

## **2018 - 2019 Competitive Grantmaking Guidelines**

Established in April 2017, the Atmore Community Foundation, an affiliate of The Community Foundation of South Alabama (“CFSA”), serves as a vehicle to receive donations and bequests to benefit the community in perpetuity. The Atmore Community Foundation Advisory Committee is pleased to announce the opening of its 2018-2019 competitive grantmaking cycle which will award grants to local nonprofits. These grants are funded through the Atmore Community Fund, a field of interest fund established by donors to address the most pressing needs in the Atmore community.

The following guidelines offer general guidance to local nonprofits seeking to apply for funding through the Atmore Community Foundation’s competitive grant process. Each proposal is evaluated on its potential impact; the quality of planning, leadership, support and vision expressed; the relative need for the program proposed; and the current funds available for distribution. Due to the anticipated number of funding requests and the limited amount of funds available, not all proposals can be supported. An unsuccessful proposal does not reflect on the worthiness of a particular project.

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### **Grantmaking Priorities**

For 2018 - 2019, the Atmore Community Foundation will accept proposals from organizations that address the needs of the Atmore community and strive to improve the quality of life of Atmore residents, including but not limited to the following areas: Arts & Culture, Community/Economic Development, Education, Environment/Beautification, Health & Wellness, Human Services, Recreation, Technology, &/or Youth.

### **Application Guidelines**

**Eligibility:** Applicant organizations must be recognized by the IRS as a 501(c)(3) organization, government entity, educational institution or religious organization. The program and/or activities must serve the Atmore community, more specifically the 36502 zip code. Applicants may be individual organizations or may represent a collaboration of two or more organizations. Proposals that involve collaboration with other organizations, even if submitted by an individual organization, are preferred.

**Length of Funding:** Funding requests should be for 12 months or less.

**Request Amount:** Grant requests should not exceed \$2,250.00. Grant awards will most likely be in the range of \$500 - \$1,000.

**Use of Funds:** Funding must be used in alignment with the Atmore Community Foundation mission and is intended to strengthen the delivery of programs and services in identified areas of programmatic and geographical need. Funding may be applied toward direct program services, as well as to strengthen the organization’s capacity to deliver such services or to collaborate with other service providers.

- **Programmatic Grants.** The Foundation is most interested in supporting sustainable, evidence-based programs that have the potential to produce meaningful results on community priorities and/or needs. Funding is provided for the expansion or refinement of existing programs that,

through program evaluation, show promise of effectiveness, value, and sustainability. Grants to programs with a successful track record are also considered. Program grants are restricted to expenses directly and indirectly related to the operation of the project. No more than 10% may be used to pay for indirect or administrative expenses. Program grants may not be used for general operating support or organizational capacity building. As a general rule, the Foundation prefers program grant requests do not exceed 50% of the budget for the program/project/activity for which the application is seeking support. This demonstrates that the proposal has a diversified base of support and has some measure of community buy-in.

- **Capacity Building.** The Foundation defines organizational capacity building as any strategy that improves and enhances an organization's ability to achieve its mission and sustain itself over time. The Foundation recognizes great value in developing the internal capacities of organizations to increase their effectiveness and community impact. More pointedly, the Foundation believes that by supporting organizational capacity building it will enable organizations to strengthen their operations and effectively address systemic issues that significantly impede the quality of life for individuals and families that they serve.

Organizations proposing a capacity building grant should address how the project strengthens the organization and how it will enhance its mission and benefit the community served. Funding for capacity building is not designed to support a specific program or initiative, but rather to enhance the overall operations of an organization. Examples of capacity building activities include the following:

- Strategic planning, organizational assessments or evaluations
- Leadership development and training (Board, Executive or Staff)
- Enhanced marketing, branding and communications planning or technology
- Improved fundraising and fund development training or technology
- Database or technology improvements

**Reporting Requirements:** Each successful applicant will be required to sign a grant agreement with the Atmore Community Foundation before receiving a grant payment. Grant objectives, outcomes, payment schedules and reporting requirements will be outlined in the agreement. All grant recipients must also attend an orientation.

**Evaluation Requirements:** To document the impact of the grantee and to track the success of funded programs, grantees will be required to submit customized information such as program-specific data that is collected by individual grantees to demonstrate the progress and outcomes of their specific services.

**Grant Restrictions:** Proposals will **not** be accepted in support of:

- Individuals
- Debt reduction or endowment funding
- Fraternal, social or athletic clubs or teams
- Fundraising events or conference underwriting
- Labor, or political organizations
- Organizations that discriminate on the basis of race, religion, color, sex, national origin, age, marital status, mental or physical ability, or sexual orientation

- Organizations other than 501(c)(3) tax-exempt organizations, government entities, educational institutions, or religious organizations. (These organizations may be collaborating partners, but may not receive funding directly).

**Funding Considerations:** The Atmore Community Foundation seeks to fund proposals that:

- Focus on work aligned with the Atmore Community Foundation's mission
- Exhibit the potential to accomplish meaningful results or impact in one or more of priority areas
- Address community challenges, underserved populations, and/or service gaps
- Articulate measurable outcomes (desired results), effective approaches, and viable plans for maintaining ongoing efforts
- Demonstrate strong community support, capable leadership and knowledge of, and involvement in, the community served
- Include a realistic project budget and organizational financial information demonstrates fiscal health (e.g. diversified revenue sources, sustainability, solvent, etc.)

In addition, we strongly encourage proposals that include one or more of the following:

- Incorporate fresh, innovative approaches that are based on research, experience and best practices in the field
- Use collaborative strategies that support efficiencies, increase the effectiveness and build leadership in achieving broader community impact
- Leverage the proposed grant with other financial and human resources

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## How to Apply

Applications will be submitted via The Community Foundation of South Alabama's Online Grant Portal which can be accessed on the Atmore Community Foundation's page on CFSA's webpage ([www.atmorecommunityfoundation.org](http://www.atmorecommunityfoundation.org)) or by clicking [here](#).

## Important Dates:

- **March 13, 2019** - Invitation to submit an application will made available at [www.atmorecommunityfoundation.org](http://www.atmorecommunityfoundation.org).
- **March 21, 2019** - Optional Grant Information Session for organizations interested in applying for a grant. The meeting is scheduled for 10am at the Atmore Chamber of Commerce.
- **April 18, 2019** - All applications must be submitted electronically using the CFSA Online Application by 11:59pm CT. Incomplete applications or applications submitted after the deadline will not be considered. Hard copies will not be accepted. Submissions will be evaluated and follow up phone interviews and/or site visits may be conducted.
- **Mid-June 2019** – All applicants will be notified of final decision.
- **Late June 2019 (tentative)** – Grantee Orientation will be held.

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Please direct any additional questions you may have about the competitive grantmaking process to Carolyn Marston at [cmarston@communityfoundationsa.org](mailto:cmarston@communityfoundationsa.org) or by calling 251-438-5591.