2023 Grant Guidelines

ABOUT THE WOMEN’S FUND

The Women’s Fund of Winston-Salem is a community of passionate women creating social change through the power of collective giving. Established in 2005, The Women’s Fund of Winston-Salem collaborates and engages our community to build economic security for women and girls in Forsyth County.

GRANTMAKING FOCUS & ELIGIBILITY

Grant funding for The Women’s Fund focuses on building economic security for women and girls in Forsyth County. The Women’s Fund defines economic security as a continuum, with the ability to access resources and meet one’s basic needs, including health and well-being, consistently and with dignity. Based on research from our 2020 Through A Gender Lens report, we also know that systemic barriers have led to the gender and racial disparities we see in our community.

To build a thriving community for women and girls, The Women’s Fund commits to using a two-pronged approach by supporting work that addresses meeting basic needs and systemic barriers to economic security to ensure more equitable outcomes.

Organizations must also meet the following eligibility requirements:

- 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, if you are applying for general operating support, it is important that your mission aligns with the Women’s Fund mission and goals and all programs/work must meet the economic security criteria above.

PRIORITIES

Based on our insights as a funding initiative, structural racism and implicit bias within philanthropy limits the amount of power and resources allocated to work led by people of color. Leaders of color often have less access to networks of funders than their white peers and experience mistrust and microaggressions from funders and colleagues, resulting in burden and burnout. Leaders of color and organizations with smaller budgets also face arduous grant application processes, given that they are under-resourced and without funder networks, which delays or jeopardizes their work.

While The Women’s Fund’s membership vote ultimately determines the final grant decisions, applicants that meet one or more of the following criteria will receive priority.

- 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 or implementation of the proposed programs or work
• Programs 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 on 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 RESTRICTIONS

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 are invited to discuss their proposal further during a virtual site visit in August. The virtual site visit is a conversation and listening opportunity for Women’s Fund volunteers and staff to hear from you and gain a deeper understanding about your organization’s work and proposal. In September, proposals are presented to the Women’s Fund membership for its voting process. Proposals that meet one or more of the priorities above are more likely to move 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 November.

Funding Available
Organizations can submit one application for a **maximum of $15,000**. 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. 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.

**Previous Funding**

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 consecutive years**.

**APPLICATION TIMELINE**

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Tuesday, May 30</td>
<td>Application form available online</td>
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<tr>
<td>Wednesday, July 12</td>
<td>Application deadline</td>
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<tr>
<td>Week of July 19</td>
<td>Eligibility status and site visits confirmed</td>
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<tr>
<td>August 7 - August 31</td>
<td>Virtual site visits (scheduled by applicant via application)</td>
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<tr>
<td>September 11</td>
<td>Agencies notified if advancing to member voting</td>
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<tr>
<td>September 22 –October 16</td>
<td>Women’s Fund Member voting period</td>
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<tr>
<td>October 20</td>
<td>Notification of funding decisions</td>
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<tr>
<td>November 8</td>
<td>Grant awards announced at the Fund’s annual luncheon</td>
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<tr>
<td>January 1, 2024 or later</td>
<td>Grant start date</td>
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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 12**. 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 virtual 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 **Courtney Feliz**, strategic initiatives officer at [cfeliz@wsfoundation.org](mailto:cfeliz@wsfoundation.org) or (336)231-0508.