



The Women's Fund of Western Massachusetts FY17 Grant Cycle
Letter of Intent (LOI) Application Guidelines
Deadline Fri, Jan 6th 2017 5PM

OUR MISSION & VISION:

The Women's Fund of Western Massachusetts fuels progress toward gender equity by funding the most promising solutions, collaborating with results-oriented partners, and by elevating the collective power of local women to take charge, and to lead with purpose.

By advancing women's leadership, we will make Western Massachusetts a national leader for gender equity where we all have the power to prosper economically, live a safe and healthy life, and thrive.

OUR WORK IS INFORMED BY THESE VALUES:

The Women's Fund of Western Massachusetts (WFWM) strives to create a climate of economic empowerment. In our society, gender powerfully affects experience and opportunity. We believe that investing in strategic collaborations on behalf of women is the most powerful way to build a sustainable movement for gender equity.

CORE FOCUS AND STRATEGIC GRANTMAKING

CORE FOCUS: Starting with the launch of our new strategic plan in 2017, the Women's Fund will focus on economic prosperity for young women (aged 12-24) as a foundation for long-term change. In addition, we will support gender-focused projects that help drive the conditions that foster economic prosperity for women of all ages. All projects must center women's leadership, inspire inter-generational collaboration, and must demonstrate meaningful relationships with multi-sector partners. We are seeking projects that are data-informed, meaning that successful grantees will be able to articulate how reliable data or research shows the project will likely have a measurable impact on the issue the program seeks to address.

STRATEGIC GRANTS: The Women's Fund strategic grants are conditional commitments. Successful grantees are required to enter into a contract with the Fund each year of the 3 year grant cycle. The grants will be renewed for each year during the grant cycle only if assumptions are met, and upon successful completion of annual goals. Successful applicants must be able to affirm that their project incorporates the philosophy and priorities of the Women's Fund. In addition, successful proposals should articulate a progressive three-year plan with one or more of the following outcomes:

- Changes public policy
- Advances existing research
- Redefines/reframes key narratives in order to influence individual and/or community behavior;
- Builds critical mass of engagement
- Demonstrates replicability of a model/innovation

GRANT ELIGIBILITY

Proposals must impact women in the western Massachusetts counties of Hampden, Hampshire, Franklin and Berkshire. Proposals with statewide or national impact will be considered only if they are led by an organization located in one of the above four counties. All money must be distributed through non-profit organizations federally determined as 501(c)(3) entities. Applicants without 501(c)(3) status may engage a fiscal agent to administer their grant funds.

APPLICATION PROCESS

1. **Letters of Intent (LOI):** We are requesting a LOI for all grant applications. The LOI should outline what you intend to do, how it will be measured, and how much money you need to do the work. An LOI, submitted on the form provided below, is required to be considered for a grant. **Final deadline to submit an LOI will be Friday, January 6th, 2017 at 5PM.**
2. **Full Grant Applications:** A select number of applicants will then be invited by, Friday, February 17, 2017, to submit a full grant application. Full applications will be **due by Friday March 31st, 2017 at 5PM.**

AVAILABLE FUNDS: There is no set award size. Project budgets should reflect the scope of the proposal and should not exceed \$80,000 per year, for the 3-year grant period. Please note, maximum size of past awards was \$20,000 per year for 3 years.

DECISION-MAKING PROCESS: The Women's Fund CEO, or designee, will review LOIs. The CEO, or designee, will then send invitations requesting submission of full applications. A community panel, chaired by one member of the Women's Fund Board of Directors, will carefully evaluate each full application submitted. Interviews and/or site visits will be scheduled as needed. Reviewers will assess applications on the basis of strategic alignment to Women's Fund core focus, program design, organizational capacity of lead groups, potential effectiveness of collaboration, cost effectiveness, and budget adequacy.

Grant Committee Chair will present final recommendations the Women's Fund Board of Directors. The Board of Directors will vote on award recommendations during their May 2017 meeting.

CURRENT AND PREVIOUS GRANTEES: Organizations funded in previous years may apply. Organizations currently funded as part of a multi-year project may also apply, however, they must differentiate their proposed activities from currently funded efforts and demonstrate a coordinated, and mutually reinforcing plan of action.

USE OF FUNDS:

Funds are to be used to carry out the program effort or initiative as defined in the grant proposal. The Women's Fund considers support for program/initiative operating cost and supports new as well as established programs.

FUNDS MAY NOT BE USED FOR:

- political campaigns or promotion of candidates for public office,
- programs that promote anti-reproductive activities and/or beliefs,
- programs that promote religious activities and/or beliefs,
- advancement of capital or endowment campaigns,
- scholarships that fund individual students,
- programs that do not provide a respectful atmosphere for lesbian, gay, bisexual, questioning, and transgendered people,
- co-educational programs that do not clearly communicate the specific and unique impacts for women and girls, or
- Event sponsorships.

YOUR INVESTMENT

More than 90 percent of the Women's Fund's grant making dollars come from local donors who want to join forces to fuel systemic change for women in our communities. That's why we ask grantees to match their award with their own investment of time, wisdom, and commitment. The Women's Fund considers grantees to be partners with the Fund and expects collaboration, especially in the following areas:

- Media strategies that highlight the initiative/program/project supported by the Women's Fund;
- Attendance by WFWM representative(s) at grantee kick-off event;

- Completing monthly check-ins that may include status updates, and/or sharing inspiring stories or pictures;
- Completing final survey evaluations, along with a detailed budget of funds spent;
- Nominating at least one applicant to represent the project to the Women’s Fund Leadership Institute for Political and Public Impact (LIPPI) Program. Nominees must submit an application by the deadline. One full tuition, valued at \$2,500, will be waived if the nominee is accepted into the program. Additional nominees will be eligible for partial scholarships.

APPLICATION TIMELINE

The Women’s Fund will hold a grant information session in every county. Sessions will be identical, and are not mandatory to apply for a grant. They are intended to help project leaders understand the Women’s Fund’s updated grant process, goals, and objectives.

Grant Information Sessions RSVP to Julie Holt at jholt@womensfund.net	
Friday December 2 10am	Berkshire County Informational Session: Family Resource Center, 480 West Street, Pittsfield, MA 01201
Friday December 9 10am	Franklin County Information Session: GCC Downtown Center – 270 Main Street, Greenfield, Massachusetts, 01301. First floor conference room- D121
Monday December 12 10am	Hampshire County Information Session: WFWM Offices, 116 Pleasant Street Suite 358 Easthampton, MA 01027
Tuesday December 13 10am	Hampden County Information Session: Valley Venture mentors (VVM) Tower Square, 1500 Main St, Springfield, MA 01115. Second floor, Suite 252

Application Timeline Send proposals via email to Julie Holt at jholt@womensfund.net	
Mon November 28 th 2016	LOI released, becomes available online at womensfund.net
Fri. January 6, 2017 5PM	Final Letters of Intent (LOI) due via email <i>Note: dropped off and mailed proposals will not be considered.</i>
Fri. February 17, 2017	Invites for full application sent via email
Fri. March 31 st 2017	Final grant submissions due via email
Friday, June 2 nd 2017	Grant award decisions announced

Women's Fund Letter of Intent FY17

Organizational Information *Include the following for lead agency/organization.*

Organization name: _____
Head of organization name & title: _____
Head of organization phone & email: _____
Primary contact name & title: _____
Primary contact phone and email: _____
Street Address: _____ Website: _____

Do you have 501(c)(3) tax exempt status, if yes, include your Tax ID (EIN): _____

If no, give the name and contact information of your 501(c)(3) sponsoring agency: _____

Organization Background (max 200 words): _____

Grant Information

- Have you previously applied to the Women's Fund for this initiative?
- Have you previously applied to the Women's Fund for ANY funding?
- During what years have you received Women's Fund grant funding? Please indicate the amount, year, and type of grant for which funding was awarded. State the name of the program for any non-operating support grants received.

Amount	Year	Type of grant	Name of Program
\$ _____	_____	_____	_____
\$ _____	_____	_____	_____
\$ _____	_____	_____	_____
\$ _____	_____	_____	_____

d. Grant award requested. Breakdown request per year, include total request (e.g. YR1: \$10,000; YR2: \$10,000; YR3: \$15,000; total grant award requested: \$35,000).

e. Explain how these grant award funds will be used.

f. Total project budget: \$ _____

g. Total organizational budget: \$ _____

h. List all other funding sources from which you have attempted to secure support for this project. Indicate status of each request.

i. List the names, addresses, contact email and phone of all organizations collaborating on this project.

j. Project Title: _____

Grant Summary: Give a summary of the work to be accomplished through this award. The LOI should express your proposed project activity, indicate measurable outcomes, and describe how the project is in alignment with the Women's Fund's core focus. **Do not exceed 500 words.**

Grant questions? Contact Ellen Moorhouse
Women's Fund of Western Massachusetts Program Officer
413-529-0087 x13
Emoorhouse@womensfund.net