2014 COMMUNITY CAPACITY BUILDING PROGRAM

Informational Sessions

April 2014
AGENDA

• About Deaconess Foundation
• 2014 Funding Opportunities
• Community Capacity Building: Our Approach
  • Nonprofit Organization Advocacy Grants
  • Collective Impact Network Capacity Grants
  • Community Voice Support
• Application Requirements
• Frequently Asked Questions

Health and hope for all St. Louis children
125 Years in Mission

ABOUT DEACONESS FOUNDATION

Health and hope for all St. Louis children
Deaconess Vision
Deaconess Foundation envisions a community that values the health and well-being of all children and give priority attention to the most vulnerable.

Deaconess Mission
In the spirit of our faith heritage, the mission of Deaconess Foundation is to improve the health of the Metropolitan St. Louis Community and its people.
ABOUT DEACONESS FOUNDATION

• Deaconess mission started in 1889 for the training of the Deaconess Sisters to care for the poor and sick in St. Louis.

• Ministry of the United Church of Christ.

• Since 1998, Foundation has invested over $72 million to improve the health of the Saint Louis region.

Grantmaking Footprint

• Missouri: St. Louis City, St. Louis, St. Charles, Franklin, & Jefferson Counties
• Illinois: St. Clair, Madison, & Monroe Counties

Health and hope for all St. Louis children
ABOUT DEACONESS FOUNDATION

To advance our mission...

1. We focus on the mission of helping the most vulnerable.
2. We seek change.
3. We listen.
4. We see the bigger picture.
5. We invest time and expertise as well as funds.
6. We develop long-term relationships.
ABOUT DEACONESS FOUNDATION

...to fulfill our promise to the community.

Healthy, hope-filled futures for children benefit us all.
ABOUT DEACONESS FOUNDATION

Deaconess Foundation Staff

REV. STARSKY D. WILSON
President and C.E.O.

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Health and hope for all St. Louis children
Deaconess Foundation

2014 FUNDING OPPORTUNITIES
2014 FUNDING OPPORTUNITIES

1. Deaconess Impact Partnership
2. Deaconess Nursing Scholarship
3. Church-related Grants
4. Small Grants Program
5. Hemodialysis Health Grant
6. Mission Investment

7. Community Capacity Building
Our Approach

COMMUNITY CAPACITY BUILDING - 2014
COMMUNITY CAPACITY BUILDING – 2014

Collaborative engagement and investment with diverse partners to strengthen the region’s capability to achieve better outcomes for children and youth

Deaconess seeks to:

- Mobilize diverse constituencies through community engagement
- Expand knowledge by resourcing and informing translation of research into public policy
- Leverage relationships with the faith community and capacity building expertise to increase advocacy; and
- Focus mission-related monetary distributions on efforts with potential for systems-level impact
COMMUNITY CAPACITY BUILDING – 2014

Community Capacity Building Strategies & Activities:

1. Promote a regional children’s initiative, i.e., a Cradle-to-Career effort
   • Activity: Champion the St. Louis region’s adoption of the Ready by 21 Model

2. Support work through networks/coalitions (issue or place based)
   • Activity: Award grants to collective impact networks capacity to initiatives focused on children and youth

3. Mobilize an empowered community engaged in effective action that builds public will advancing the Deaconess Foundation vision for children
   • Activities:
     • Award grants to non-profit organization engaged in advocacy to improve public policy impacting children and youth
     • Support efforts amplifying the voices of communities affected by Deaconess’ grantmaking
COMMUNITY CAPACITY BUILDING

COLLECTIVE IMPACT NETWORK CAPACITY GRANTS

Ready by 21 St. Louis as an example:

• Regional attempt to build broader partnerships, set bigger goals, collect and use consistent and better data, and implement bolder strategies in insulating and improving the cradle-to-career pipeline for our youth.

• Collaborative effort to use a shared measurement system provided by The Forum for Youth Investment to ensure that all young people in the St. Louis region have the supports they need to be productive, connected, healthy and safe.

• Multi-sector effort inclusive of Deaconess, Greater St. Louis Community Foundation, Incarnate Word, St. Louis Mental Health Board, United Way, and many more organizations.
COMMUNITY CAPACITY BUILDING – 2014

Strategies informed by Research (all can be found at www.deaconess.org)

1. *Leveraging Limited Dollars*, National Committee for Responsive Philanthropy


Key Findings

- “Advocacy is when nonprofits promote a policy or idea and encourage others to adopt it” (NCRP)
- Every $1 invested into advocacy returns $115 in community benefit
- Nonprofits advocate for efficient and effective use of public funds; many reforms did not require government revenue
COMMUNITY CAPACITY BUILDING
NONPROFIT ORGANIZATION ADVOCACY GRANTS

Selection principles based on research

1. Leadership by and mobilization of affected communities;
2. Participation in coalitions;
3. Application of racial equity lens;
4. Legal advocacy; and/or
5. Electoral engagement as complementary strategy
COMMUNITY CAPACITY BUILDING

NONPROFIT ORGANIZATION ADVOCACY GRANTS

Eligibility Criteria

• Projects must advocate for an improved policy or community process which results in better outcomes for vulnerable/at-risk/low-income children

• Organization must have 501(c)(3) status or nonprofit fiscal agent

• Project must advocate at the local, state, or regional level

• Project must impact children and/or youth geographic footprint
Examples of advocacy projects include, but are not limited to:

- **New Mexico Voices for Children**: campaigned for the *expansion of access to* their state’s Children’s Health Insurance Program and a *raise in eligibility for child care subsidies*

- **Montana Community Foundation**: supported a broad coalition of nonprofits working together to curb abusive *payday lending practices* and *predatory lending laws*
Key Findings

- **Collective Impact** - the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem.

- Different from other collectives because it involves: a centralized infrastructure, a dedicated staff, and a structured process.

- Social issues arise from the interplay of government and commercial activities, and thus complex problems need to be solved by a collective effort.
COMMUNITY CAPACITY BUILDING

COLLECTIVE IMPACT NETWORK CAPACITY GRANTS

Selection principles based on research

Demonstration of five conditions:

1. Common agenda
2. Shared measurement systems
3. Continuous communication
4. Mutually reinforcing activities
5. Independent backbone support
COMMUNITY CAPACITY BUILDING

COLLECTIVE IMPACT NETWORK CAPACITY GRANTS

Eligibility Criteria

• Focus on long-term, intractable challenge for children and/or youth
• Illustrate multi-sector participation
• Use a 501(c)(3) organization as a fiscal agent
COMMUNITY CAPACITY BUILDING

COLLECTIVE IMPACT NETWORK CAPACITY GRANTS

Other examples of collective impact networks include, but are not limited to:

- **Strive**: partnership based in the greater Cincinnati, OH metro region aimed at improving student success.

- **Elizabeth River Project**: partnership based in southeastern Virginia aimed at cleaning the Elizabeth River.

- **Mars Corporation**: partnered with government and non-governmental entities, and competitors to improve conditions for farmers in Cote d’Ivoire, a large source of its cocoa.
Deaconess Foundation has adopted the following definition of a movement:

A movement is generally understood as collective action with a common frame and long-term vision for social change, characterized by grassroots mobilization that works to address a power imbalance.

(Grantmakers for Effective Organizations)
COMMUNITY CAPACITY BUILDING
COMMUNITY VOICE SUPPORT

Selection principles based on research

Engagements aimed at:

- Initiating community dialogue.
- Advancing a public policy solution affecting child well-being.
- Connecting affected communities to policy makers or other advocates.
- Building public will.
Eligibility Criteria

• Represent grassroots, parent or student-led organizations, or affected communities.

• Use of 501(c)(3) organization as a fiscal agent.

• Amplify the voices of affected communities in the St. Louis region.
COMMUNITY CAPACITY BUILDING
COMMUNITY VOICE SUPPORT

Engagements can include, but will not be limited to:

• Hosting and/or supporting convenings such as community rallies, policy forums, etc. targeting children and youth in affected communities

• Conducting or supporting original research

• Aiding initiatives in leveraging additional funding
APPLICATION & REQUIREMENTS
APPLICATION MATERIALS

Request for Proposal

Community Capacity Building Program
2014 Request for Proposals

Deaconess Vision
Deaconess Foundation envisions a community that values the health and well-being of all children and gives priority attention to the most vulnerable.

Deaconess Mission
In the spirit of our faith heritage, the mission of Deaconess Foundation is the improved health of the Metropolitan St. Louis community and its people.

COMMUNITY CAPACITY BUILDING

Community Capacity Building is Deaconess Foundation's effort to strengthen the region's capability to achieve better outcomes for children and youth through collaborative engagement and investment with diverse partners to improve systems and sustain actions that have long-term impact on the health and well-being of children. It includes a series of strategic philanthropic actions intended to make child well-being a civic priority for the St. Louis region. Through the program, Deaconess seeks to:

- Mobilize diverse constituencies through community engagement;
- Expand knowledge by resourcing and informing translation of research into public policy;
- Leverage our relationship with the faith community and capacity building expertise to increase advocacy; and
- Focus mission-related monetary distributions on efforts with potential for systems-level impact.

Many organizations work to improve the educational, social, emotional, and physical well-being of our youth. Deaconess Foundation's aim is to help increase our collective capacity to serve.

In 2014, community capacity building funding is available in three separate streams. These opportunities include: 1) advocacy grants to nonprofits working to change policies for the betterment of children and youth; 2) grants aimed at strengthening the capacity of collective impact networks; and 3) support to effort that enable Deaconess to amplify the voices of communities affected by its grantmaking. A detailed explanation of each approach, including eligibility requirements and selection principles follows.

Grant Application

Community Capacity Building Application

Please Note: There are three parts to this Short Form Application (Cover Sheet, Application Narrative, Financial Documents). Please complete all three.

Instructions:
1. Visit our website to obtain a copy of funding guidelines or to view Frequently Asked Questions.
2. Please do not submit hand written proposals.
3. Please answer all the questions unless otherwise noted.
4. Please do not include any materials other than those specifically requested.
5. Please submit the application materials electronically to advocate@deaconess.org.

Resources:
- St. Louis Public Library’s Grants and Foundation Center - http://blogs.slpl.org/

Additional Application Requirements:

Application Narrative. In conjunction with the common grant short form, applicants should submit a narrative of no more than three (3) double-spaced pages with 11-point Times New Roman font and one-inch margins. Please see the outline below. In fairness to all applicants, proposals that do not follow these guidelines will not be considered for funding.

1. Brief organizational history, including a description of accomplishments for children and youth in the St. Louis metropolitan community, if any.
2. Purpose of this funding request. Please describe:
   a. Community needs or project to be addressed.
   b. Target population, number of individuals, and geographic area that will benefit.
   c. Based on the type of request (Nonprofit Organization-Advocacy, Grant, Collective Impact Network Capacity Grant, or Community Vision), please explain how this project fulfills the Selection Principles outlined in the Request for Proposals?
   d. What does your organization hope to accomplish (inputs and/or outcomes)?
   e. How do you intend to accomplish the above?
   f. Names and brief description of role of partners on this project (if applicable).
   g. Other than additional funding, how could Deaconess Foundation staff advance the aims of this project?

Financial Documents. Please include the financial documents outlined below with your application:

1. One-page project budget template found at www.deaconess.org
2. Organization’s last completed fiscal year budget, including actuals
3. IRS Determination Letter

For more information contact:
Dr. Brandon O. Haynes
Director of Community Engagement
BrandonO@deaconess.org
APPLICATION REQUIREMENTS

Submit all required documents to advocate@deaconess.org by 4:00 p.m. on Friday, May 9, 2014

1. Missouri Common Grant Application (www.deaconess.org)

2. Application Narrative

3. Financial Documents

Grant awards announced on Friday, July 18
FOR MORE INFORMATION CONTACT

Dr. Brandon D. Haynes
Director, Community Engagement

BrandonH@deaconess.org
FREQUENTLY ASKED QUESTIONS
FREQUENTLY ASKED QUESTIONS

Question:
How much will Deaconess grant per award?

Answer:
Deaconess has not set a floor or a ceiling on its community capacity building grants. We are intentionally vague on this matter because we want to be informed of your actual needs. We do not want to underfund a good idea because we set an arbitrary cap on the award. Prior grants have ranged from $5,000 to $40,000, with last year’s advocacy grants averaging around $15,000. Funding will be based on the strength of the applications and the need.
FREQUENTLY ASKED QUESTIONS

Question:
Are there any children’s organizations that Deaconess will not fund (e.g. schools)?

Answer:
Deaconess will consider all children’s organizations. While it is preferable that initiatives directly aid children and youth, it is not necessarily a requirement. What the applicant must demonstrate is how funding for a particular initiative will affect child-well being within the geographic footprint.
FREQUENTLY ASKED QUESTIONS

Question:
In the Collective Impact Network Grant funding stream, will Deaconess fund the backbone organization to do the work?

Answer:
Deaconess will provide funding to support a backbone organization of an impact network. This could take the form of funding for a dedicated staff person, technology, communications support, and other administrative costs not regularly funded by grants. We recognize the administrative costs of a collective impact network are important for the initiative to function smoothly.
FREQUENTLY ASKED QUESTIONS

Question:
Can an organization apply for more than one stream of funding?

Answer:
Yes. The organization must complete separate applications for each funding opportunity for which it wishes to apply. We recognize organizations can wear several hats, including program delivery, fiscal agent, backbone, convener, etc., and will consider multiple applications from one organization.
Question:
If I am not a nonprofit organization but am using a 501(c)(3) as a fiscal agent, whose budget do I need to submit? The initiatives or the fiscal agent?

Answer:
We would prefer you use the initiative’s budget, but if that is not available, then use the fiscal agents. The intent is for Deaconess to be able to understand the scope of the work or organization.
FREQUENTLY ASKED QUESTIONS

Question:
Deaconess Foundation references that highly competitive applications are ones with nonprofits participating in coalitions. Are these formal or informal coalitions?

Answer:
Informal coalitions are acceptable, however, formal coalitions are stronger.
FREQUENTLY ASKED QUESTIONS

Question:
Can we partner with statewide organizations?

Answer:
Yes, as long as the outcome benefits children and youth within the Deaconess eight county geographic footprint.
FREQUENTLY ASKED QUESTIONS

Question:
Is Deaconess looking for a particular timeline for implementation of community capacity building projects?

Answer:
Our funding timeline for this cycle will run from August 2014 through December 31, 2015.