibility criteria below.)
- 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.**
The Women's Fund believes having economic security is key for all women and girls in our community to thrive. Our 2020 *Through A Gender Lens* research report highlights some of the systemic barriers that have led to the gender and racial disparities we see in our community and provides data in four key areas: Business and Employment, Economic Self-Sufficiency, Education, and Housing and Homelessness. Applicants are strongly encouraged to review the report before applying and to emphasize how their proposed program or work will increase economic security and/or mobility for women and girls.
- **Proposals must have a gender focus and impact women and girls in Forsyth County.**
Gender focus is not based on the number or percentage of women/girls served. 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. Grant applicants must demonstrate how the unique and varied experiences of women and girls were considered during the design and/or implementation of the proposed program or work.
- **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.

Note for General Operating Support: Because general operating support is not tied to a particular program or outcome, it is important that applicants that choose to apply for general operating support are fully aligned with The Women's Fund's mission and goals. Therefore, if you are applying for general operating support, all of your programs/work must meet the economic security and gender focus criteria above.



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Priorities

While grant decisions are ultimately made by The Women's Fund's membership, applicants that meet one or more of the following criteria will receive priority during the review process:

- Newly-established organizations less than five years old
- Smaller organizations with annual revenue under \$250,000
- Organizations led by women of color focused on working with women and/or girls of color
- Organizations that engage women and/or girls with lived experience in the design and/or implementation of the proposed program or work

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. Proposals that meet one or more of the priorities above will be 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 the fall.

Funding Available

Organizations may request a maximum of \$15,000. The total amount of grant funding available each year is determined by membership fees and other contributions received by the end of our fiscal year, which is June 30. Historically we have granted more than \$100,000 annually.



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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 COVID-19 pandemic, we are continuing to temporarily suspend 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 27	Optional Grant Applicant Workshop
June 21	Full Applications Due (no exceptions)
July 21	Notification of proposal status
August 9 - August 27	Site visits (if applicable)
September 11	Agencies notified if they advance to member voting
Sept. 21 - Oct. 10	Member voting period
October 22	Notification of funding decisions
November 17	Grants officially awarded
January 1, 2022 or later	Grant start date

HOW TO APPLY

[Apply online](#) through Monday, June 21. 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.

Applicant Workshop

Another way to learn more about our grants process and to ask questions is to attend our virtual applicant workshop on **Thursday, May 27 from 5:30 to 6:30 PM**. You do not have to attend a workshop to apply; however, the workshop will include an overview of the guidelines and application process, and we'll provide the opportunity to ask questions. [Register here](#)

(A Zoom link will be sent to all registrants shortly before the workshop.)