



Fund for Louisville Capacity Building Grants

**Information Session
Friday, June 3, 2016**



The Agenda for Today

1. Introduction to CFL
5 minutes
2. Capacity Building Definition & Examples
15 minutes
3. Technology
10 minutes
4. Criteria, Letter of Intent, Application, and Evaluation
20 minutes
5. Next Steps, Resources, & Questions
10 minutes



Part 1 of 5: Introduction to CFL




The Community Foundation of Louisville

- Mission: Connect donors, nonprofits and civic partners to create lasting impact in our community.
- Vision: A place where people and place thrive.
- In 2015, the Community Foundation made over 10,500 grants totaling \$49 million to local, national and international nonprofits.



What is the Fund for Louisville?

- CFL's largest unrestricted grant making fund
- Supports the community today and provides flexibility to respond to emerging needs and opportunities in Louisville
- Additional gifts from Lift a Life Foundation and an anonymous donor extend the funds available.



Part 2 of 5: Capacity Building Definition and Examples



What is Capacity Building?

"Great programs need great organizations behind them."

An investment that strengthens a nonprofit's efficiency, effectiveness, and/or sustainability.



In General, the Most Successful Capacity Building Projects...

- Address issues that affect the organization as a whole, rather than a single department or program
- Come at a strategic moment for the organization, such as a leadership transition, a period of rapid growth or expansion, or significant change in a program or income stream
- Are focused on a single problem or issue, rather than a patchwork of unrelated problems or needs
- Are critical to the organization's long-term success in achieving its mission

Excerpted from The Meyer Foundation



Capacity Building Examples

Planning / Assessments

- Executive transition
- New program or market feasibility study
- Strategic planning
- Perception surveys
- Needs assessment
- New fundraising plan

Training

- Train/develop next tier of leadership
- Board development/training
- Technology skills training
- Business analysis and planning skills
- Marketing and communications training
- Team-building efforts

Other

- Strategic mergers or collaborations
- Data collection / impact evaluation efforts
- Strengthen volunteer or alumni programs (if these program impact the entire organization)
- Technology upgrades – hardware, software, websites, etc.



A Program / Operations Request vs. a Capacity Building Request

An education-focused nonprofit wants to add a significant, new program. They want to know: Will this program add value? What kind of staff and funding do we need to start and sustain?

So they seek a capacity building grant to determine if it's feasible for the organization to add this program.

Is this capacity building?

Yes

A program feasibility study allows nonprofit to answer key questions that affects current work and their long-term sustainability.



A Program / Operations Request vs. a Capacity Building Request

An arts-oriented nonprofit wants to enhance their education programming. They want funds to hire a retired art educator to create a new summer arts program for at-risk youth.

Is this capacity building?

No

While we love quality arts programs, this project is focused on creating a specific program and hiring a staff person to run the program, which does not build the organization's capacity in a sustainable manner.



Not Capacity Building

(for Purposes of this Grant Program)

- A new staff position
- Pay an existing staff person to do work described in her/his job description
- Expendable supplies (paper, printed materials, food, etc.)
- Operating or program funds
- A media campaign
- Expanding programming from one site to additional sites

If in doubt, please call Liz!



Part 3 of 5: Technology



What do we mean by “technology?”

- A growing need for most organizations; can increase organizational efficiency and effectiveness
- New hardware (desktop, laptop, or mobile computers)
- New software (donor or financial management or products that impact the entire organization vs. one program)
- New or upgraded websites (to make websites mobile-enabled or enable staff to update the site)
- Scanners, printers, etc. that impact the entire organization



Technology - Considerations

- Does your organization have a solid technology foundation – does each full-time staff member have a computer with internet access? Do you have security software and a file server? – that can support the software or social media product you wish to acquire?
- Do potential users have (or can they develop) the skills and desire to adapt to the use of new technology?
- Budgeting for training costs and annual maintenance or upgrade costs
- How you can cross-train staff so more than one person can use the new technology

A good resource: IdealWare, a nonprofit whose mission is to help nonprofits make smart technology decisions.

<http://www.idealware.org/>



Part 4 of 5: Criteria, Letter of Intent, Application, and Evaluation



Capacity Building Grant Criteria

- Louisville-based nonprofits OR majority customers/beneficiaries in Louisville.
- Grants of any size, up to \$20,000.
- Grant request must make up 50%+ of the total capacity building project budget.
- Up to \$270,000 available.
- Half of the awards to nonprofits <\$1M annual revenue.
- Grants made Dec. 2016 and may be expended from Jan. 1 – Dec. 31, 2017.
- 2016 capacity building grant recipients may not apply for a 2017 grant; past grantees may apply



COMMUNITY FOUNDATION OF LOUISVILLE

Logon Page

Email Address*

Password*

[Forgot your Password?](#)

or

**Welcome to the Community Foundation of
Louisville's Online Grant System!**

To apply for open grant opportunities, please log on. If your organization has applied for a grant from the Community Foundation of Louisville using this site, please do not create a duplicate account. If you forgot your password, please select "Forgot your password?" and a link to reset your password will be emailed to you.

If this is the first time your organization has utilized this system, please click "Create New Account." Once you have created an account, you will be able to save and revisit your application.

If you need additional assistance, please contact Liz Alkire at LizA@cflouisville.org or 502-585-4649.



Step 1: Letter of Intent

Open now until July 8. Two sections:

- 1. Organizational Overview:** Mission, Primary Programs, Community Needs Addressed, Why Invest in Capacity Building Now?
- 2. Project Overview:**
“Elevator speech,” How does project effect long-term efficiency, effectiveness, or sustainability?
Project Objectives. Is it a technology request?



Examples of Project Objectives

- Evaluate the feasibility of a merger with X nonprofit
- Improve the sales and communication skills of our staff
- (*with new software*) reduce staff time required to create electronic newsletters
- Design, develop, and implement a new approach to volunteer recruitment and retention
- Develop new marketing messages and strategies



Step 2: Application

Select organizations are invited to submit. Four sections:

1. Organizational Overview:

Annual revenue, board members, staff, three years of financial info.

2. Capacity Building Project Details:

Organizational impact, staffing plans.

3. Technology-related Questions:

If a tech request, additional technology-related questions. If not a tech request, please skip this section.

4. Capacity Building Project Budget:

Total cost, amount requested from CFL, the difference, & detailed project budget



Examples of Organizational Impact

- Once the staff leadership training is complete, we can promote from within to fill X# of expected vacancies/new positions, thereby reducing recruitment costs for new leaders, which typically run \$X/position.
- Staff spend X hours creating and distributing newsletters now; we anticipate staff will spend X% less time when this project is complete
- Our organization will have X# more volunteers and analysis of pre- and post-survey data will show that volunteers feel more connected to the organization as a result of this project.
- Our organization will secure accreditation that allows us to apply for funds from national and corporate foundations for the first time.



Technology-Specific Questions

Yes/No Questions

- Reliable access to own computers with Internet access?
- Have a database to track and manage donor and constituent information?
- File server? Website?
- Issue periodic e-news or web-based communications?

Please explain

- The organization's technology-related challenges and how grant may help.
- How organization has considered and budgeted for costs and time associated with: Installation, configuration, data migration, training, ongoing maintenance/support?



How will the Letter of Intent be Evaluated?

- Is it a capacity building request?
- Is the project well-defined?
- Is the organization well positioned to build capacity?
- Will the investment effect the organization's efficiency, effectiveness, and/or sustainability?



How will the Application be Evaluated?

- Evidence of readiness to execute: staff is identified, project details are known
- Organization is financially sound
- Can the organization achieve its objectives?
- If the objectives are achieved, will the organization achieve its intended impact?
- If a tech. request, has the organization thought through all aspects of the request?



Part 5 of 5: Next Steps, Resources, and Questions / Answers



Next Steps

- Letter of Intent open now; due Friday, July 8 at 5:00PM (submit online)
- All applicants notified by July 19.
- Full applications will be requested from selected organizations on 7/19; due August 15 at 5:00 PM.
- Grantees announced mid-December
Funds available to spend Jan. – Dec. 2017

Resources

Fund for Louisville page on the CFL website -- Links to:

<https://www.cflouisville.org/grants-partnerships/fund-for-louisville/>

- LOI and full application in PDF format (*please complete and submit via online site*)
- Link to the online grant website
- Listing of past two years of grantees and project descriptions
- (After today) a link to this recorded Webinar & FAQ

National Council of Nonprofits

- Includes ideas and a list of self-assessment tools and a readiness checklist

<https://www.councilofnonprofits.org/tools-resources/what-capacity-building>

IdealWare

A nonprofit dedicated to helping nonprofits make smart technology decisions

<http://www.idealware.org/>

TechSoup – Canada

- Offers free, nonprofit organizational tech assessment. Download the Excel file to walk through your assessment.

<https://app.box.com/s/2aheewg7gscefepow19ic1vg3wypfp70>



THANK YOU!

Thank you for your interest in the Fund
for Louisville Grants Program.

Questions?

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