



RFP 2023

Grant Information Session



Lisa Attonito ~ Nicole Horvath
June 28, 2023
Virtually, Via Zoom

Agenda



- Mission/Vision, Equity vs Equality
- Organizational Elements, History and Background
 - Programming/Events
 - HER Scholarships
 - Grants and Flash Grants
- Cycle: Process, Guidance, Priorities
Social Change vs Social Service
- Important Dates
- Grant Partners, Expectations
- Q and A

Inclusive. Powerful. Progress.

Mission

To activate philanthropy that advances equity for women.



Equity vs Equality

Equality is based in being equal,
equity takes differences into consideration.

Equality sounds fair, equity is fair!

Vision



Greater Milwaukee is an
inclusive world-class community
where women and girls
realize their full potential and
everyone thrives.

Organizational Elements

- ★ Programming/Events
- ★ HER Scholarships
- ★ Annual Grants and Flash Grants

- ★ Cultures of Giving, Giving Circles

African American Women's Fund, Latinas en Acción, Lesbian Fund, Viv Ncaus

- ★ Fiscal Agent: Denim Day MKE, Women In Design

- ★ Roundtable: Women in Transition (Est 2018)

History and Background

- Started in 1986, independent in 2006.
- First grant in 1989; every year since.
- First HER Scholarships in 1996.
- Collective impact, significant gifts.
- Grants always exclusively focused advancing equity for women/girls.
- Availability of resources, permanently.

You give today, we give forever.

Programming

Convening the Community

Purpose

- Provide information.
- Connect people.
- Create conversations.
- Inspire action.

Description

- Diverse groups.
- Facilitated.
- Intergenerational.
- Relevant and important topics.

Topics and Focus, Abbreviated List

- Feminism
- Title IX
- Native American
Women Today
- Sexual Harassment
and Power
- Women and Voting
- 19th Amendment
- Hidden Figures
- Book Reads
- Theater Discussion

HER Scholarships

- Non-traditional students, at least age 35.
- First Bachelor's Degree.
- Sophomore status.
- Renewable, \$3,000 - \$5,000.
- Specific Institutions.
- Partnership with College Endowment Association.



“This scholarship was one of the reasons why I didn’t give up. It has helped my goals become reachable. Without your help there is no way that I would’ve made it this far.

My nursing journey is one of my greatest accomplishments. Because of your help I was able to walk across that stage. Today, I know that possibilities are endless and that I am able to achieve anything that I manifest. Thank you again for this opportunity.”

HER Scholar, Graduation December 2021

Grant Making

- Started in 1989.
- Over \$3 M granted.
- Nearly 150 Organizations; More than 350 Grants.
- Exclusive to advancing equity for women and/or girls.
- Formal, competitive process.
- Typically 6 – 15 Grants annually.
- Historically, gifts range \$1,000 - \$25,000.
- Average Grant: \$7,425; only 4 greater than \$25K.



Grant Partners 2023

as of January 1, 2023

Formal Grant Cycle

Cathedral Center

Center for Leadership of Afrikan Women's Wellness

CONVERGENCE Resource Center

i.c.stars

LOTUS Legal Clinic

Neighborhood House of Milwaukee

Planned Parenthood Wisconsin

Revitalize Wisconsin

Sojourner

Wisconsin Women's Network

Summary

- 10 Partners
- Nearly \$110K Invested
- 1 @ \$20,000
- Most at \$10K



Social Change

Not Social Service

- Shift in attitude, behavior, or culture.
- Systemic issue, root cause.
- Long process, time consuming.
- Slow results.



Social Service

- Basic needs: Food, clothing, shelter

Guidance and Insight

- We know the issues, talk about YOUR work/plan.
- Must focus on advancing equity for women/girls.
- Segmented programming, services, etc. for women/girls easier to understand, *not* required.
- Metro Milwaukee.
- Willing to take risks.
- Patient.
- Results matter, effort is important too.
- Range of \$5,000 - \$25,000.



Who?

- Must be a 501 c(3), or utilize a fiscal agent.
- Grassroots or well established entity.
- Chapter of national organization or local entity.
- Small or large.
- Only grantee or among others.
- Work in Metro Milwaukee.

What?

- Seed funding, capacity building, programs, evaluation, projects, collaborations, and research.
- Something with observable outcomes or innovation.
- One-time project, on-going program, or operational.

Limitations

- Endowments, debt reduction, individuals, fundraising events (including sponsorships,) campaigns to elect candidates, and programs that promote religious or sectarian activities.

Pillars with Suggestions



Economic Empowerment

- Advocacy and Democracy
- Building economic strength.
- Enhancing mental health/wellness, including reproductive rights.
- Expanding or enhancing family leave/child care, eldercare, family with disabilities.
- Housing, accessibilities and affordability.
- Violence, in the home and the community.

Leadership Development

- Advocacy and Democracy
- Supporting the democracy: political process, public policy, shape public systems.
- Addressing intersectionality; building inclusivity and belonging.

Education

- Advocacy and Democracy
- Teaching, promoting how to advocate, be an advocate.
- Helping people engage in democracy, voter info, rights, etc.

Process...Two Phases

Preliminary

- No supplementary attachments.
- Basic information and data.
- Focus on what you want funded.
- Keep it simple...draw direct line for clarity.

Full Proposal, Review and Invitation Only

- Go deep on what you want funded.
- Budget, funding.



Important Dates



Preliminary Application Opens

Application via Women's Fund website

Wednesday, July 5, 2023

Preliminary Applications Due

Monday, August 14, 2023

11:59 PM

Notification of Invitation to Apply

Applicants are notified for submission of a Full Application

Week of September 18, 2023

Full Application Due

Monday, October 2, 2023

11:59 PM

Applicants Notified of Status

Week of December 11, 2023

Grant Checks Distributed

January 2024

Expectation of Grant Partners

- Accept grant with signature.
- Photos and quotes requested.
- Mid-year update; on-going communication encouraged.
- Final Evaluation due in January.
- Be ready to explain what was successful and what was learned.
- Honesty essential.

Sharing with Q and A

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Thank you!