



Impact100 Westchester

100+ women...one goal

November 10, 2021

www.Impact100Westchester.org

grants@impact100westchester.org



Our Mission

- Award *high-impact* Transformational Project Grants and Core Mission Grants to nonprofits serving Westchester
- Reach under-resourced populations and highlight unmet needs
- Educate Impact100 members on the nonprofit sector
- Provide volunteer opportunities to our members through our Hands-On Impact Projects and Community Service Days
- Raise awareness of lesser-known nonprofits within Westchester County



Who We Are

- **A 501(c)(3) women's collective giving organization**
 - Each Impact100 member contributes \$1,100: \$1,000 goes directly to our grant awards and \$100 supports our operational costs
- **100% volunteer led and run organization**
- A member of Philanos (formerly Catalist), Nonprofit Westchester and the Business Council of Westchester (BCW)



Our Members

- Last year we had **307 members**
- Our members are philanthropic women from across the county hoping **to make a difference** in the lives of others within Westchester
- Membership is comprised of women from a variety of professional backgrounds with diverse skill sets and life experiences
- This year's membership drive ends on December 31, 2021

Our Membership Model

Our grants are determined by the number of members we have each year...

**Number of
Members**

x

\$1,000

=

**Total Funds to be
Distributed to NFPs
in a Given Year**

Types of Grants

Transformational Project Grants

- New program, expansion of an existing program, or a capital project
- Has the power to dramatically address an unmet need
- Requires a Grant Agreement and periodic reporting

Core Mission Grants (cannot be applied for directly)

- Smaller grants of unrestricted funds
- No Grant Agreement or ongoing reporting obligations

Focus Area Awards (introduced in 2019)

- In a specific category that has not received as much recognition as other areas of need that we wish to highlight; this grant will be unrestricted to support the core mission of the organization
- 2022 Focus Area: Children's Mental Health; 2021: Housing Insecurity; 2020: Food Insecurity
- ***Separate application and review process beginning in February***
- Nonprofits NOT selected to submit a Full Proposal for Transformational Project Grants CAN apply for Focus Area Grants in March if they address the 2022 focus area



Our History

- 2022 marks our **9th grant cycle**
- Since 2014, we have awarded **62 grants**, totaling over **\$2.1 million**
- In 2021 we awarded:
 - 2 Transformational Project Grants of \$85,000 each
 - 4 Core Mission Grants of \$26,500 each
 - 4 Focus Area Grants totalling \$30,000
- In 2020 we changed direction mid-cycle to better respond to the COVID-19 pandemic and awarded:
 - 6 Core Missions Grants of of \$30,000 each
 - 6 Core Mission Grants of \$24,500 each
 - 1 Focus Area Award of \$15,000 and 4 Awards of \$4,000 each



2022 Grant Cycle

If we meet our 2022 Membership goals, Impact100 expects to award:

- Two \$50,000-\$85,000 Transformational Project Grants
- Four \$20,000-\$25,000 Core Mission Grants to be awarded to the four finalists who do not receive the Transformational Project Grants
- \$15,000 Focus Area Award



Our Impact: Transformational Project Grants

Recipient	Grant Type	Population Served
Hudson Link for Higher Education In Prison (2021)	Program Expansion	Incarcerated women
YWCA of Yonkers (2021)	Capital Project	Youth and adults in Yonkers and Westchester County
Gilda’s Club of Westchester (2019)	Capital Project	Individuals and families living with cancer
Make the Road New York (2019)	Program Expansion/ Capital Project	Immigrants and working class communities
Westchester Jewish Community Services (2019)	New Program/ Program Expansion	LGBTQ+ youth and adults who serve the LGBTQ+ youth community
The Guidance Center (2018)	Capital Project	Young adults in need of vocational skills
Westchester Parks Foundation (2018)	Capital Project	Socially and economically disadvantaged children
Youth Shelter Program of Westchester (2018)	Capital Project	Young men awaiting disposition of various criminal charges



Our Impact: Transformational Project Grants

Recipient	Grant Type	Population Served
Community Based Services (2017)	Program Expansion	People with autism / disabilities
My Sisters' Place (2017)	New Program	Victims of domestic violence
Yonkers Partners in Education (2017)	Program Expansion/ Capital Project	Underserved high school students
Latino U College Access (2016)	New Program	1 st Generation College students
Pace Women's Justice Center (2016)	Capital Project	Victims of domestic and elder abuse
Family Ties of Westchester (2015)	New Program	Young adults aging out of foster care
Groundwork Hudson Valley (2015)	Capital Project	Children and families in urban neighborhoods
Furniture Sharehouse (2014)	Capital Project	Adults & families with low income



Our Grant Cycle

- **Calendar**
- **Eligibility**
- **Evaluation**
- **Process**



2022 Grant Cycle Calendar

November 15 – SlideRoom opens to submit Letters of Inquiry

December 3 & December 8 - Project Pitch/LOI Workshops

December 14 and December 16 - Grant Writer Conference Calls

December 31 - Membership Drive Completed

January 4 - Grant Amounts Announced on our Website

January 14 - Letters of Inquiry Submission Deadline

February 11 - Invitation to Submit Full Proposals

February 16 & 17 - Full Proposal Workshop

March 4 - Full Proposals Submission Deadline

April 19 - Invitation to host Site Visit

April 18 through April 29 - Site Visits

May 6- Finalists Announced

May 23 through May 27 - Site Visits for Finalists

June 7 - Finalists Present at the Annual Meeting and Grants Awarded



Nonprofit Organization Eligibility

- Tax exempt 501(c)(3) operating, or proposing to operate, programs for the benefit of Westchester residents and communities
- Operating for at least 36 months prior to applying for a grant
- 3 years of CPA-audited or reviewed financial statements
- Revenues between \$250,000- \$25,000,000 (excluding Medicaid/Medicare reimbursements*)
- Not received an Impact100 Westchester Transformational Project Grant payment within the past 36 months
- Not a town or village

*We will review other government funds on a case by case basis

Project/Program Eligibility

- Serves residents of and expends funds in Westchester
- A **new program**, an **expansion of an existing program** or a **capital project** – cannot subsidize current operations
- Total project budget equal to or greater than the Transformational Project Grant amount (will be announced in early January 2022)
- Expends funds on the project within 18 months of the initial Grant installment
- Overhead does not exceed 15% of the Project Grant amount (Overhead defined as expenses which will be incurred by your organization whether or not the project goes forward)



Proposal Evaluation Criteria

Criteria	Definition	Questions to Consider
Transformational	New program, expansion of an existing program, or a capital project that has the power to dramatically address an unmet need	Is the proposal transformational for both the population served and the nonprofit organization? Does the proposal address an unmet need?
Impactful	Program or project goals are designed to create meaningful and lasting change for under-resourced individuals / communities	Will the impact be broad, deep, or both? Who does the proposal serve? What is the size of the population served?
Implementation	High likelihood of project completion or program implementation	Is the organization and its leadership well positioned to implement the proposal?
Assessment	Evaluation plan outlines how project or program goals will be measured and outlines outputs and outcomes	Outputs: measurable results of the project / program's work Outcomes: the change that results directly from the project / program
Sustainability	Continuing funding plans following grant period are articulated	For capital projects: ongoing maintenance or other needs For programs: future funding sources



Things We Do NOT Fund

- Activities that are: partisan, religion-based, annual or political appeals, or in support of any political party
- Loans or Debt reduction, interim/bridge financing
- Operating Funds
- Endowments
- Research
- Projects benefiting a for-profit organization, private foundation or individual
- General capital campaigns or fund drives

Please ensure that **none** of the activities in your proposed project/program incorporate these items. This includes all application descriptions and your Project Budget Worksheet.



Documents Required for LOI

- 501(c)(3) Letter
- Most recently filed IRS Form 990 (with supporting schedules)
- Project Budget Worksheet
- Current Fiscal Year Operating Budget vs. Actuals
- Audited or Reviewed Financial Statements for the last 3 years, including CPA audited/reviewed accountant's report



Project Budget Worksheet

- Our Letter of Inquiry (LOI) contains a section titled the Project Budget Worksheet (PBW)
- The PBW is an Excel file that you should download from the Impact100 website, under 'Apply for a Grant/Grant Application Resources'
- You will be asked to complete an INPUT worksheet which asks for a breakdown of project expenditures (i.e., how you would spend the grant funds)
- Please follow all instructions within the sheet, and keep an eye out for error and/or caution messages
- Please note that written instructions are available on our website which you can reference as you work through the PBW



Project Budget Worksheet

- The PBW contains the following expenditure categories:
 - Facilities Construction/Renovation
 - Supplies/Services
 - Transportation
 - Technology
 - Incremental Staff & Consultants
 - Existing Staff
 - Organizational Overhead
 - Other
- Again, the total of your project must be **greater than OR equal to** the Transformational Project Grant amount
- After you have completed the spreadsheet, you should save in Excel, using your organization name in the file name, and then upload it to SlideRoom; you will also be asked to enter summary information from the PBW into SlideRoom

Using SlideRoom

- **SlideRoom** is our Grant Application Tool, available on our website, through which all LOIs and Full Proposals must be submitted
- On our website:
 - Apply for a Grant -> Grant Application Resources -> Grant Application Portal Button
- To use **SlideRoom**, each organization must register with a unique email and set up an account and password
- Please enter/use your Organization's name during account setup, and not your own name
- Only one application can be submitted per individual email address. The registered email is where all automated emails and information about the LOI will be sent
- **SlideRoom** offers excellent technical support; applicants can reach customer service at support@slideroom.com



Application Process for Transformational Project Grants

Stage 1: Letter of Inquiry (LOI)

- A link to SlideRoom will be available after **November 15th** at www.Impact100westchester.org, under 'Apply For a Grant'
- Grant amounts will be announced **January 4th**; the full LOI, plus attachments, are due **January 14th**
- You will receive a confirmation email after you submit the LOI with required attachments
- Our Grant Review Committees will evaluate the LOIs which are randomly assigned to these Committees
- Our Finance Committee will also conduct a cursory review of all LOIs



Application Process: Transformational Project Grants

Stage 2: Invitation to Submit a Full Proposal

- Our Grant Review Committees will review all LOIs and invite approximately 24 applicants to submit Full Proposals
- All applicants will be notified via email by **February 11th**. If invited, instructions for the Full Proposal will be emailed to you at that time
- Information entered for the LOI will be available to use for updating the Full Proposal
- All Full Proposals must be submitted by **March 4, 2022**



Application Process: Transformational Project Grants

Stage 3: Site Visit

- Grant Review and Finance Committees will assess all Full Proposals and notify applicants if they have been selected for a site visit
- Each of the Grant Review Committees will invite 2 NPs for a site visit
- Site visits for Grant Review committee members will take place from **April 18 through April 29**



Application Process: Transformational Project Grants

Stage 4: Selection of Finalists and Annual Meeting

- One finalist will be selected by each Grant Review Committee and will be notified on **May 6, 2022**
- Each Finalist will have the opportunity to host another site visit for all Impact100 members from **May 23 – May 27, 2022**
- The Annual Meeting will take place on **June 7, 2022**
- Each finalist will make a short presentation at the Annual Meeting (guidelines will be provided at that time). Impact100 members will then vote to award the top two Transformational Project Grants with the other four finalists being awarded Core Mission grants.
- Members of Impact100 Westchester may not make the finalist presentation on behalf of an organization



Payment of Grant Awards

- Payment of each Transformational Project Grant requires a signed Grant Agreement which will detail specific terms (Project specifics, payment schedule, reporting requirements, etc.)
- Core Mission Grants will be paid out shortly after the Annual Meeting; these funds can be spent in any manner the Awardee chooses to support the Core Mission of the Organization



Before You Apply

- Check the 2022 Grant Cycle Calendar for submission deadlines – **Letters of Inquiry (LOIs) are due January 14th**
- Review updated *sample* LOIs and Full Proposals on our website – note that applications must be filled out in SlideRoom, our Grant Application portal
- Review updated Project Budget Worksheet on our website – completed worksheet must be saved and uploaded as an attachment to the LOI
- Review the list of questions and necessary documents to upload
- Work on your LOI in advance– SlideRoom, our Grant Application portal will open **November 15th**

Helpful Hints

- Read all Eligibility Guidelines carefully to be sure your Proposal qualifies
- Triple check the accuracy of all numbers on the Project Budget Worksheet
- Ensure Application is complete - comprehensive - clear – concise - compelling
- All attachments should be included
- Confirm that the timing of the Project will fit within the 18 month parameter
- Grant writers cannot submit multiple proposals under the same user id (email address)
- There are no stupid questions! Please email us at: grants@impact100westchester.org



Nonprofit Advisory Committee

Comprised of our most experienced Impact members, Nonprofit Advisory provides the following support to NPs:

- Project Pitch/LOI Workshops:
 - Listen to project pitches, ideas and review questions on LOIs
 - Help to understand Impact100's Transformational Project Grant eligibility, guidelines and process
 - December 3rd or December 8th via Zoom
- Full Proposal Workshop:
 - February 16th and 17th via Zoom
- Individualized Site Visit Prep and Presentation Support for Annual Meeting

Invites for these events will be sent to NPs at a later date and participation is optional

2022 Focus Area Awards

The FAA is a “grant” of at least \$10,000 (size depends on membership) which highlights an area selected by our Membership each year.

Eligibility requirements and evaluation criteria are less rigorous for the FAA than for a Transformational Project Grant (TPG) and the FAA has its own three-page application submitted in SlideRoom.

**2022 Focus Area is:
Children’s Mental Health**

Non-Profits with a program in Children’s Mental Health for a minimum of six months can apply directly for the FAA or apply for a TPG and if NOT selected to submit a Full Proposal can then apply for the FAA.

SlideRoom opens for FAA Applications on **February 15**

FAA Applications are due on **March 8**

Check out our Focus Area Award grant page on our Impact100 Westchester website for more details:

<https://impact100westchester.wildapricot.org/FocusAreaAward>



Impact100 Westchester

Thank you and good luck!

Questions about our grant process? email
grants@impact100westchester.org



Grant Professionals of Lower Hudson is hosting two Zoom workshops to discuss the mechanics and actual writing of the Impact100 Westchester Letter of Inquiry application. The LOIs are due 1/14/22.

GPLH is providing these sessions as a free community service to Westchester County nonprofits. Part of our mission is to help increase the likelihood of grants being funded. These sessions are being held independently of Impact100 Westchester. The sessions are not “mandatory” and participation will not influence Impact100 Westchester’s review of your application.

The sessions will be held on:

**Tuesday, December 14 at 8:30 AM
Thursday, December 16 at 4:30 PM**

To register for one of the sessions, please email Joanne Stewart, at jstewart@goodworksadvisorygroup.com with your name, agency, email address and which session you plan to participate in. A Zoom link and a copy of the questions will be sent to you prior to the session.