



751 West Fourth Street, Suite 200  
Winston-Salem, NC 27101  
womensfundws.org  
(336) 725-2382

# 2022 Grant Guidelines

## ABOUT THE WOMEN'S FUND

Established in 2005, The Women's Fund of Winston-Salem collaborates and engages our community to create an equitable, inclusive community for those who identify as women and girls in Forsyth County.

## OUR 2022 GRANT PROGRAM

Grant funding for The Women's Fund is focused on building economic security for those who identify as women and girls in Forsyth County.

The Women's Fund believes having economic security is key for all women and girls in our community to thrive. Our 2020 [\*Through A Gender Lens\*](#) research report highlights some of the systemic barriers that have led to the gender and racial disparities we see in our community and provides data related to Business and Employment, Economic Self-Sufficiency, Education, and Housing and Homelessness. The Women's Fund is a strategic initiative of The Winston-Salem Foundation, and this grant program directly aligns with the Foundation's [focus area](#) to build an inclusive economy.

## ELIGIBILITY

The Women's Fund will support grant proposals that:

- are designed with a focus on increasing economic security and or mobility for those who identify as women and girls.
- are designed to benefit and positively impact those who identify as women and girls
- are making an impact in Forsyth County, NC.
- are being implemented by a 501 (c)(3) organization, a government or public agency, or a faith-based organization. (Organizations that do not have a 501(c)(3) may utilize an organization with one to serve as its fiscal agent)

**Note for General Operating Support:** Because general operating support is not tied to a particular program or outcome, it is important that applicants that choose to apply for general operating support are fully aligned with The Women's Fund's mission and goals. Therefore, if you are applying for general operating support, all your programs/work must meet the economic security and gender focus criteria above.



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## PRIORITIES

While grant decisions are ultimately made by The Women's Fund's membership, applicants that meet one or more of the following criteria will receive priority during the review process:

- **Organizations with annual revenue of \$250,000 and under**
- **Organizations led by women of color and focused on working with women and/or girls of color \***
- **Organizations that actively engage women and/or girls with lived experience in the design and/or implementation of the proposed program or work**
- **Program or work designed with a gender focus\*\***

**\*Note on led by women of color:** The Women's Fund defines led by women of color as organizations with more than 50% of the organization's decision-makers identifying as women of color. This can include executive leadership, board, program managers, etc.

**\*\*Note for gender focus:** The Women's Fund defines an organization or a project that has a gender focus as one that goes beyond the number or percentage of women/girls served. A gender focus entails considering the unique and varied experiences of those who identify as women and girls during the design and/or implementation of the proposed program or work.

## FUNDING GUIDELINES

Below are examples of the types of grants The Women's Fund **will not support**:

- Programs or organizations that discriminate on the basis of ethnicity, race, color, creed, religion, national origin, gender, age, disability, marital status, sexual orientation, gender identity, or veteran's status.
- Programs that proselytize or promote any particular religion or sect or deny services to potential beneficiaries based upon religious beliefs.
- Individuals, including direct scholarships.
- Capital campaigns, annual campaigns or fundraising events, endowment campaigns, or retirement of debt.
- Biomedical research.
- Political campaigns or other partisan political activity.

## ADDITIONAL INFORMATION

### The Grants Process

Grant applicants who meet the eligibility requirements will be invited to discuss their requests in greater detail with staff and Women's Fund volunteers in August to help the Grants Committee determine which proposals are presented to the Women's Fund membership for its voting process. Proposals that meet one or more of the priorities above will be more likely to move



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forward for member voting; grant decisions are ultimately made by The Women's Fund membership. Those selected by the membership to receive grants will be announced at the Women's Fund's annual luncheon in the fall.

### **Funding Available**

Organizations can submit one application for a **maximum of \$15,000**. The total amount of grant funding available each year is determined by membership fees and other contributions received by the end of our fiscal year, which is June 30. Historically we have granted more than \$100,000 annually. Because the size of the grants will vary, it is hard to determine how many organizations will receive funding each year, although we typically have funded six or more grants per year.

### **Repeat Grants**

Organizations requesting support for previously funded programs may reapply for the same program, provided that the project/program meets the current guidelines. Funding for the same project/program cannot exceed three times.

Because of the COVID-19 pandemic, we are continuing to temporarily suspend the requirement that organizations must step down their request amount for previously-funded programs. If support is requested again, the amount can be a maximum of the same amount previously awarded. However, The Women's Fund cannot guarantee that agencies will receive repeat funding.

## **APPLICATION TIMELINE**

<b>Wednesday, May 25</b>	Application form available online
<b>Wednesday, July 13 (midnight)</b>	Application deadline
<b>Week of July 18</b>	Eligibility status and site visits confirmed
<b>August 8 - August 31</b>	Site visits (applicant to schedule when completing the application)
<b>Monday, September 12</b>	Agencies notified if they advance to member voting
<b>Friday, Sept. 23 – Sunday, Oct. 16</b>	Member voting period
<b>Friday, October 21</b>	Notification of funding decisions
<b>Wednesday, November 16</b>	Grants award announced at the Fund's luncheon
<b>January 1, 2023 or later</b>	Grant start date



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## HOW TO APPLY

Visit [womensfundws.org/our-work/grantmaking](http://womensfundws.org/our-work/grantmaking) to submit a brief application form online through **midnight, Wednesday, July 13**. As previously outlined, all applicants that meet the basic eligibility requirements will be invited to talk further with Women's Fund staff and volunteers about their work during a site visit in August. When completing the application form, you will be prompted to schedule a time that works best for your organization for a site visit.

## FOR MORE INFORMATION

We are available to talk through any proposal ideas you may have and to answer any questions about the application process. For assistance, contact **Shamika Strake**, strategic initiatives officer at [sstarke@wsfoundation.org](mailto:sstarke@wsfoundation.org) or (336) 604-5160.