

# Strategic Mission Grants

The Equip strategy prioritizes the enhancement of nonprofit operational excellence and strengthens their capacity to address the social and economic problems of our community. There are five goals within the Equip portfolio. Nonprofits will:

- Build leadership skills and pipeline
- Create strategic plans with metrics
- Maintain cash reserves to cover at least 3 months of operating expenses
- Support collaborations and partnerships
- Create disaster preparedness and continuity of operations plans.

The Wilson Foundation is proud to launch the Strategic Mission Grant Program, designed to strengthen nonprofit organizations providing critical services in our community. This grant opportunity supports organizations whose programs may no longer align with the Foundation's refined strategic focus areas yet continue to serve critical needs.

## BEFORE YOU BEGIN

Welcome to Huey and Angelina Wilson Foundation's online grant portal!

**All submissions must be made online.**

At Huey and Angelina Wilson Foundation, we view grant applications in terms of the ways in which your efforts help our community members achieve success.

### General Advice

- Add **noreply@yourcause.com** and **@hwilson.org** to your safe senders list to ensure you receive all system communications.
- Review the guidelines and complete application before getting started to get an understanding of the flow of information you will provide in each question.
- Please use numbers or asterisks instead of bullets.
- Feel free to copy and paste as needed from any original or previous documents you may have created.
- Many items have word limits. There is a word counter beneath the entry field.
- Please check your typing. This is the information that will be used on all of your organizational documents and presented to the Foundation's Board of Trustees.
- Click the check mark icon to spell check your narrative, if applicable.

If questions arise, we are here to help. Please contact Jan Ross, [janross@hwilson.org](mailto:janross@hwilson.org), for guidance or assistance.

The deadline for Letters of Intent is **Friday, June 18, 2026, at 5:00 p.m. CST.**

Invitations to submit a full application will be communicated by **June 25, 2026.**

***It is strongly recommended that you read the Strategic Mission Grant Guidelines prior to submission.***

# Strategic Mission Grants – Letter of Intent

## ORGANIZATIONAL INFORMATION

### Organization Contact Information

Organization Name: \_\_\_\_\_  
Primary Address: \_\_\_\_\_  
Office Phone: \_\_\_\_\_  
Web address: \_\_\_\_\_

### Organization Primary Contacts

Please complete this table with the information for both 1) the CEO/Executive Director and 2) the Board Chair.

Prefix:  First Name: \_\_\_\_\_ MI:  Last Name: \_\_\_\_\_ Suffix:   
Title: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Office Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_  
Contact Title: \_\_\_\_\_

### Request Contact Table

Please complete this table with contact information for the people responsible for programmatic outcomes of this project. You may add as many rows as necessary.

Prefix:  First Name: \_\_\_\_\_ MI:  Last Name: \_\_\_\_\_ Suffix:   
Title: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Office Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_  
Contact Title: \_\_\_\_\_

### 1. Has your organization completed the Capacity Building Institute? \*

Guidance: Only organizations that have completed the Capacity Building Institute are eligible for the Strategic Mission Grant opportunity.

- Yes
- No

**2. Has your organization previously received funding through the Engage or Empower pillars? \***

Guidance: This grant opportunity supports organizations whose programs may no longer align with the Foundation’s refined strategic focus areas (i.e. are not eligible for funding under the Empower or Engage portfolios) yet continue to serve critical needs. If your answer is "Yes" please stop here and apply to the next grant round of the applicable initiative.

- Yes
- No

**3. What is your organization’s mission and vision? \***

Guidance: Mission is what you do, and vision is the end state you wish to achieve. 50 words

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**4. What critical community need does your organization address through its primary, service-focused work?? \***

Guidance: The Wilson Foundation is launching the Strategic Mission Grant Program to support nonprofits delivering substantial, ongoing services that meet critical community needs. Please indicate which identified critical community need your organization addresses as a central part of its work.

- Chronic Disabilities, Diseases or Conditions
- Chronic Homelessness
- Educator Recruitment & Development
- Emergency Services
- Food Security
- Trauma & Domestic Violence

**4. How does your organization’s mission address this critical need? \***

150 words

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## STRATEGIC PLAN INFORMATION

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**6. Does your organization have a strategic plan?\***

Guidance: Priority is given to those organizations with a current strategic plan. If you have a strategic plan with 2 or more years remaining, click yes and continue to Question 8. Select one

- Yes
- No

**7. If your organization does not have a strategic plan or your strategic plan expires within the next year, how do you intend to develop one?**

Guidance: A strategic plan is required to be in place in the first 6 months of the grant year. Briefly outline your organization's approach and timeline for creating or updating a strategic plan. 100 words *(Please write N/A if not applicable)*

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**8. What are your organization's primary strategic plan goals for the next 3 years? \***

Guidance: Summarize your top strategic priorities, focusing on measurable goals related to program impact, organizational development, financial sustainability, leadership or partnerships. 250 words

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**9. Describe your strategic plan's implementation, timeline, and responsible roles. \***

Guidance: Explain how your organization is putting the strategic plan into action, including key activities, milestones, and who is accountable for each component. 250 words

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## REQUIRED ATTACHMENTS

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### Attachments

- Below you will find a list of the attachments that are **required** for your application to be considered complete.
- Please be sure to include the organization name on each individual attachment.

The following attachments are **required**:

#### 1. IRS Tax Exemption Letter \*

The letter received from the IRS granting your organization tax exemption under section 501(c)(3).

#### 2. Strategic Plan \*

Organization's current, full strategic plan including implementation timeline and identifying the responsible parties.

#### 3. Board List \*

A list of organization's board members including the board members' principal occupations, a description of the term of office and the rotation schedule for the board.

#### 4. Board Authorization Letter \*

Statement from the organization's board of directors authorizing the request and outlining the board's commitment to participating in the review and administrative phases of the grant and commitment to implementing the strategic plan as presented.

After uploading your documents, please take a few moments to review your full application to ensure accuracy.

Organizations invited to submit a full application will be notified by **June 25, 2025**.

The full application will be due **July 10, 2026**.

# Strategic Mission Grants – Full Application

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## FULL APPLICATION

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**1. What are the greatest opportunities and threats to achieving your mission? \***

Guidance: Describe internal and external factors that could significantly impact your success. Opportunities may include trends, partnerships, or emerging funding; threats might involve staffing, policy changes, or community conditions. 100 words

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**2. In what ways does your strategic plan support the long-term sustainability of your organization, programmatically and financially? \***

Guidance: Explain how your plan ensures continuity and growth in both services and financial health. Highlight diversification of revenue streams, scaling of effective programs, and any strategies for reducing dependency on single funding sources. 150 words

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**3. How is your board actively involved in supporting your organization’s success - mission, leadership, fundraising, and strategic direction? \***

Guidance: Describe the board’s specific roles and actions in advancing your mission. Include examples of how they contribute to leadership development, resource generation, strategic planning, accountability, etc. 200 words

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**4. How was your strategic plan developed, and how did it include your stakeholders? \***

Guidance: Describe the process used to create your strategic plan, highlighting the roles of staff, board members, clients, community partners, or other key stakeholders. 100 words

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**5. What are the key, measurable benchmarks outlined in your strategic plan, and how do you track and evaluate progress? \***

Guidance: Share specific outcomes, targets, or milestones you are working toward, then describe how you measure progress toward these, including which tools, systems, or evaluation processes you use. 250 words

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**6. Who is leading the implementation of your strategic plan, and what makes them well-suited for the role? \***

Guidance: Identify the person or team responsible for overseeing the execution of your strategic plan. Describe their qualifications and leadership experience that demonstrate their ability to guide the organization effectively. 100 words

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**7. What is your current staff capacity to execute the strategic plan? \***

Guidance: Discuss your staffing structure and whether current team members have the skills, leadership, and bandwidth to carry out your strategy. Highlight any gaps and your plan to address them. 100 words

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**8. What challenges or barriers might your organization face in implementing your strategic plan, and how do you plan to address them? \***

Guidance: Acknowledge potential internal or external hurdles—such as funding constraints, staffing limitations, policy changes, or others—and explain your mitigation strategies. 250 words

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**9. How will flexible funding help your organization achieve its strategic goals? \***

Guidance: Explain how unrestricted funding will enable you to address critical needs, invest in infrastructure, or pivot as necessary. 100 words

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**10. How can this grant be leveraged to support the sustainability of your operations beyond the 3-year grant period? \***

Guidance: Describe how the funding will create lasting benefits—such as building reserves, strengthening revenue models, or launching scalable initiatives. 100 words

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NOT FOR SUBMISSION

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The following attachments are **required**:

#### **5. Current Year Financial Statements**

Current fiscal year's year-to-date operating budget showing budget versus actuals (within the previous two months), balance sheet (statement of financial position), and profit and loss statement (statement of activities).

#### **6. Prior Year Financial Statements**

Previously completed fiscal year's operating budget showing budget versus actuals, balance sheet (statement of financial position), and profit and loss statement (statement of activities).

#### **7. Audited Financial Statements**

Audit (if available) of most recent year (but no older than 2024). Nonprofits will be required to conduct an annual independent audit if the nonprofit receives \$500,000 or more in revenues in any one fiscal year; a financial review is required if annual revenue is \$200,000 or more but less than \$500,000; a compilation is required if annual revenue is \$50,000 or more but less than \$200,000. This report **MUST INCLUDE** the auditor's letter to management and any notes attached.

#### **8. IRS Form 990 \***

The most recently submitted Form 990. This should be your full tax return, not the receipt for the submittal of the tax return.

The full application is due **July 10, 2026**.