

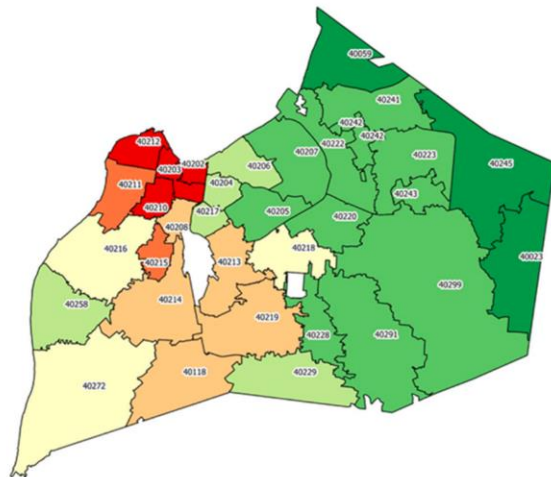


Fund for Louisville 2020 Capacity Building Grants

Information Session
Louisville Central Community Center
Thursday, July 18, 2019

THE COMMUNITY FOUNDATION OF LOUISVILLE

Overview



- Grants up to \$20,000
- IRS 501c3 nonprofit organizations
- Current and significant work in West or South Louisville
- Capacity building – not general program or operations funding



- As we are presenting this information session at the end of a day-long training for Give for Good Louisville, I want to share a quick overview of what this session is about.
- For the next 30 minutes, I'm going to tell you about a grant opportunity from the Community Foundation of Louisville.
- Let's go through the eligibility
- Grants of any size, up to \$20,000
- For IRS 501c3 nonprofit organizations, or charitable projects that are fiscally sponsored by a 501c3 in good standing
- For organizations currently doing significant work in one or more of the ZIP codes highlighted in red and orange on the map – in general, all of the West End, and South End neighborhoods around the airport. This is not a grant to support expansion of your work into these areas. The org "does not" have to be physically located in the zip codes, but must share details of the work there.
- The funds will support capacity building – investments in your organization that result in increases in efficiency, effectiveness, or sustainability (not general program or operations funding)
- If this sounds like an opportunity that may be aligned with the work and needs of your organization, I will share many more details in the next 30 minutes.



Introduction to Fund for Louisville and Capacity Building

What is Fund for Louisville?

- Allows CFL to respond to community's greatest needs and opportunities
- The Fund has offered capacity building grants to Louisville nonprofits since 2013.
- Committed 2018-2020 to fund capacity building for nonprofits working in specific geographies
- Capacity building grants made possible by CFL donors, the Novak Family Foundation, and the James Graham Brown Foundation.



- As a community foundation, CFL holds more than 1600 different charitable funds. The proceeds from these funds are directed by the fund owners, individuals, families, businesses, and organizations that have established them in the last 35 years.
- CFL has the great opportunity to allocate earnings from a number of these funds each year – together, these are called the Fund for Louisville.
- From these funds, we have offered capacity building grants each year since 2013.
- We are honored to have the continued financial support of the Novak Family Foundation and the James Graham Brown Foundation, along with a CFL donor who cares a lot about capacity building.
- These foundations and this individual provide additional grant dollars that are programmed through the grant application process we're talking about today, allowing us to award many more grants that it would be able to award otherwise.

What is capacity building?

- Investment in organization – “behind the scenes” work.
- Over 6 years, 124 capacity building grants used as follows:
 - 50% for technology: hardware (for staff), software, websites
 - 25% for leadership development or staff training
 - 25% for plans of all kinds – strategic, fundraising, marketing



- In the last 6 years, CFL and its partners have awarded 124 capacity building grants totaling more than \$2 million.
- More than half of the funds were used for some kind of technology. “Technology” includes – new software (especially constituent/donor management, accounting, or data tracking/reporting), hardware (new servers, phones), or websites (able to modified by staff)
- About a quarter (25%) are for leadership development or staff training. Leadership development has included sending ED to nonprofit management certification course or to shadow “best in sector” organization leader. Staff training has been a variety of things related to the specific job skills required for the job. For example, staff working with youth have completed training in how to diffuse tough situations, staff with the girl scouts completed sales training, staff at museums have gone to museum specific courses (archiving, etc.)
- And the remaining 25% are for planning of all kinds – organization’s new strategic plan, feasibility study (should we/should we not pursue a new program/service), merger exploration, fundraising/development plan, how to evaluate our work/use data.
- To be clear, this is not a preferred breakdown – we don’t have goals for what percentage of funds each year are allocated to certain types of capacity building

projects.

- So technology, leadership dev/staff training, and planning. Three broad areas and of course, all organizations can benefit from these types of projects, training, and expertise. All are considered capacity building.

Qualities of successful projects

- The time is “right”
- Comes at a “strategic moment.”
- Organization- not single program-focused
- Focused on a single problem or issue vs. many unrelated needs
- Not a short-term fix
- “What will be different about your organization” is clear



In general, the most successful capacity building projects have the following qualities. These are not “requirements” but are characteristics of projects that we’ve seen go well over the last six years.

- Are proposed at the “right” time for the organization. It may be a “nice to have” but not a “need to have.” We are looking for “need to have” requests. Capacity building takes time. It can take staff and the executive director away from managing programs and daily operations. Sometimes the timing isn’t right; if the executive director doesn’t have sufficient board or staff support for the effort or if the organization is too busy focused on other things like a major program initiative or a capital campaign.
- Come at a strategic moment for the organization. This could be a leadership transition, a period of rapid growth or expansion, or significant change in a program or income stream. If your org is anticipating a wave of retirements, which means you need to “skill-up” existing staff to take leadership positions, tell us about that. If changing government requirements impact your organization, requiring new software, or new skills, tell us about that.
- Address issues that affect the organization as a whole, rather than a single department or program. For example, a strategic plan or accounting software address an organization’s daily operations.

- Are focused on a single problem or issue, rather than a patchwork of unrelated problems or needs. For example, requests for new software, a strategic plan, staff training, and a new marketing strategy are less competitive than a request for one of these items.
- Are not intended to be a “short-term fix.” Often the results of a capacity building project take years to realize. We are interested in what may happen short-term and what may happen longer-term as a result.
- We want to know “What will be different about your organization once the project is complete?” – this helps us understand the project in the context of your organization – it’s mission, programs/services – every org is different.

Project Outcomes

Increased Efficiency

This new software will save us 3 hours each week.

Increased Effectiveness

With the skills gained at ABC training, our director can lead a new partnership that we expect will result in XYZ.

Increased Sustainability

After the training we will be able to provide this service in-house, and save \$X/year because we no longer have to pay outside vendors to do the work.



- CFL and its partners fund capacity building because we desire to support increases in efficiency, effectiveness and/or sustainability in the organizations that receive the grants.
- So in the application, we seek evidence of how the proposed project will accomplish one or more of these outcomes.
- I'll offer some tangible examples of two past grantees in a moment, but in general, the statements beneath each outcome offer a very high-level/generic picture of what we seek.

We cannot fund

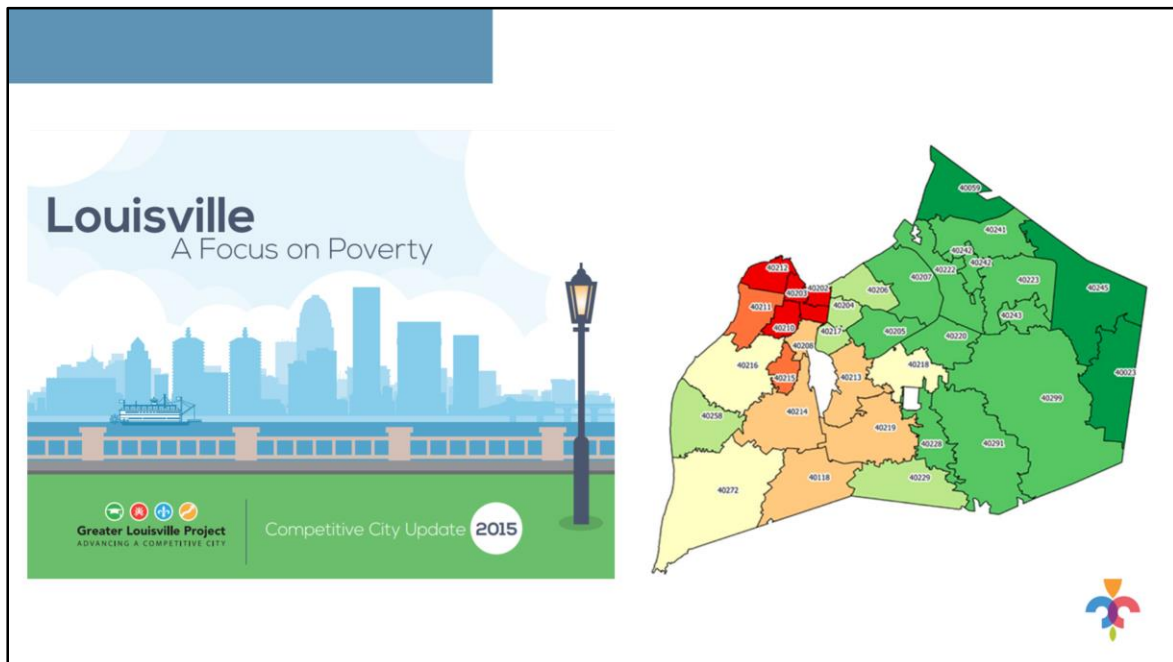
- A new staff position
- Pay an existing staff person to do work described in her/his job description (unrelated to the capacity building project)
- A computer lab for clients' use
- Creating a new program
- Operating or program funds
- A media campaign (for example, printing fliers, buying ad space, social media buys, etc.)
- Expanding programming from one site to additional sites
- A contract/temporary position to raise funds for one year



- CFL certainly understands that adding a program, or expanding a program to a new location, or hiring a staff person or a development person certainly adds capacity today.
- But for purposes of this grant program, the items in the table are not considered capacity building requests.
- Many capacity building projects may require outside help. Staff costs to carry out project-specific work are allowed, as long as the percentage of salary is realistic and as long as the time/work is tied to the deliverable (what tangible skills/knowledge/equipment/plan is left after the grant period ends?)
- If in doubt, call/email Liz – liza@cflouisville.org or 502-855-6965.



Strategic Focus



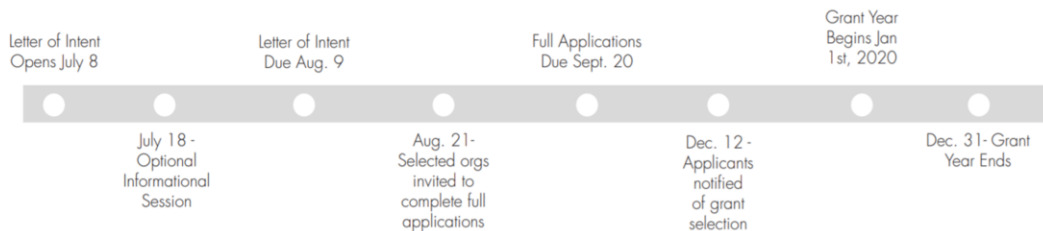
- Released in 2016, the Greater Louisville Project report, “A Focus on Poverty,” highlighted multiple forms of poverty for the first time at a neighborhood level.
- The GLP reproduced the data at a zip code level, allowing us to see clearly 11 zip codes, representing 30% of Louisville’s population, most impacted by longstanding disinvestment.
- CFL responded in 2017 by refocusing the capacity building grants to strengthen the capacity of nonprofits doing substantial work in these zip codes
- CFL will award grants, up to the funds available, to nonprofits that are:
 - Doing substantial work in one or more of these zip codes, located in the Western or South Central parts of our community: 40202, 40203, 40208, 40210, 40211, 40212, 40213, 40214, 40215, 40219, 40118.
 - Have a capacity building need that is timely, well planned, and will have impact that is able to be measured or recognized by the organization.



Grant Criteria

Grant Criteria

- Grant size: Up to \$20,000.
- CFL wants to fund 50% or more of the project cost
- Up to \$374,000 available (anticipate awarding 22-23 grants)
- CFL will seek to balance grants to larger and smaller nonprofits (based on annual revenue of applicants).
- CFL will fully fund selected grant requests (it will not provide partial awards).



- Grants may be requested for any amount, up to \$20,000.
- Grant request must make up 50%+ of the total capacity building project budget.
- Up to \$374,000 available.
- CFL will seek to balance grants to larger and smaller nonprofits (based on annual revenue of applicants).
- Grants will be made Dec. 2019 and may be expended from Jan. 1 – Dec. 31, 2020.
- 2019 capacity building grant recipients may not apply for a 2020 grant; past grantees and all other nonprofits that qualify may apply.
- The application process for a 2020 capacity building grant begins with a Letter of Intent available on our grant website starting July 8, 2019.
- A full application will be requested from selected submissions in late August, and grant recipients will be announced in mid-December 2019.
- The Foundation will fully fund selected grant requests (it will not provide partial awards).



Examples

Green Hill Therapy (2016)

Provides year-round physical and occupational therapy in combination with hippotherapy and aquatherapy to children with special needs

Capacity challenge: Phones and WiFi insufficient. Unable to effectively resolve insurance claims, use new mobile fundraising software, or remote billing system with current technology.

Proposed project: purchase new phones and properly-sized antenna.

Results

- Increased efficiency: cell phones work so can reach staff on property (saving staff time) and fundraising event's gift processing time significantly reduced
- Increased sustainability: sustained increase in therapy revenue b/c could resolve insurance claims

Green Hill Therapy (a 2016 grant recipient; prior to the current focus on organizations working in West and South End zip codes)

Org overview: provides year-round physical and occupational therapy in combination with hippotherapy and aquatherapy to children with special needs, regardless of their ability to pay (on rural property in Eastern Jefferson County).

Capacity challenge: Phones and WiFi insufficient. Most revenue comes from insurance so have to stay on the phone with agents to resolve claims. Couldn't use new mobile fundraising software b/c we don't have strong wifi, and couldn't use new remote billing system that required new phones.

Proposed project: purchase new phones and properly-sized antenna.

Results

Increased efficiency: cell phones work so can reach staff on property (saving staff time) and fundraising event's gift processing time significantly reduced

Increased sustainability: sustained increase in therapy revenue b/c could resolve insurance claims

Paws With Purpose (2014)

Provides highly trained assistance dogs as partners to adults and children with disabilities or other special needs, free of charge.

Capacity challenge: needed accreditation from national accrediting body in order to raise funds from some national foundations

Proposed project: pursue accreditation by increasing hours of a staff person from 10 to 20 hours a week for six months with a deliverable of all accreditation materials.

Results

- Increased sustainability: Received accreditation in 2015. Since 2014, the organization's contributions/grants have increased significantly.

Paws with Purpose – a 2014 grant recipient (prior to the current focus on organizations working in West and South End zip codes)

Paws with Purpose: Provides highly trained assistance dogs as partners to adults and children with disabilities or other special needs, free of charge.

- In 2013, requested grant funds to pursue accreditation. if we can get accredited, then we can access new sources of funding and grow
- Paws with Purpose received a grant for use in 2014.
- They increased the hours of a part time staff person from 10 hours a week to 20 hours a week for six months with a deliverable of all accreditation materials – as part of this they had to turn in an operations manual, have job descriptions for their board positions, document in great detail their training processes, etc.
- Received accreditation in 2015.
- Since 2014, the organization's contributions/grants have increased significantly.

Summary

We want to strengthen organizations currently doing substantial work in parts of our community most impacted by longstanding disinvestment and underinvestment.

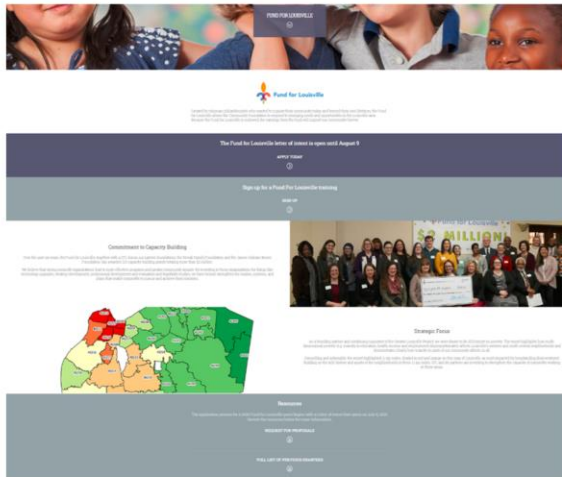
We want to support capacity building projects that are timely, well planned, and are likely to have a significant impact on the organization's efficiency, effectiveness, or sustainability.





Resources

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



Resources: everything
we have discussed
today

- The request for proposals
- A resource guide (i.e. all consultant firms/names, software/hardware/website vendors, leadership and staff training courses used by previous grantees). Good for brainstorming resource ideas.
- A list of all previous grantees
- A high-level “grant writing tips and tricks document
- And today’s slides and my talking points

How to Apply

Log In

<https://cfl.iphiview.com/cfl/>

COMMUNITY FOUNDATION OF LOUISVILLE

Donors & Fundholders ▾ **Nonprofits & Grantees ▾**

- Our Grantmaking
- Register Your Org

WELCOME

Welcome to the Community Foundation of Louisville's online resource for our charitable funds. Whether you're a donor, fund contact, or grant or scholarship applicant, you can connect to the information you need.

Our [Donor User Guide](#) provides detailed instructions. For more information, please contact us at stewardship@cflouisville.org or 502.585.4649.

If you represent a nonprofit organization and would like to apply for open grant opportunities, please login, or register your organization by clicking "Nonprofits & Grantees" above. For more information, please contact onlinegrants@cflouisville.org or 502.585.4649.

LOG IN TO YOUR ACCOUNT

Username
esikire01

Password

LOGIN

[Forgot Password](#)

- The Fund for Louisville application process starts with a Letter of Intent; it is essentially a short application. You will respond to about 7 questions online.
- You can access the online Letter of Intent by visiting our new grant website: <https://cfl.iphiview.com/cfl/>
- If your organization has not used this site before, please go to “Nonprofits & Grantees” and select “Register your Org.”
- You will first register yourself as a Grant Administrator.
- After you receive a verification email, you will then connect yourself with a nonprofit organization. Use the “Search for Organizations” link to search for an organization.
- If the organization is already registered, click “Add Myself as a Grant Admin.”
- If the organization is not already registered, click “Add Grantee Organization.”
- Once registered, you may begin applying for any open grant opportunities using this new profile.

