

# 2019 Guidelines



Civic Engagement Fund

## ABOUT THE COMMUNITY FOUNDATION FOR GREATER ATLANTA

Since 1951, the Community Foundation for Greater Atlanta has been connecting the passions of philanthropists with the purposes of nonprofits doing that work. With nearly 70 years serving the 23-county Atlanta region and a robust team of experts, the Foundation inspires philanthropy to increase the vitality of our region and the well-being of all residents, empowering our donors to focus on the joy of giving. For more information, visit: [cfgreateratlanta.org](http://cfgreateratlanta.org) or connect with the Foundation via [Facebook](#), [LinkedIn](#) and [Twitter](#).

At the Community Foundation, we believe in the power and potential of individuals and organizations to change communities, whether those communities are physical neighborhoods, a group of individuals with a common interest or a cohort of organizations focused on similar issues. We play a variety of roles, but our key goal is to be the connecting point for the various partners, nonprofit organizations and community leaders working together toward the common vision of stronger greater Atlanta region.

## IMPACT AREAS

The Community Foundation for Greater Atlanta fulfills the passions of donors by investing in our region through grantmaking, partnerships and advocacy. To create meaningful, lasting change, our efforts align via measurable objectives through focused "Impact Areas." We practice what we preach – evolving beyond grantmaking strategies and industry jargon to real, tangible impact.

**These five impact areas are our promise to the 23-county region - that in partnership with our donors, nonprofits and collaborators, we vow to make Atlanta a better place for all residents to live and thrive.**



Arts



Community Development



Education



Nonprofit Effectiveness



Well-being

**Arts >>** Build a dynamic arts ecology to ensure all residents in our region will have access to high-quality cultural experiences and diverse artistic programs

**Community Development >>** Advocate for equitable economic growth, strong civic health and safe, sustainable communities

**Education >>** Improve outcomes and expand opportunities for all learners across the education spectrum

**Nonprofit Effectiveness >>** Invest in the region's nonprofits with management and financial resources to equip these organizations to effectively manage operations and high-performing programs

**Well-being >>** Ensure a healthy, safe and engaged region, where all residents have access to quality health care and nutritious food

All of these impact areas are complex and multi-dimensional and require cross sector, regional collaboration: these are opportunities with solutions that cannot be achieved by any one entity. The Foundation has an extensive base of knowledge and relationships across the region, spanning diverse communities, populations and issues, making us uniquely poised to serve as a hub for impact.

## THE CIVIC ENGAGEMENT FUND

Since 2013, the Community Foundation for Greater Atlanta has awarded grants through the Civic Engagement Fund to further one of its key goals: advancing public will. We firmly believe that a critical component of a healthy community is a strong civic voice. The more informed and engaged individuals are, the greater their ability is to advocate for a better quality of life and solutions to critical problems in their communities.

Civic engagement is a cornerstone of American society and democracy, but people must be ready, willing and able to actively participate and contribute to civic life. The Civic Engagement Fund seeks to strengthen the civic potential of Metro Atlanta residents by supporting nonprofit organizations implementing strategies that draw people into public decision-making processes within the 23-county region.

Civic engagement can encompass a broad range of activities including political involvement, voting, advocacy, **participation in the decennial census**, voluntarism and active discussion of public affairs.

The Community Foundation for Greater Atlanta understands the importance of a fair and accurate 2020 census count. The data collected in the 2020 Census determines federal funding for Georgia (\$14 billion annually), our number of representatives in Congress, how state legislative and school districts lines are drawn, how businesses make decisions and so much more for the next 10 years. And the 2020 census faces unprecedented challenges – the first online form, fewer local field offices and increased government distrust.

**Therefore, for the 2019 cycle, the Civic Engagement Fund will focus its grantmaking on efforts that increase participation in the 2020 Census in our 23-county region among historically “hard-to-count communities” of African American men, immigrants and low-income families (particularly those with children ages birth to 5).**

Grant funds may be used to support efforts to prepare for and encourage full participation in the 2020 census, including but not limited to:

- Conducting targeted communications efforts, including the use of digital tools to reach target audiences;
- Providing outreach materials and information that are culturally appropriate and translated, when necessary;
- Organizing events to promote participation in the census and provide information about filling out the census form; and
- Establishing community sites that provide information and assistance to community members about the census form and how to fill it out online or on paper.

### Available funding for the Civic Engagement Fund

Grants will range from \$5,000 to \$25,000 over 12-month period and may partially fund organizations' efforts.

# Desired Outcomes

Progress toward success for the Foundation's learning and the grantees' projects will be determined by the ability of nonprofits to effectively design, implement and/or evaluate program outcomes during the grant period. Strategies, activities and results that the Foundation will look to as indications of progress may include one or more of the following:

1. Measurable, increased civic engagement regarding 2020 Census
2. Measurable development of consensus
3. Development of a measurement system or process to assess impact
4. Development of a communications strategy among partners to address internal and external impact or achievement
5. Measureable evidence of productive collaboration

**Applicants are expected to propose measures for collective impact and/or program outcomes.** Outcomes are changes in people or operations as a result of the project: knowledge, behavior, skills, performance (such as efficiencies), attitude and status; outcomes are not activities or numbers of people served.

## **Outcomes should follow the SMART guidelines:**

### **Specific**

- Well-defined
- Clear to anyone with basic knowledge of the partnership/project
- Answers who, what, where, when, which and why

### **Measurable**

- Quantifiable
- Defines how much, how many and how will I know when it is achieved?

### **Achievable**

- Refers to the partnership's capacity
- Demonstrates requisite human, material, financial and institutional resources necessary to achieve the outcome

### **Realistic**

- Represents an objective toward which partnering organizations are willing and able to work
- Within the availability of resources, knowledge and time

### **Time-bound**

- Has an end date
- Allows partnering organizations enough time to achieve the goal

# Guidelines

## TIMELINE

In 2019, the Civic Engagement Fund will include one grant cycle, open to eligible organizations, according to the schedule below:

### SCHEDULE

April 24, 2019 at Noon

Organizational Profile, Common Grant Application and Grant Application Supplement due

By June 7, 2019

Grantees notified of award/declinations

## APPLICATION PROCESS

### What is the application process?

- 1]** Organizations interested in applying for Civic Engagement Fund must complete and submit an Organizational Profile, Common Grant Application, Grant Application Supplement (<https://www.surveymoz.com/s3/4913799/2019CivicEngagementFund>) and required attachments by the appropriate deadline. See [Instructions for Completing the Grant Application Supplement](#). You can find a link to the Organizational Profile and Common Grant Application at [cfgreateratlanta.org](http://cfgreateratlanta.org).
- 2]** Foundation staff reviews all completed application materials and determines which applications will be recommended for funding.
- 3]** Funding recommendations are made to the Foundation's board of directors and grants are awarded.

## Eligible Organizations

An organization seeking a grant of more than \$10,000 is required to meet all of the eligibility criteria, in the “small grants” and “large grants” sections below. Those seeking a grant of \$10,000 or less only have to meet the eligibility criteria in the “small grants” section below.

### **Small grants (\$5,000 - \$10,000):**

- Must be located and providing services within the Foundation’s 23-county service area;
- Must be classified by the U.S. Internal Revenue Service under Section 501(c)(3) of the I.R.S. code as a nonprofit, tax-exempt organization, donations to which are deductible as charitable contributions under Section 170 (c)(2) and the I.R.S. determination must be current;
- Must be registered with the Georgia Secretary of State as a nonprofit (click here to verify: <http://corp.sos.state.ga.us/corp/soskb/csearch.asp>);
- Must have a minimum one-year operating history after the date of receipt of its 501(c)(3) classification;
- If received GOTV 2018 or Supplemental GOTV 2018 funds from the Community Foundation, must have submitted an end-of-grant report.

**Large grants (\$10,001 - \$25,000)** must meet all eligibility criteria for small grants and those listed below:

- Must have at least one full-time or equivalent paid employee (paid minimum wage or more, working 2,080 hours or more) for at least 12 months prior to submitting an application.
- Must have annual operating expenses greater than \$25,000 as reflected in the most recently filed I.R.S. Form 990 (click here for more information on Form 990: <http://www.irs.gov/charities/article/0,,id=214269,00.html>);
- Must have a current written strategic or business plan for the whole organization that covers at least 24 months which includes the organization’s entire current fiscal year and includes the following:
  - Mission statement
  - Evidence of an environmental scan (an assessment of stakeholder and community needs)
  - Stakeholder participation (staff, board, consumers/clients, volunteers, etc.)
  - Strategic goals and measureable objectives
  - Implementation plan showing action steps, a timeline and assigned staff and board responsibilities
  - On-going evaluation to keep plan current
  - Quarterly, semi-annual or annual written assessment by staff and board to measure organizational progress towards goals
- Must have **audited** or **reviewed** financial statements that follow Generally Accepted Accounting Principles (GAAP) or Government Auditing Standards (GAS) for the past two completed fiscal years as required by budget size. Organizations with annual budgets over \$250,000 must have audited financial statements; organizations with annual budgets between \$25,000 and \$249,999 must have reviewed financial statements;

**All grantee organizations** will be required to collect and report data on selected outcomes to measure impact of the grant and resulting work. The Community Foundation will provide a reporting template and may require an interim and end-of-grant report.

## **How are applications evaluated?**

The following criteria will be used to assess applications:

- Proposed target population includes at least one of the hard-to-count communities - African American men, immigrants and/or low-income families (particularly those with children ages birth to 5)
- Demonstrated alignment of purpose among the partners, when applicable
- Demonstrated success in implementing and sustaining programming
- Evidence of pre-planning and research
- Scope and intent of proposed work
- Realistic budget with accompanying narrative explanation
- Proposed evaluation summaries and measures
- Opportunities and potential for sector-wide learning regarding 2020 census participation practices that may be shared, informally and formally, with other funding institutions

## **What are the Community Foundation's objectives?**

- Enhanced understanding of principal factors leading to success
- Enhanced understanding of principal impediments blocking success
- Measurable occasions to share findings with other philanthropic organizations or individuals
- Informed process and principles for future funding of civic engagement projects
- Increased opportunities for collaborative funding projects with other philanthropic organizations or individuals
- Increased opportunities to strengthen grantee organizations' capacity to achieve success
- Provide opportunities to strengthen the norm of the common good by promoting civic engagement

## **Questions about the Civic Engagement Fund?**

For further information, please contact Clare S. Richie at 404.526.1127 or [crichie@cfgreateratlanta.org](mailto:crichie@cfgreateratlanta.org).