



A Collective Giving and Endowment Fund of Foundation For The Carolinas

## 2020 PROGRAMS, PROJECTS AND EVENTS GRANTS – APPLICATION GUIDE

For the period July 1, 2020 – June 30, 2021

For the 2020 grants cycle, Charlotte Lesbian and Gay Fund (CLGF) will award grants to Charlotte-area organizations serving the gay, lesbian, bisexual, transgender and queer (LGBTQ+) community.

**Programs, Projects and Events (PPE) Grants** are awarded to encourage 501(c)(3) nonprofit organizations to serve the Charlotte-Mecklenburg LGBTQ+ community either directly or in partnership with another organization(s). LGBTQ+ as well as non-LGBTQ+ organizations are eligible for (i) one direct PPE grant of up to \$5,000 or (ii) if applying in partnership with another 501(c)(3) nonprofit organization(s), one PPE grant of up to \$7,500 for a program, project or event that fulfills the vision of CLGF:

*“...to cultivate one community with the belief that all people should be treated with respect and dignity.”*

This document is meant to be a guide for applicants as they complete the application process.

**CLGF has limited discretionary funds.** Therefore, many exemplary proposals may not be funded or may not be fully funded. In these instances, applicant may request feedback from CLGF.

To conduct a fair and ethical grants program, a Conflict of Interest Policy is followed by all volunteers and staff of CLGF regarding the grant process for an organization with which they are affiliated. Please do not lobby Board or Grant Committee members on behalf of your organization.

**For questions, contact Alexis Owens at Foundation For The Carolinas, [aowens@fftc.org](mailto:aowens@fftc.org).**

### AREAS TYPICALLY NOT FUNDED

- Capital campaigns and endowment funds
- Hardware, software or other similar forms of technology infrastructure
- Organizations for re-granting purposes
- Programs, projects and events, the proceeds thereof, that financially benefit other organizations.
- Debt retirement/deficit funding
- Projects that promote policy advocacy, political activity or religious views
- Activities occurring prior to grant decision
- Projects typically the funding responsibility of federal, state or local government
- New proposals that duplicate existing or established programs or services
- Strategic planning in “ordinary course of business”
- Publication of books

# Before You Begin: Strategies for a Successful CLGF Application

## How SHOULD YOU START?

Know your purpose: are you seeking unrestricted operating support, or funding to underwrite a program or project? Clarify your organization's priorities and/or the program's needs before doing anything else. In many cases, this will help you choose the correct application form to submit.

If there is a similar program or organization already in your region, please discuss the potential impact: does it represent an expansion or duplication of services in your area? If not, define how yours is different or better-suited for your community.

### TIP

Share your passion, your organization's strengths and how you will make a difference through your work. Differentiate yourself from similar organizations.

## RESEARCH, RESEARCH, RESEARCH

Carefully review the application guidelines. Be certain that the purpose of your proposal fits within the CLGF scope and priorities.

It is important to tailor your request, particularly the goals and measurements, to the specific purpose of CLGF.

### TIP

Do not simply cut and paste from an old proposal – pay close attention to your dates and details

## ENSURE YOU SUBMIT A COMPLETE APPLICATION

The Foundation For The Carolinas provides applicants with a dashboard, so you can know ahead of time what components are necessary, and whether or not your application contains the appropriate materials.

Generally, applications require the following items:

- A. Basic information on your organization: Mission statement, legal name or DBA, Federal Tax ID number or fiscal sponsorship, address, contact info, etc.
- B. Budget dollars: For operating budgets, look at your total income and expenses for the year, making sure to provide for salaries and overhead whenever possible; for program/project budgets, enter as much information as possible to represent the costs of successfully completing the program or project. Show your organization's income sources – make a pie chart that shows how much income is derived from tickets sales, board contributions, member dues, individual donations, corporate sponsorships, foundation grants, etc.

### TIP

Almost all funders want two years of both budgeted and actual dollars (not profit and loss statements, not bank statements)

- C. Narrative or needs statement: Knowing your organization's priorities or your programmatic needs before beginning will help clarify this section. Here you describe not only why your organization is requesting support from the funder, but also **how and why it aligns with your funder's priorities**.
- a. Be clear and succinct – your word count or your character count is limited.
  - b. Identify the problem to be addressed and the needs to be met by the project. What unique service(s) would the community be deprived of if you do not undertake this project? Provide supporting data whenever possible.
  - c. Describe your program objectives, activities, strategies, staffing, partners and timelines; explain how the design will enable you to address the problem or need. Identify the project as a new or continuing program.
  - d. Consider specifying your plans for continuing your progress at the termination of the grant, particularly if operating expenses are projected to increase. List other financing sources or strategies you are developing.
- D. Goals and metrics: What does your organization plan to do? Describe the goals and overall impact of the group or project/program. List objective measures that will determine the success of your mission or project/program. Minimize subjectivity wherever possible – emphasize how you will be able to gauge whether or not you succeeded.
- E. Attachments: Budgets, IRS 501(c)(3) determination letters, NC Solicitation License letters, Board of Director and/or staff list, letters of support from project partners (if applicable), etc.
- a. Current fiscal year budget and year-to-date (YTD) actual results should display the following columns: Income/Expense Category, Annual Budget, YTD Actuals.
  - b. Prior two fiscal years' budget compared to actual results should display the following columns: Income/Expense Category, Annual Budget, Year-end Actuals, Difference (+/-).
  - c. Most recent formal audit (if one was performed).
  - d. Board and Staff Listing should provide the office held for board members and title for staff members.

## 2020 CLGF GRANT CYCLE OVERVIEW

### Online registration

- Before you can apply for a CLGF grant, all applicants must complete an online registration on the Foundation For The Carolinas website.
- **IF YOU HAVE REGISTERED FOR A PRIOR YEAR GRANT CYCLE OR APPLICATION, PLEASE USE THE SAME REGISTRATION INFORMATION.**

### Application availability

- Grant applications will be available online at <https://fftcgrants.communityforce.com> beginning January 1, 2020.

### Deadline to submit application

- **Friday, February 14, 2020 at 12:00 NOON.**

### Grant application review sessions

- CLGF provides Stakeholders (donors of \$1,000 or more annually) with the opportunity to provide input into grant awards. Two sessions are held in April (see timeline, below) to allow Stakeholders, Board members, and other representatives of CLGF or Foundation For The Carolinas to ask questions about applications.
- Please plan to send a representative from your organization to attend and have them be prepared to answer any questions about your application, organization, financials, objectives, etc.

### Grant evaluation reports

- CLGF takes its governance role very seriously and must ensure that grant award funds are spent appropriately and as intended. With limited funds to award, CLGF also monitors the effectiveness of funds spent to ensure grants are meeting community needs and prioritized efficiently.
- Each grant recipient is therefore required to submit an Evaluation Report, outlining the results and effectiveness of how the funds were spent. **Not completing an evaluation on time may jeopardize future grant participation.**
- Evaluation Reports are also used for CLGF communications and may be used as input in future grant decisions for your organization.
- Evaluation Reports for PPE grants for **programs with a specific end date will be due 30 days after the date of completion.**
- Evaluation Reports for PPE grants for **ongoing programs that do not have a specific end date will be due June 30, 2021** (reporting period July 1, 2020 to June 30, 2021). (Note: If a PPE grant is requested for the same PPE in the next funding cycle, an interim evaluation should be provided as part of that PPE grant application)

### Grant use deadline

- Programs, Projects and Events grant funds must be used on or before June 30, 2021.
- Funds not used by this date must be returned to CLGF.

## GRANT REQUIREMENTS

- Grant awards must be made to eligible 501(c)(3) nonprofit organizations. (applying organizations must have their 501(c)(3) status at the time the application is received)
- Grants are only awarded to PPEs that directly benefit the LGBTQ+ community.
- Applicants may apply for (i) one direct PPE grant of up to \$5,000 or (ii) if applying in partnership with another 501(c)(3) nonprofit organization(s), one PPE grant of up to \$7,500 per annual grants cycle.
- **CLGF will only award grants for the same PPE two times. After a PPE has been funded twice (consecutive years or over time), no additional applications will be accepted for that same PPE.**
- The CLGF Board and Grants Committee reserves the right to request additional information at any time.
- Grant funds not spent for approved purposes specified in the grant application and within the specified period must be returned to CLGF.
- Applicant organizations must attest that the PPE service population is contained within the Charlotte-Mecklenburg area, and must agree to use grant funds solely within Mecklenburg County.
- All PPE activities must conclude by June 30, 2021.

## FUNDING PRIORITIES

Proposed programs, projects and events should support CLGF's mission and vision by including these key components:

- **Build** understanding and appreciation, as well as promote the value of inclusion, within the organization's circle of influence, especially LGBTQ+ populations not previously targeted.
- **Cultivate** opportunities for leadership by contributions of LGBTQ+ people.
- **Engage** and include all people from diverse backgrounds, and sexual orientation and gender identity in programs, services and organizational values.

## FUNDING CONSIDERATIONS

As you complete your application, give special consideration to documenting the following criteria which will be used in making grant decisions.

- **Scope of impact:** This project will have a positive impact on its audience and the Charlotte LGBTQ+ community.
- **Nurtures individuals to actualize their potential:** This project supports individuals within the LGBTQ+ community as they make their personal journey through acceptance, pride, support of community and leadership.
- **Presents a positive image of LGBTQ+ people to the community:** This project presents a fair and positive understanding of people who are lesbian, gay, bisexual, transgender and queer.
- **Effectiveness:** This proposal is an effective way of providing the services and benefits defined in the application.
- **Diversity:** The project will engage and include people from diverse backgrounds.
- **Defined measures:** The proposal identifies a clear objective, states the target audience, and provides metrics and measures to define a successful outcome.
- **Project budget:** The proposed budget presents reasonable costs for services performed and an efficient way to achieve the objectives.
- **Timeline:** The proposed timeline is realistic for accomplishing the outcomes.
- **Organizational experience:** The organization has the appropriate talent, skills and experience to execute the proposed project and effectively utilize grant funds.

## 2020 GRANT CYCLE TIMELINE

<b>December 1, 2019</b>	<b>Application Guide Available on FFTC website</b> <ul style="list-style-type: none"> <li>Interested applicants can contact the CLGF with any questions</li> <li>Grants Committee members will be available to meet with organizations on an ad hoc basis to discuss the process and to answer questions</li> </ul>
<b>January 1, 2020</b>	<b>Online Grant Applications Available</b> <ul style="list-style-type: none"> <li>Information can be entered and saved, to be completed later, before submitting</li> <li>Applications will be entered online (<a href="https://fftcgrants.communityforce.com">https://fftcgrants.communityforce.com</a>)</li> </ul>
<b>February 14, 2020</b>	<b>PPE Grant Application Deadline</b> <ul style="list-style-type: none"> <li>Friday, February 14, 2020 at 12:00 NOON</li> <li>Note: Operating grant deadline is Friday, February 7, 2020 at 12:00 NOON</li> </ul>
<b>Feb/March, 2020</b>	<b>CLGF Grants Committee internal review</b> <ul style="list-style-type: none"> <li>You may be contacted to provide any required information omitted from the application</li> </ul>
<b>Monday, April 6, 2020 5:45pm – 8:15pm</b>	<b>Grant Review Session – PPE Applications</b> <ul style="list-style-type: none"> <li>Applicant representatives attend to answer questions</li> <li>Location: YWCA, 3420 Park Road, Charlotte</li> </ul>
<b>Tuesday, April 7, 2020 5:45pm – 8:15pm</b>	<b>Grant Review Session – Operating Grant Applications</b> <ul style="list-style-type: none"> <li>Applicant representatives attend to answer questions</li> <li>Location: YWCA, 3420 Park Road, Charlotte</li> </ul>
<b>Late April, 2020</b>	<b>Notification of Grant Award Decisions</b> <ul style="list-style-type: none"> <li>Notifications will be e-mailed to all applicants informing them whether they have been awarded a 2020 Grant</li> </ul>
<b>May, 2020</b>	<b>Invitation to public announcement of 2020 grants</b> <ul style="list-style-type: none"> <li>Grant recipients will be invited to attend ‘The Happening’ annual luncheon</li> </ul>
<b>May/June, 2020 TBA</b>	<b>Grant distribution and agreement to provide a written evaluation</b>
<b>May 15, 2020</b>	<b>Public grant awards announced at ‘The Happening’ Luncheon</b> <ul style="list-style-type: none"> <li>Location: Westin Hotel, Stonewall &amp; College, uptown Charlotte</li> </ul>
<b>Throughout the cycle (July 1, 2020 – June 30, 2021)</b>	<b>PPE Grant Evaluation Reports due</b> <ul style="list-style-type: none"> <li>Grants for PPEs that have a specific end date require an Evaluation Report within 30 days of the PPE conclusion</li> <li>Grants for PPEs without a specific end date require an Evaluation Report by June 30, 2021</li> </ul>
<b>June 30, 2021</b>	<b>Operating Grant Evaluation Reports due</b> <ul style="list-style-type: none"> <li>All Operating grants require an Evaluation Report by June 30, 2021</li> <li>Evaluation report covers the period from July 1, 2020 to June 30, 2021</li> </ul>
<b>June 30, 2021</b>	<b>Grant use deadline</b> <ul style="list-style-type: none"> <li>PPE Grant funds must be used on or before June 30, 2021</li> <li>Funds not used by this date must be returned to CLGF</li> </ul>

**SUBMIT APPLICATION STARTING JANUARY 1, 2020  
AND NO LATER THAN FRIDAY, FEBRUARY 14, 2020 at 12:00 NOON**