



Social Change Fund Planning Grant

Guidelines and Online Application Instructions

OVERVIEW — THE WOMEN'S FOUNDATION OF MINNESOTA is a community foundation that grows equality for women and girls in Minnesota by funding innovative social change programs, building women's philanthropy, conducting and reporting research, and educating the public about the successes and challenges of Minnesota's women and girls.

The Foundation's **Social Change Fund** awards grants to state nonprofits seeking to remove barriers to equality for women and girls in their communities through "social change" – shifting attitudes and behaviors, or institutions and policies that limit equality.

We partner with women and girls statewide to make change that is vital and relevant for their own communities. The social issues that women and girls deal with — though sometimes different based on ethnicity, geography, income, ability, age, and sexual orientation — are all part of the larger, statewide tapestry of social change. Our commitment to supporting this rich tapestry is reflected in our funding of diverse programs and projects across the state.

Effective December 1, 2008, the Women's Foundation will switch from annual grantmaking in the Social Change Fund to a multi-year grantmaking process. The grantmaking periods are as follows:

Grant Type	Request for Proposal Available	Proposal Deadline	Grant Period
Planning Grants	December 1, 2008	February 2, 2009	April 1, 2009 - September 30, 2009
Multi-Year Grants (up to 3 years of funding)	July 1, 2009	October 1, 2009	February 1, 2010 - January 31, 2013

Planning grants provide six months of funding. Multi-year grants are awarded for up to three years of funding, renewable each year based on evidence of satisfactory progress toward goals and outcomes. The application process for multi-year grants is open to planning grant recipients as well as other organizations whose work meets the criteria of the Social Change Fund.

Planning Grants



Social Change Fund planning grants provide grantees with time and resources to develop multi-year programming to affect social change and build equality for women and girls in Minnesota.

Types

Planning grants may result in creation of a proposal for a three-year Social Change Fund multi-year grant and/or to seek additional funding from other sources, as follows:

1. **Planning of new programming** to build equality for women and girls within an existing organization.
2. **Planning the creation of a collaboration** of two or more organizations working to achieve a common social change goal to build equality for women and girls.
3. **Planning to focus organizational capacity** on the achievement of social change outcomes benefiting women and girls.

Focus Areas

The Women’s Foundation funds nonprofits that focus their programming efforts on one of the following outcomes *within one* of Five Cornerstone Areas of Social Change:

1. Creating Economic Justice for Women

VISION: In the future women will thrive economically. Communities will benefit when women — as a result of education, employment opportunities and economic develop — make poverty history.

- Decreased pay gap: between men and women, between white women and women of color.
- Adequate social safety net that assures economic self sufficiency.
- Full and equal access to educational opportunities for women and girls.
- Full and equal access to employment and entrepreneurial opportunities.

2. Advancing Women’s Safety and Security

VISION: We aspire to a day when women experience the world as a safe place.

- Models and policies make safe, affordable, livable housing available to women and girls experiencing domestic violence.
- Media, families and popular culture reject violence against women.
- Media and advertising promote strong, positive images of women and girls.
- Local, criminal justice and judicial systems are more responsive, e.g. they insure cultural and language interpretation services are available.
- Solutions to decrease violence against women and girls are found within communities, families and cultural groups.
- Trafficking of women and girls is illegal and prostitution is recognized as an act of violence against women.



3. Guaranteeing Women's Health and Reproductive Rights

VISION: We envision a time when all women in Minnesota will have local, legal, and affordable health care.

- Universal, comprehensive health care coverage.
- Health policy and practice adequately meet women and girls' health needs, protect women and girls' reproductive rights, and provide comprehensive sexuality education.
- Decreased rates of teen pregnancy among teens overall, especially girls of color.
- Gender, race and equity lens is applied in health research and delivery.
- Women's health, wellness and prevention are promoted within health systems and communities.

4. Promoting Women's Human Rights

VISION: We look forward to a day when women's human rights and dignity are unquestioned, when women are free from discrimination and able to act upon their dreams.

- Increased access and opportunity to child care, education, housing, legal services and other fundamental human rights and services.
- Decreased discrimination on the basis of race, gender, sexual orientation, legal status, ability and other systems that oppress women.

5. Expanding Women's Political Representation

VISION: Women will enjoy equal influence at all levels of government, business, and nonprofits bringing new perspectives and expertise that advance equality and justice.

- Increased number of women voters.
- Increased representation of women in local, state and national office; more women elected to office.
- Increased percentage of composition and leadership of women on legislative committees.
- Increased women's leadership in public, private and nonprofit sectors, such as increased participation of women on non profit boards.



Size of Planning Grants

Grants range from \$5,000 to \$7,500 for any one applicant.

Duration of Planning Grants

The planning period will be for six months, from April 1, 2009 to September 30, 2009.

Geographic Ranges of Planning Grants

Applications are encouraged from all areas of the state of Minnesota. *Organizations from Greater Minnesota are strongly encouraged to apply.*

Funding Criteria



In this section, the aim is to take *the mystery out of how to craft a successful proposal*. The Women's Foundation funds proposals that have a primary focus of building equality for women and girls. If this is your organization's or program's primary focus, then you're already off to a great start!

The Women's Foundation makes funding decisions by evaluating proposals based on:

1. How well an organization's work is aligned with the Women's Foundation's values; and
2. The overall strength of the proposal based on:
 - a. Organizational capacity;
 - b. The effectiveness of the proposed project; and
 - c. The potential to build long-term social change for women and girls in a specific cornerstone area, focused on a specific outcome.

Values

The Women's Foundation's five Core Values — justice, social change, inclusion, feminism, and hope – have been translated into funding practices. Organizations that most strongly reflect these values are more likely to be funded through the Social Change Fund.

Criteria include:

- A demonstrated commitment to women's equality.
- An organization or project governed and directed by women and girls (women led).
- The participation of women and girls to define their needs and shape the programs to address those needs.
- Board members, staff, and volunteers who represent the population that is being served and are in decision making roles in the organization.
- Inclusive organizations that value the perspectives and contributions of all people and that strive to incorporate the needs and viewpoints of diverse communities into the design and implementation of its programs.
- Working with underserved and underrepresented women and girls.

Proposal Strength

The strength of a proposal is evaluated in three categories. The strongest proposals are those that meet all or most of the following criteria:

1. Organizational Capacity
 - The organization's financial condition is stable.
 - The project has adequate resources, including funding, staff, and support from organization leadership.

2. Effectiveness of Proposed Project

- The planning process is focused and well defined.
- The planning project is strategic to the organization’s mission and appropriate in its timing.
- Appropriate stakeholders are involved in the process.
- The project budget is adequate, relates to the project narrative, and costs are reasonable.

3. Potential Social Change Impact

- The project has potential to effectively create social change in one of five Cornerstone Areas of social change to achieve one of the identified outcomes for that cornerstone.
- Planning would build effective collaboration among organizations in order to increase social change impact for women and girls.
- Planning would potentially create a “model program” to grow equality for women and girls.

Women's Foundation of Minnesota WILL fund:

- Organizations incorporated as not-for-profits.
- American Indian Nations
- Unincorporated organizations.

(**Note:** If your organization is unincorporated, please contact Charlotte Flowers, program officer, **before submitting an application**, to discuss your organization, project, and your fiscal arrangements. Charlotte can be reached at (toll-free) 888-337-5010, 612-236-1807, or charlotte@wfmn.org.)

Women's Foundation of Minnesota will NOT fund:

- Scholarships to a university, college, or technical program.
- Projects within religious institutions that *do not* align with the mission and values of the Women’s Foundation of Minnesota.
- Retroactive funding.
- Fundraising events.
- Direct services.
- Individuals
- Organizations that may be deemed as discriminatory on the basis of race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, physical or mental ability, veteran status, military obligation, and marital status.
- Organizations that limit or oppose a woman’s right to self determination.
- Reduction of an operating deficit or to liquidate existing debt.
- Agencies of state or federal government, unless they are part of a community collaborative that includes eligible organizations.
- Organizations outside of Minnesota.



Grant Evaluation



At the end of the planning period, recipients who plan to apply for multi-year grants will be required to produce documents showing how progress toward one of the Foundation’s Social Change Outcomes (in the grant recipient’s chosen Cornerstone Area) will be accomplished over the three-year period of a multi-year Social Change Fund grant.

Documentation

Planning grant recipients will be required to submit the following documentation; it will serve as a significant portion of the application for a multi-year Social Change Fund grant:

Document	Purpose	Deadline
Multi-Year Grant Project Plan <i>(Format to be provided by the Women's Foundation)</i>	A three-year Project Plan will be submitted, in logic-model format, that shows intended progress toward specific social change outcomes	10/1/09
Multi-Year Grant Evaluation Plan <i>(Format to be provided by the Women's Foundation)</i>	Based on the Project Plan, an Evaluation Plan will be submitted showing how progress will be measured over the three-year period of the multi-year grant.	10/1/09
Planning Grant Evaluation <i>(To be submitted by all planning grant recipients, even if not applying for a multi-year grant.)</i>	All planning grantees, regardless of whether applying for an implementation grant or not, will be required to fill out a short evaluation of the planning process – what worked and what could have worked better.	10/1/09

Technical Assistance

Planning grant recipients will also receive one-on-one and group technical assistance, including the Social Change Fund’s Theory of Change and other evaluation resources needed to complete the planning process effectively and produce the required documents. The description and criteria for planning grants are detailed in this Request for Proposals.

Crafting Your Proposal

As a part of the online application process, you will be asked to provide the following information. The answers you provide to the questions in each category represent your full grant proposal. Answers for each question must not exceed 250 words.

For applicants who need it, a “Save and Finish Later”-option is available at the end of each online application page.

1. Organizational Information

- Provide a brief description of your organization, including your organization’s mission, history, and accomplishments. Include a description of your organization’s commitment to women’s equality and the ways your organization is women-led.

2. Description of Planning Activities

- Provide a description of your proposed planning project, including your intended outcome(s) for the planning period.
- Why has your organization decided to undertake this planning project at this time?
- Provide a timeline for the six-month planning period.
- Who will lead and participate in the planning process?
- Describe the ways women and/or girls will be involved in the planning process.
- Describe the ways underserved and underrepresented women and girls will benefit from your project and how they will be involved in the planning process.
- Will you be collaborating with other organizations as part of your program/project?
- What Cornerstone area does your program address? (select one)
- What outcome do you foresee your planning grant helping you work toward? (select one)
- How will your planning grant increase your ability to create social change in this Cornerstone area?

3. Women's Foundation Diversity Survey

The Women’s Foundation does not view diversity as a quota system. Inclusion is embedded in the work we do to advance social change, and it is a core value and practice of the Foundation.

- The diversity survey is meant to illustrate the levels of diversity and representation in decision making roles of the population that is being served by the organization and commitment to inclusion at all levels of the organization.
- Use your best estimate in completing the survey to represent the make up of your organization.





4. Additional Required Documents

On the final page of the online application, *before clicking the “Review & Submit button,”* you must attach the following documents:

- Project budget and narrative.
(USE FORM SUPPLIED BY THE FOUNDATION)
- Organization budget.
- Copy of most recent audited financial statement or IRS Form 990.
- Copy of your 501(c) 3 determination letter or determination letter of your fiscal sponsor.
- List of current board members.

If your group does **NOT** have one or more of these documents, or if you have questions or concerns, please contact either:

- Charlotte Flowers, program officer, at (direct) 612-236-1807, (toll-free) 888-337-5010, or charlotte@wfmn.org.
- Sida Ly-Xiong, associate director of of evaluation and research, at (direct) 612-236-1803, (toll-free) 888-337-5010, or sida@wfmn.org.

Proposal Submission

Application Deadline: February 2, 2009

All applications **MUST BE COMPLETED ONLINE** at the Women’s Foundation’s website at www.wfmn.org by 5:00 p.m. on February 2, 2009.

*Applications mailed to the Women’s Foundation of Minnesota will **NOT** be accepted.*

Contact Information

Throughout the application process, Women’s Foundation staff is on-hand to help you! Please contact us with questions, clarification or assistance, anytime:

- Charlotte Flowers, program officer, at (direct) 612-236-1807, (toll-free) 888-337-5010, or charlotte@wfmn.org.
- Sida Ly-Xiong, associate director of of evaluation and research, at (direct) 612-236-1803, (toll-free) 888-337-5010, or sida@wfmn.org.