

# Empower Applicant Workshop

July 24, 2023  
2:00 p.m. – 3:30 p.m.





HUEY  
AND ANGELINA  
WILSON  
FOUNDATION

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## Background

- Huey and Angelina Wilson Foundation is a private nonprofit foundation created in 1986 and began grantmaking in 2000.
- With 5 full time staff, the Foundation has granted over \$68 million in support to nonprofit programs and projects in the Capital area.
- Focused on:
  - Basic Needs
  - Healthcare
  - Education
  - Prison Reentry



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## Background

- Summer 2019, Huey and Angelina Wilson Foundation embarked on a journey to create a new strategic plan.
- Shifted the grantmaking process from a more traditional, responsive framework to one focused on proactive investments.
- Centric to this shift is a strategy focused on place-based investments using the proven Purpose Built Communities (PBC) model:
  - Housing
  - Education
  - Community Wellness
  - Economic Vitality



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## Workshop Objectives

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

- Be able to identify how their work contributes to the goals of the Empower pillar.
- Understand the components of a successful application.
- Identify strong evaluation measures for each focus area.
- Understand next steps and overall application timeline.



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## 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**.



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## 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.

Huey and Angelina Wilson will work alongside residents to focus its grantmaking efforts on a three-square mile radius in the 70802 ZIP code.



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## 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.*



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## Grant Guidelines

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## Prospective Partners

### Successful applicants for this pillar will:

- Be physically located in and/or **have programming that intentionally and directly benefits individuals and families in the area of impact.**
- **Value community engagement.** Organizations must demonstrate they are prioritizing resident voice and doing projects “with” rather than “to” the community.
- **Demonstrate effectiveness.** Be a registered 501(c)3 nonprofit organization that has the capacity to carry out the proposed work and have the appropriate evaluation measures in place.
- Address one or more of the Empower focus areas of **housing, education, community wellness, and economic vitality.**



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## Geography

The Foundation will support programming that serves and prioritizes neighborhood residents and **centers their voice and vision** in approach and outcomes.

### Boundaries of this area of impact:

- Choctaw Drive to the north
- North Street to the south
- North 15th Street to the west
- North Foster Drive to the east



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## Geography



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## Geography

The area of impact is marked by a **strong sense of culture and community** that is guided by gifted local leaders and longtime dedicated residents.

**Neighborhoods located in this area of impact include:**

- Northdale
- Eden Park
- Easy Town
- Fairfields
- Greenville Extension
- Belfort/Belfair



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## Geography

A blend of both **historic and new institutions** are in the area of impact and create unique educational opportunities.

**District and Charter schools located in this area of impact include:**

- Capitol High School
- Capitol Middle School
- Capitol Elementary School
- Park Elementary School
- New Horizons Head Start
- Madison Prep



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## Housing

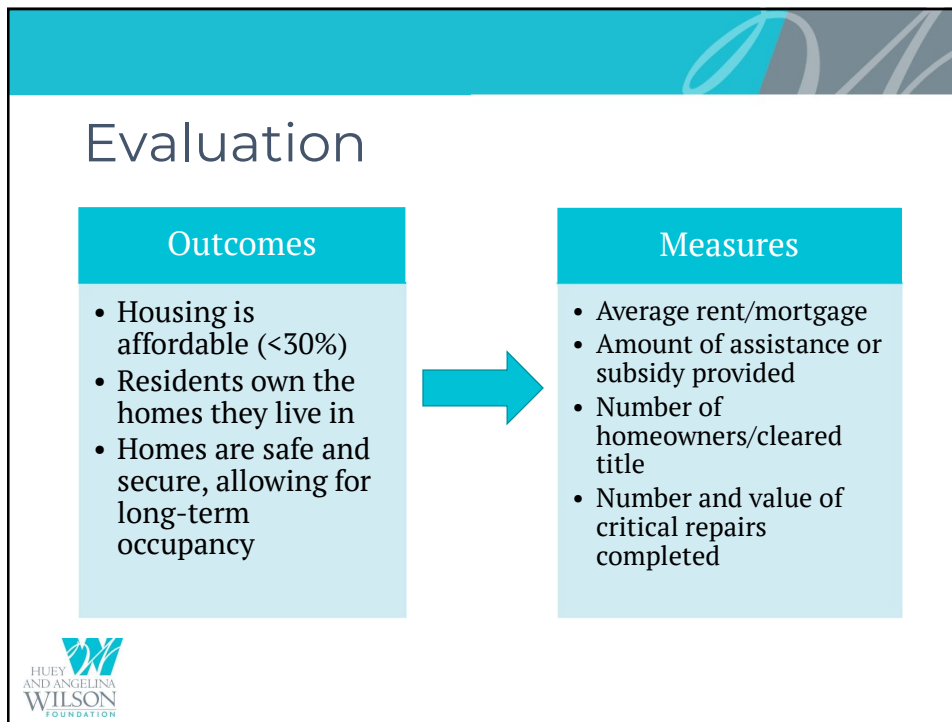
**Safe, secure and affordable housing leads to better education, employment and health outcomes and increases generational wealth building opportunities for families.**

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

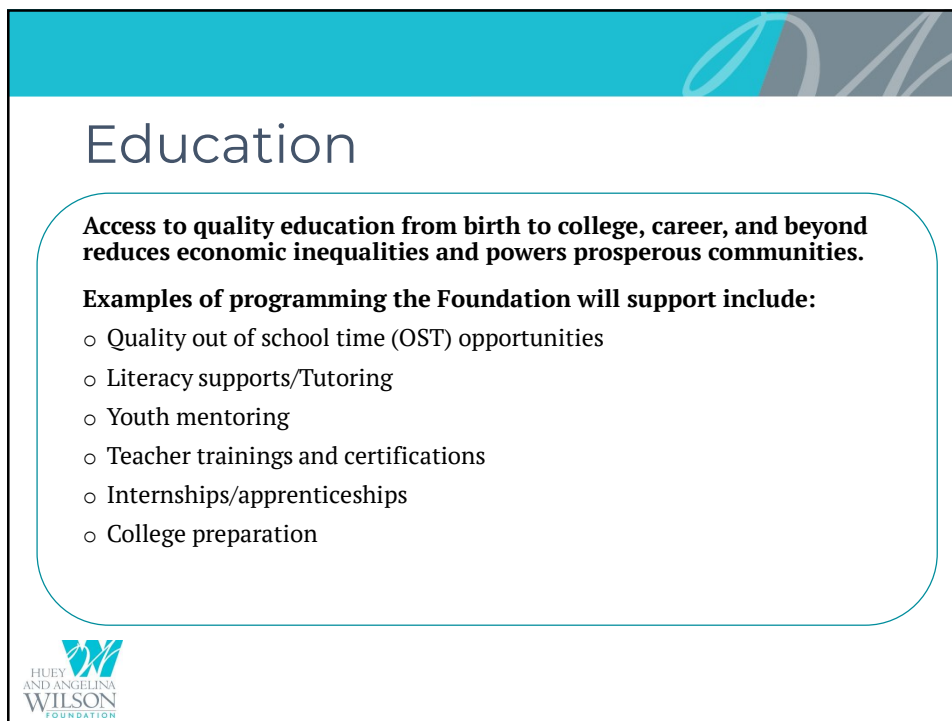
- Homeowner education
- Down payment assistance
- Housing development and critical repairs
- Risk reduction/home hazard mitigation
- Energy efficiency
- Landlord engagement and education
- Heir property initiatives



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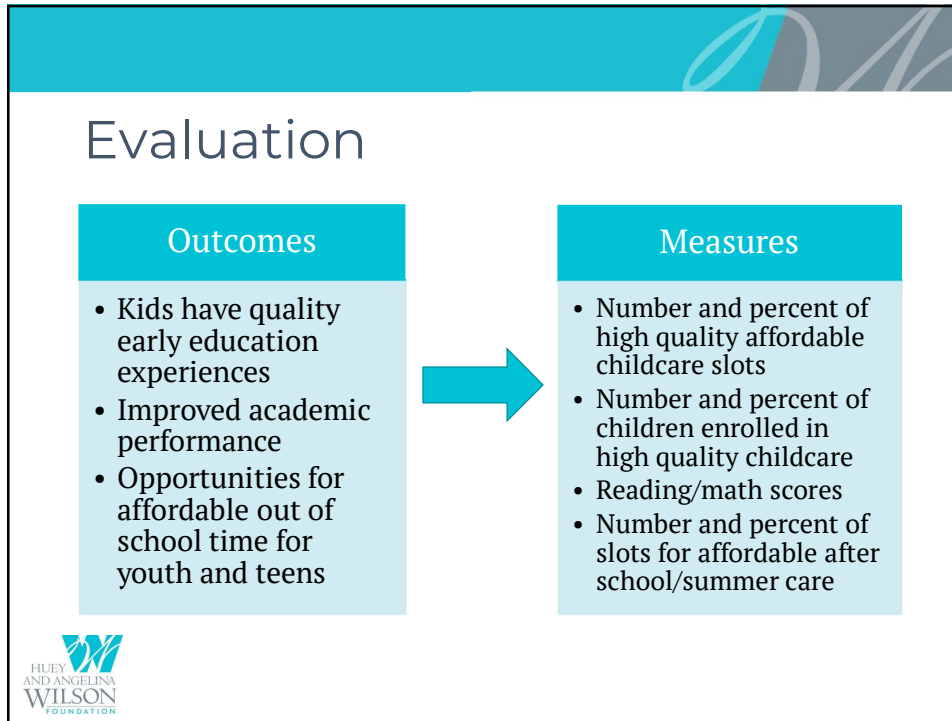


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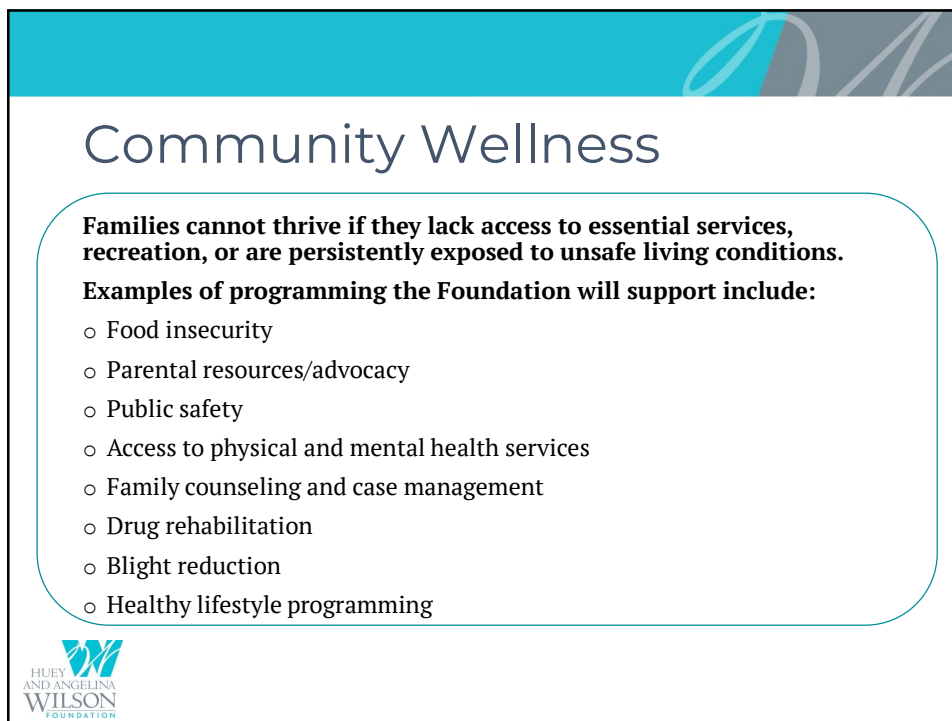


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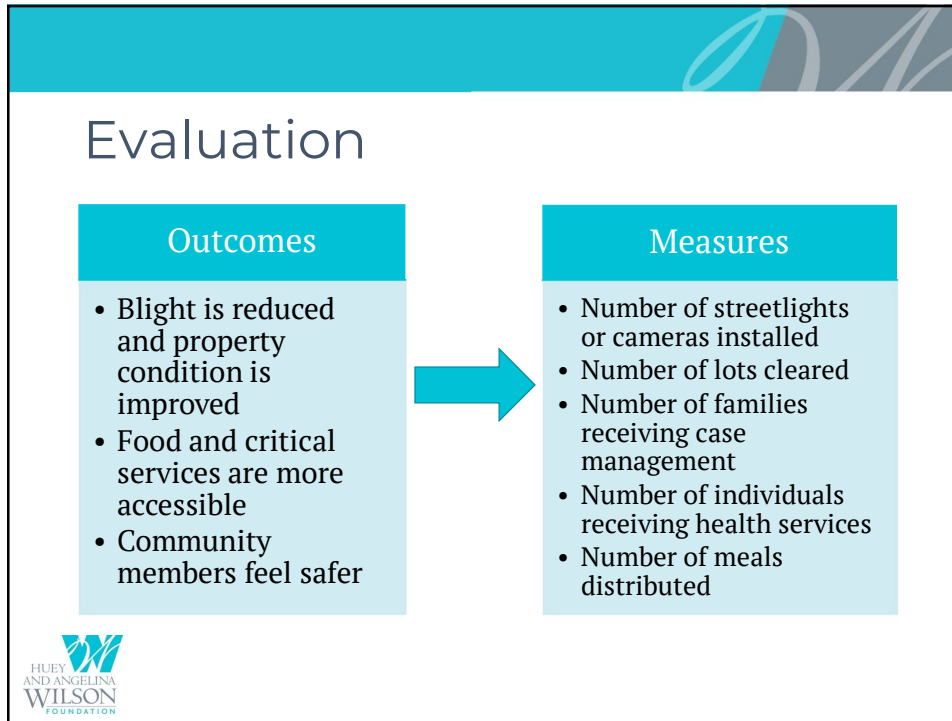




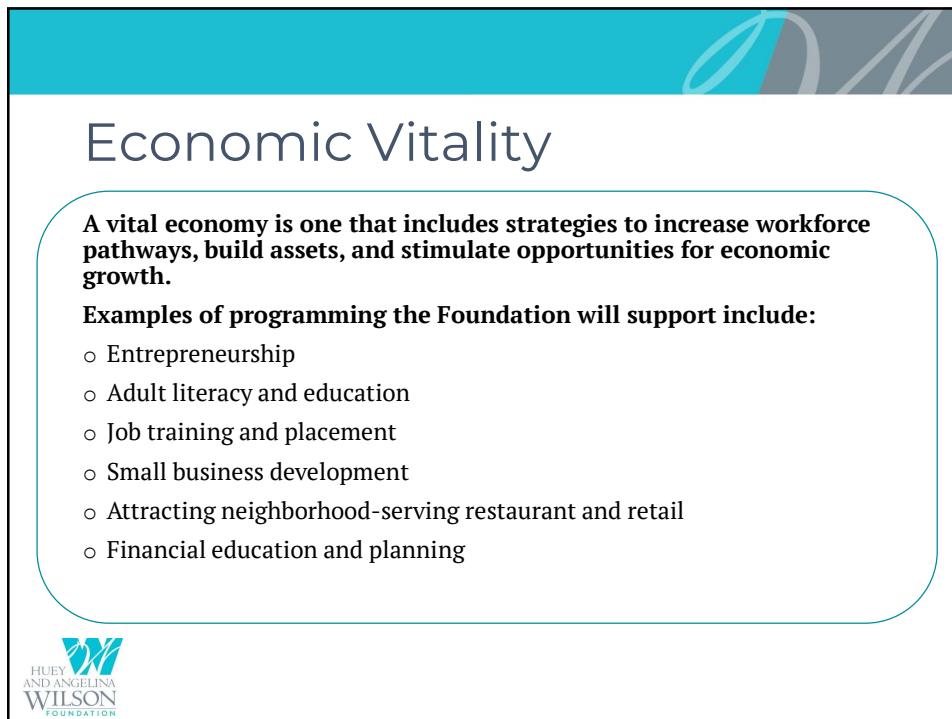
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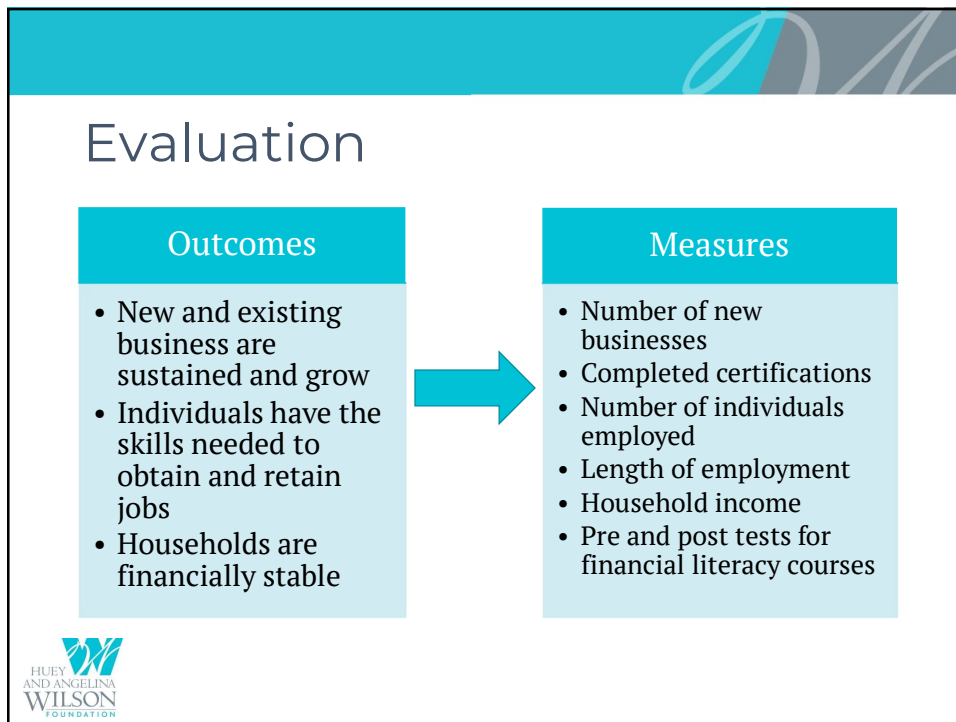
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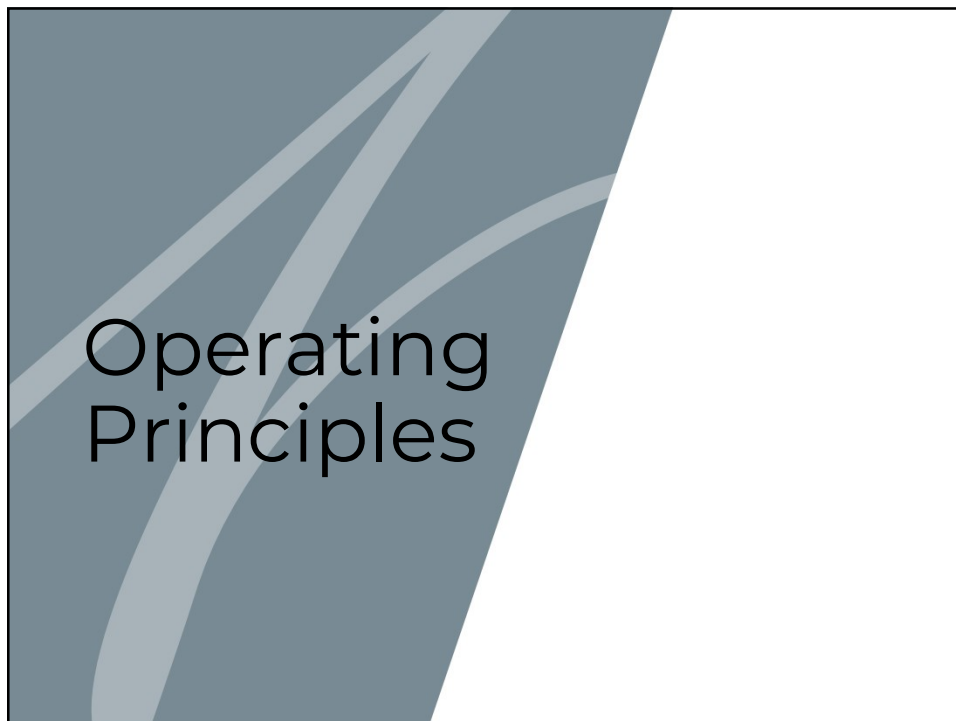
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## Considerations

**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?



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## Investments

1. Initial Empower investments will be made in one-year increments.
2. Average Wilson Foundation grant amount is approx. \$40,000.
3. Partners will be expected to submit mid year and final reports.
4. Opportunities for additional support will be provided to partners who make meaningful progress toward Empower goals.



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## Applications

**Two Step Application Process:**

1. Prospective program partners are invited to submit a short Letter of Intent (LOI) with a submittal deadline of **5:00 p.m. August 1, 2023.**
2. Organizations that successfully submit an LOI and are selected to submit a full grant application will be notified via email by **August 9, 2023.**



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## Letter of Intent

### Organizational Information

- Key Contacts
- Mission and History

### Project Information

- Project Title
- Total Amount Requested
- Empower Focus Area (*Housing, Education, Wellness, Economic Vitality*)
- Type of Support (*Capital, Direct Service, Partnerships, Systems Change*)
- Brief Description of Project
- Project Start/End Date
- How will project directly benefit this community
- History of working with the community



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## Application Timeline

July 24 <sup>th</sup>	Applicant Workshop/ LOI Available Online
July 28 <sup>th</sup> and 31 <sup>st</sup>	30 min Q&A Sessions (Limited Slots)
<b>August 1<sup>st</sup></b>	<b>LOIs due by 5:00 p.m.</b>
August 9 <sup>th</sup>	Invitations for Full Applications Sent
August 25 <sup>th</sup>	Full Application Deadline
September 25 <sup>th</sup> - Oct 6 <sup>th</sup>	Site Visits
November 1 <sup>st</sup>	Applicants Notified



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## Next Steps

- LOI is accessible via our website [www.hawilsonfoundation.org](http://www.hawilsonfoundation.org)
- 30 min Q & A sessions:
  - July 28<sup>th</sup> and July 31<sup>st</sup> via Zoom Scheduler
- LOI submission deadline is **August 1<sup>st</sup> by 5:00 p.m.**
- Applicants will be notified of opportunity for full grant submittal on or before **August 9<sup>th</sup> by 5:00 p.m.**
- Full applications due **August 25<sup>th</sup> by 5:00 p.m.**



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## Contact Information

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