

THE WOMEN'S FUND OF CENTRAL OHIO 2019 GRANT CYCLE

LETTER OF INTENT GUIDELINES

DEADLINE: JUNE 29, 2018 AT 5PM

The Women's Fund of Central Ohio is a transformational grantmaker with a commitment to creating impact for the sake of economic empowerment and leadership for women and girls. Since the first demonstration grant in 2002, The Women's Fund has been a leader in making investments in the community through our grants to create social change for gender equality. We have applied research to identify best practices, included nearly 1,000 community members as grant readers, and backed programs others wouldn't fund. Grant partner programs have sparked social change with a ripple effect of tens of thousands of people across central Ohio.

VISION A future where gender equality is the norm in life and work.

MISSION The Women's Fund of Central Ohio is a public foundation whose mission is to transform the lives of women and girls by mobilizing the collective power and passion of all people working together.

Letter of Intent Purpose

Because we are anticipating a large volume of applications, and we know how time-intensive a full proposal can be, we are accepting Letters of Intent (LOI). LOIs express what you intend to do, how it will be measured, and how much money you need to do the work. A LOI, submitted on the form provided, is required to be considered for a grant.

The Women's Fund of Central Ohio Grantmaking

1. Our grantmaking philosophy is to effect social change:

We seek to fund efforts that address the roots of a social problem and/or explore new approaches to solving an issue. We are interested in funding efforts that go beyond providing direct service and that create change in the larger system of how we live, work, and learn.

The Women's Fund also supports organizations conducting social change advocacy efforts within our priority areas. Advocacy is defined as working to affect the actions of community systems, any level of government administrative practices, regulations, executive, or judicial actions. Advocacy activities may include but are not limited to public education, policy development, community organizing, research, and leadership development of women and girls.

2. Our grantmaking theory of change is that gender inequities are driven by rigid gender norms, as well as factors like age, race, and class.

Gender Norms are the implicit or explicit rules, expectations and standards placed on both sexes regarding how they should behave and be treated by society.

3. Our grantmaking priorities are based on the strategic priorities of The Women's Fund:

PRIORITY: ECONOMIC EMPOWERMENT

CHILD CARE & THE BENEFITS CLIFF

We will address both the benefits cliff and the benefits gap for child care to address living wage for women and families. Research shows that child care costs are the single largest expense for women and families in central Ohio. Accessibility and affordability of child care is the best opportunity to influence the cliff effect – when a minimal increase in hourly wages results in the complete termination of a benefit and a dramatic net loss of resources.

ACCESS TO CONTRACEPTION

We are committed to addressing women's healthcare. Enabling women to control when to have children allows them to shape their financial, educational, and professional futures. Additionally, research shows that access to contraception has played a significant factor for the reduction in teen pregnancy over the last decade. In order to continue the progress we have made in the reduction in teen pregnancy rates and decreased unplanned pregnancies and infant mortality, it is critical to remove barriers to access to all contraceptive methods.

REDUCE TEEN PREGNANCY VIA COMPREHENSIVE, MEDICALLY-ACCURATE SEX EDUCATION

We know that exposure to a comprehensive, medically accurate sex education curriculum that includes all methods of birth control reduces unintended pregnancies. Access to contraception and comprehensive, medically-accurate sex education have been significant factors in the reduction in teen pregnancy and unintended pregnancies over the last decade.

PAID LEAVE

We are committed to addressing workplace policies to encourage a gender equitable work environment. Current policies do not adequately support women striving to meet the obligations of work and family. Extending access to paid family leave strengthens women and families, reduces gender and economic disparities, and has a positive impact on local economies.

PAY EQUITY

We have increased community awareness around the wage gap and are committed to continue the conversation with a focus on pay equity or comparing work of equal value and looking at the impact of gender norms. Closing the wage gap between women and men and establishing pay equity is critical to ensuring women maximize their economic potential.

PRIORITY: LEADERSHIP

WOMEN RUNNING FOR ELECTED OFFICE

Women in elected office leads to an advancement in gender equality. Women are more likely to work across party lines, are more responsive to constituent concerns and prioritize issues that influence families and minorities—education, health, etc. The positive impacts of women in office are abundant and widespread, promoting more women to run for public office will maximize the policies that positively impact women and families.

ADVOCACY TRAINING – VOTING RIGHTS AND INFORMED VOTING

All voices have the power to create change, and one of the most powerful ways to do so is through civic engagement. Women fought hard to win the right to vote – the ballot box is the one place where women's voices are equal. Voting is still one of the best ways for women to ensure that our elected leaders support policies that will expand opportunity and empower women.

WOMEN'S LEADERSHIP AND INFLUENCE ON POLICY

When women are in leadership positions they will tend to introduce or create policies that are family-friendly, more equitable for women. We are committed to supporting programs that will develop women's leadership to increase the number of women in decision making positions.

GIRLS LEADERSHIP

Building girls' leadership is a fundamental element to them becoming economically empowered and leaders as women. Girls' confidence is important to address so that we build the pipeline for women leaders.

WOMEN'S PHILANTHROPY

Growing the number of women who are bold in their philanthropy will not only grow the funding stream to accomplish the work, but to create a generative and growing community of women leaders.

4. The Women's Fund is committed to gender equity and intersectionality. Grant Partners must demonstrate that women and people of color are represented on their board of directors.

Grantmaking Guidelines

- If the project described in the LOI meets The Women's Fund Grantmaking Guidelines below, you will then be invited to submit a full application.
- The Women's Fund makes grants to programs and/or initiatives that serve women and girls in the central Ohio counties of Delaware, Fairfield, Franklin, Licking, Madison, Pickaway, and Union.
- All programs must clearly articulate and address one or more of the five shifts of social change defined in section C below.
- All programs must align with one or more of our strategic priorities.
- All programs must have a gender lens and address gender norms,
- All funds 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.
- Grants will be made in amounts not to exceed \$20,000 and will be awarded for one year. Funds will be released within thirty days of the award announcement and upon receipt of required signed documents.
- 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 and innovative, as well as established programs.

Funds May Not Be Used For

- Organizations that do not provide a respectful atmosphere for people who are lesbian, gay, bisexual, questioning, transgender, intersex, or asexual
- Organizations that promote anti-reproductive activities and/or beliefs
- Programs that promote religious activities and/or beliefs
- Political campaigns or promotion of candidates for public office
- Advancement of capital or endowment campaigns
- Event sponsorship
- Scholarships that fund individual students
- Co-educational programs that do not clearly communicate the specific and unique aspects for women and girls.

Letter of Intent Guidelines

Please use the format provided within the fillable PDF, available on our website at www.womensfundcentralohio.org

A. Project Summary

- a. Briefly describe the project and project activities.

B. Outcomes

- a. Outcomes are the results of the work, measured by how much of a shift in social change has been made, and are supported by data.
 - i. Outline the outcomes the project plans to achieve.
- b. Gender Lens: Using a gender lens means examining a particular issue with a focus on the real-life conditions of women and girls—and acknowledging that gender is a powerful predictor of experience and opportunity.
 - i. What specific and unique needs for women and girls does this project address?
- c. Gender Norms: Gender Norms are the popular and conventional ideas most people have about what it means to “act like” a man or a woman. We tend to learn them from our experiences in family, peer groups, churches, schools, movies, magazines, and the internet, for example. With persistent use, they come to be taken for granted or thought of as “natural” and “just the way things are.”
 - i. How does this project address or disrupt rigid gender norms?

C. Social Change

- a. What social change shift does this program achieve?
 - i. Shifts in definition: The issue is defined differently in the community or larger society. For example, “going green” becomes a mainstream definition as the result of environmental awareness and action.
 - ii. Shifts in behavior: People behave differently in the community or larger society. For example, people recycle at greater rates and buy energy efficient appliances.
 - iii. Shifts in engagement: People in the community or larger society are more engaged in your issue. For example, people attend talks and information sessions on environmental issues.
 - iv. Shifts in policy: An institutional, organizational, or legislative policy or practice has changed. For example, the local school district enacts a “no idling” policy for school buses.

- v. Maintaining or holding the line: Earlier progress on the issue has been maintained in the face of opposition. For example, a bill to ease clean water standards is defeated
- b. Long term social change: What is the big picture goal the program hopes to ultimately achieve?
- c. Short term social change: Over the next year, what social change will this program achieve?
- D. Governing Board List
 - a. The Women’s Fund is committed to gender equity and intersectionality, include a board member roster with those who identify as women’s names in **bold** and people of color’s names underlined.

Dates and Deadlines

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| LOI Released | Monday, June 4, 2018 |
| Grant Workshops | June 8, June 13 To sign up: www.womensfundcentralohio.org/events |
| LOI Deadline | Friday, June 29, 2018 at 5:00 p.m. ET |
| Full Grant Application Invite | Monday, July 23, 2018 |
| Technical Assistance Phone Calls | July 30 -September 14, 2018 |
| Annual Grant Application Final Due | Monday, September 17, 2018 at 5:00 p.m. ET |
| Grants Announced | December 2018 |

Your Investment

The Women’s Fund of Central Ohio works in partnership with its grantees to promote the success of women and girls across central Ohio. We expect that the investment of our grant funds will be matched by the recipients’ investment of time, wisdom, and other resources. We expect that grantees will:

- Participate in the evaluation program
- Participate in the Grant Partner learning community
- Provide inspiring stories and pictures of your project for The Women’s Fund materials and marketing
- Attend annual Grant Partner Training Day

Each grant partner will be expected to participate in our evaluation program. New grant partners will be contacted for a 3-month progress report. All grant partners will be required to complete 6 and 12-month reports. Return grant partners may be asked for additional evaluation measures.

To aid in the LOI and grant writing process, The Women’s Fund will hold grant workshops. These workshops are not mandatory but are strongly recommended and will help to understand goals, objectives, and processes of The Women’s Fund and our 2019 Grant Cycle. Only one workshop needs to be attended.

Please sign up for a workshop by visiting our website: www.womensfundcentralohio.org/events

How to Apply

Letters of Intent will be accepted by email only. **Email the Letter of Intent PDF to Melissa Faulkner at mfaulkner@womensfundcentralohio.org by June 29, 2018 at 5:00 p.m. ET.**

