

# **Empower Applicant Workshop**

January 25, 2023

2:00 p.m. – 3:30 p.m.



# Background

The Wilsons were entrepreneurs who were able to change and adapt to the needs of their customers and the world in which they lived.

## Keys to self-sufficiency

- Basic Needs
- Healthcare
- Education

## A new day

- Equip, Engage, Empower
- Place-Based Focus



# Workshop Objectives

## **At the end of today's training, participants will:**

- Understand the Foundation's goals and approach to the work.
- Be able to identify how their work contributes to the goals of the Empower pillar.
- Know the components of a successful application.
- Have a reference for outcomes and potential evaluation measures for each focus area.

# Our Goals

Through the Empower pillar, Huey and Angelina Wilson Foundation will serve as a catalyst for **place-based collaboration** focused on improving outcomes for children and families.

The goal is to support grantees that help residents and communities get the support they need to achieve **long-term, sustainable change**.

# Our Approach

Place-based philanthropy describes an approach that targets a specific location—be it a **block, neighborhood, or community**—upon which to focus resources and make a transformative impact.

## **Why is this approach important?**

1. Place is powerful
2. Each community is unique
3. Collective impact and collaboration

# Our Approach

## Four types of investments:

- 1. Direct Service (Program Support)**
  - *New or existing programs that make positive gains for participants.*
- 2. Partnerships & Collaborations**
  - *Formal partnerships, coalition building efforts and/or continuums that strengthen collaboration.*
- 3. Systems Change**
  - *Awareness, research and advocacy efforts addressing community issues of concern that result in changes to policy or practice.*
- 4. Capital**
  - *Building purchase, construction, expansion, renovation, and/or land acquisition.*



# Grant Guidelines

# Geography

The Foundation will support programming that serves residents of North Baton Rouge and **centers their voice and vision** in approach and outcomes. Eligible ZIP codes include:

- 70802
- 70805
- 70806
- 70807
- 70811
- 70812



# Prospective Partners

## Successful applicants for this pillar will:

1. Have programming that is **intentional in outreach and implementation** for residents in the specific ZIP codes.
2. **Value community engagement.** Organizations must demonstrate they are prioritizing resident voice and doing projects “*with*” rather than “*to*” the communities they serve.
3. **Demonstrate effectiveness.** Organizations will have the capacity to carry out the proposed work and have the appropriate evaluation measures in place.
4. Address one or more of the Empower focus areas of **housing, education, community wellness, and economic vitality.**

# Prospective Partners

## Intentional community engagement practices:

### 1. Build personal relationships

- *Are there key individuals or organizations you already have or are building a relationship with?*

### 2. Increase accessibility

- *Are there issues/barriers (location, time, transportation, childcare, food, incentives, appeal, power dynamics, etc.) that should be considered for programming and service delivery?*

### 3. Develop alternative methods for engagement

- *Do you have non-traditional methods of outreach to get people involved?*
- *Do you offer multiple ways for contributing input and feedback?*

# Prospective Partners

## Intentional community engagement practices (cont'd):

### 5. Maintain a presence within the community

- *Are there community driven events that you can participate in, and that people will already be gathering for?*
- *Do community members see you out, regularly, in the community?*

### 6. Partner with diverse organizations and agencies

- *Are there organizations that currently have relationships with the populations you serve that you can connect with?*
- *Have any agencies or organizations successfully implemented similar programs or initiatives (perhaps on a smaller scale or in another community) that you can solicit advice from?*

# Housing

**Safe, secure and affordable housing leads to better education, employment and health outcomes and increases generational wealth building opportunities for families.**

**Examples of programming the Foundation will support include:**

- Homeowner education
- Down payment assistance
- Housing development and critical repairs
- Risk reduction/home hazard mitigation
- Energy efficiency
- Landlord engagement and education
- Heir property initiatives

# Evaluation



## Outcomes

- Housing is affordable (<30%)
- Residents own the homes they live in
- Homes are safe and secure, allowing for long-term occupancy



## Measures

- Average rent/mortgage
- Amount of assistance or subsidy provided
- Number of homeowners/cleared title
- Number and value of critical repairs completed

# Education

**Access to quality education from birth to college, career, and beyond reduces economic inequalities and powers prosperous communities.**

**Examples of programming the Foundation will support include:**

- Quality out of school time (OST) opportunities
- Literacy supports
- Tutoring
- Youth mentoring
- Teacher trainings and certifications
- Internships/apprenticeships
- College preparation

# Evaluation



## Outcomes

- Kids have quality early education experiences
- Improved academic performance
- Opportunities for affordable out of school time for youth and teens



## Measures

- Number of children enrolled in high quality childcare & slots available
- Reading/math scores by grade level
- Number of children enrolled for affordable after school/summer care & slots available

# Wellness

**Families cannot thrive if they lack access to essential services, recreation, or are persistently exposed to unsafe living conditions.**

**Examples of programming the Foundation will support include:**

- Food insecurity
- Public safety
- Access to physical and mental health services
- Family counseling and case management
- Drug rehabilitation
- Blight reduction
- Healthy lifestyle programming

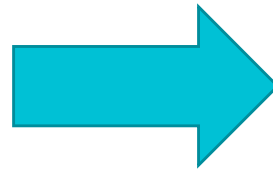


# Evaluation



## Outcomes

- Blight is reduced and property condition is improved
- Food and critical services are more accessible
- Community members feel safer
- Connected families



## Measures

- Number of streetlights or cameras installed
- Number of lots cleared
- Number of families receiving case management
- Number receiving health services and follow-up
- Number of meals distributed

# Economic Vitality

**A vital economy is one that includes strategies to increase workforce pathways, build and preserve assets, and stimulate opportunities for economic growth.**

**Examples of programming the Foundation will support include:**

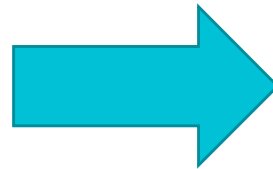
- Entrepreneurship
- Adult literacy and education
- Job training and placement
- Small business development
- Attracting neighborhood-serving restaurant and retail
- Financial education and planning

# Evaluation



## Outcomes

- New and existing business are sustained and grow
- Individuals have the skills needed to obtain and retain jobs
- Households are financially stable



## Measures

- Number of new businesses
- Number completing certifications
- Number employed
- Length of employment
- Number completing financial literacy course
- Household income



# Operating Principles

# Considerations

**The Foundation reviews each proposal with respect to available funds and responses to three overarching questions:**

1. What will be the results from this project and how will we know when those results have been achieved?
2. How likely is it that this applicant can achieve the results they are proposing?
3. Is this the best possible use of Foundation funds given other opportunities before us?

# Investments

- Initial Empower investments will be made in one-year increments.
- Average Wilson Foundation grant amount is \$30,000-\$40,000.
- New organizations or those making a substantial ask must touch base with Foundation staff.
- Partners will be expected to report on progress regularly.
- Opportunities for additional support will be provided to partners who make meaningful progress toward Empower goals.

# Next Steps

**Timeline**

**Online Application**

**Assistance**

# Applications

## Two Step Application Process:

1. Prospective program partners are invited to submit a short Letter of Intent (LOI) with a submission deadline of **5:00 p.m. February 1, 2023.**
2. Organizations that successfully submit an LOI and are selected to submit a full grant application will be notified via email by **February 6, 2023.**



# Letter of Intent

## Approximately 1.5 pages:

- **Organizational Information**
  - Key Contacts
  - Mission and History
- **Project Information**
  - Project Name
  - Approximate Amount of Request
  - Focus Area and ZIP Code(s)
  - Project Summary
  - Project Timeline
  - History of working with the community

# Application Timeline

January 25<sup>th</sup>

Applicant Workshop  
LOI Available Online

January 31<sup>st</sup>

Open House: 10:00 a.m. and 2:00p.m.

**February 1<sup>st</sup>**

**LOIs due by 5:00 p.m.**

February 6<sup>th</sup>

Invitations for Full Applications Sent

February 24<sup>th</sup>

Full Application Deadline

March 27<sup>th</sup> – April 7<sup>th</sup>

Site Visits

May 15<sup>th</sup>

Applicants Notified

# Next Steps

- Online LOI is available on our website at <https://www.hawilsonfoundation.org/grant-application/>
- Virtual Open House:
  - **Tuesday, January 30<sup>th</sup> 10:00 a.m. and 2:00 p.m.**
- LOI submission deadline is **February 1<sup>st</sup> by 5:00 p.m.**
- Applicants will be notified of opportunity for full grant submittal **February 3<sup>rd</sup> by 5:00 p.m.**
- Full applications due **February 24<sup>th</sup> by 5:00 p.m.**

# Contact Information

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