



Nonprofit Info Session
October 2023

www.impact100essex.org

Questions? grants@impact100essex.org

Agenda

- Welcome & Overview of Impact100 Essex
- Letter of Intent & Application Process
- Goals
- General Feedback
- Submittable How-To's
- Closing - Contact Info

What is



100+ women joining funds to make an impact locally through grants to Essex County nonprofits



How Does it Work?

At least 100 women



1



Donate and become members



2



Member review teams assess applications, perform site visits, choose finalists



3



Finalists present projects, members vote



4

\$100,000 Grant(s) awarded, plus smaller grants if possible based on membership numbers



5



100% of member donations go directly to local nonprofits



6

And that is the power of collective giving!





Our Grants

IMPACT GRANT

A project-based grant of \$100,000 awarded to one organization yearly for a transformational project in Essex County.

EQUITY GRANTS

Mission-based, unrestricted grants ranging from \$10,000 - \$15,000 awarded to three local nonprofits led by Black, Indigenous and other People of Color (BIPOC).

Note: Organizations may apply for both the Equity Grants and the Impact Grant. However, if your organization is awarded an Equity Grant, your organization is no longer eligible for an Impact Grant during the same grant cycle.

Previous Finalists and Grantees

2017

- **Covenant House**
- Music and the Brain
- Prevent Child Abuse NJ
- Spectrum 360

2018

- **Schools that Can**
- Community Food Bank of NJ
- Imagine, A Center for Coping with Loss
- NJ Tree Foundation

2019

- **MEND**
- Volunteer Lawyers for Justice
- Imagine, A Center for Coping with Loss
- Hetrick-Martin Institute

2020

- **Prevent Child Abuse NJ**
- Montclair State University Foundation
- Mental Health Assoc. of Essex and Morris
- NJ Community Research Initiative

2021

- **Butterfly Dreamz**
- South Ward Promise Neighborhood
- Urban League
- Volunteer Lawyers for Justice

2022-23

- **Connections at Home**
- Jazz House Kids
- Project U.S.E
- MSU Foundation: Transformative Education Network

Eligibility Requirements

Organizations must:

- Operate and provide services in Essex County (offices do not need to be in Essex County).
- Registered as a 501 (c)(3) (or your fiscal sponsor/parent must be)
- Have been operating at least 3 years
- Have an annual operating revenue of at least \$100,000
- Have at least 2 years of required certified financial documents (as outlined in detail in the LOI and the Application)



Required Financial Documentation (with Application)

For determination of what documents are required, "Organization" is defined as:

- The grant applicant, unless its financial reporting is the responsibility of its fiscal sponsor or parent.
- If the latter, "*Organization*" is the fiscal sponsor or parent.

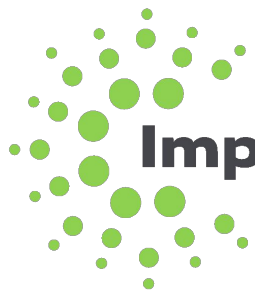
Organization must provide:

- Balance Sheets, Income Statements AND Cash Flow Statements
 - For BOTH 2021 and 2022
 - Certified By:
 - An independent accountant if organization's 2022 revenues are > \$1,000,000
 - An independent accountant OR organization's president and/or CFO if organization's 2022 revenues are \geq \$100,000 and \leq \$1,000,000

If the Organization is the fiscal sponsor or parent, the grant applicant must ALSO provide:

- Income Statement
 - For BOTH 2021 and 2022
 - Certified by the applicant's highest executive officer

Check this box to affirm that you understand the required financial documentation for your Application to be considered complete, and that no late submissions will be accepted.



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We Do Not Fund

- Lobbying, Partisan or Religious Projects
- Debt reduction, interim or bridge funding, endowments or fundraising
- Re-granting
- Grants to Individuals
- General Operating Expenses (except for up to 20% overhead for project related expenses)

Please visit the link below to see the full list.

<https://www.impact100essex.org/apply-for-a-grant>

We are looking for projects that are:

Innovating, deepening or expanding your current work, leading to measurable, sustainable change.

Empowering, addressing under-met needs and an underserved constituency.

Strategic. Why this approach? Why will it be effective?

Timely. How is this project responding to current needs?

Spending the grant within two years, and evidence that all funding needs will be fully met.

Important Dates 2023-24

Here is an outline of pertinent dates for our 2023-24 Impact Grant cycle:

October 6:	LOI Release
November 13:	LOI Due Date
December 11:	Notify orgs and release of Application (if invited)
January 22:	Applications Due
February 15:	Semifinalists notification
March 26:	Finalists notification
April 30:	Annual Meeting

LOI: Project Summary

Check the box below that describes your proposed project:

- Pilot for a new program
- Pilot for an expansion or refresh of an existing program
- New program
- Expansion of existing program - (e.g., new geographic area, new target constituency)
- Building new facility or expanding existing facility
- Purchasing equipment
- Other – please describe

Describe your proposed project. What is your plan and how will it work? Please be SPECIFIC. *(500 word max)*

What is the demonstrated need your project aims to address? *(250 word max)*

What impact do you expect your project to have? How will you measure success? *(250 word max)*

LOI: Project Budget

Provide preliminary budget information for the project.

- The total grant will be \$100,000.
- The grant timeline will begin May 2024 and lasts up to 2 years, but can be fully spent over a shorter period.

What is the total annual revenue of **your organization**?

Select the appropriate range for your organization's total annual revenue (for our data).*

- < \$500,000
- \$500,000 - \$1,000,000
- \$1,000,000 - \$5,000,000
- \$5,000,000 - \$10,000,000
- > \$10,000,000

LOI: Project Budget (continued)

What is the total budget to complete the project? (including the budget costs beyond what our \$100,000 grant would cover)

How will you use the \$100,000 Impact Grant? Check all that apply:

- personnel
- fringe
- programmatic/curriculum
- equipment/hardware
- supplies
- overhead (20% allowed)

Please provide a brief explanation for how you plan to use the \$100,000 Impact Grant for this project, as checked above. *(250 word max)*

LOI: Optional Question

OPTIONAL:

If there is anything more you would like us to know about your organization or the project that would help to round out your LOI, feel free to do so here.

(250 words max)

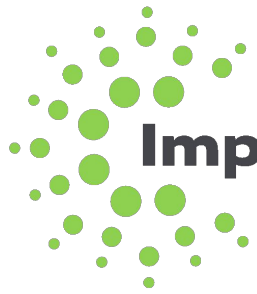


Submittable

- Link to access LOI will be live on our website October 6

To formally apply, you will need to create an account with Submittable. Accounts are free.

If you need assistance getting started, [this video](#) gives you an overview.



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Submittable

Logi

Impact100 Essex

Sign Up

Sign In

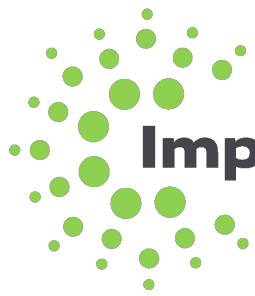
Welcome back!
Sign in to your Submittable account.

Email

Password [Forgot?](#)

Sign In

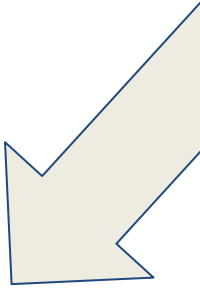
Sign in with Facebook



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Submittable

- Red Question Mark in top right hand corner gives you access to Submittable HELP PORTAL



Home

Mayuri Chandra ?

Impact100Essex

Impact100 Essex is a giving circle founded and funded by women in Essex County, NJ

We bring women together to amplify the impact of their giving and empower solutions for the community.

Each year, Impact100 Essex awards a grant of \$100,000 to support either a transformative project or a project responding to challenges presented by COVID-19, and managed by a local non-profit organization.

Impact100 Essex 2021 Grant

Guidelines Submit

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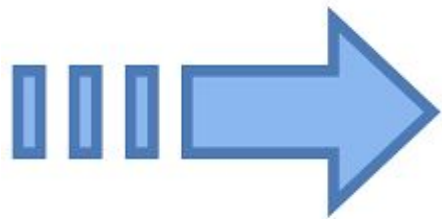
Type here to search 8:56 PM 4/19/2021

Submittable Help

- Draft will autosave
- To copy and paste from LOI to Application, it is wise to have two open Submittable tabs on your screen at once

Post - LOI Process

If your LOI advances, you will be invited to complete and submit a Application.



The following pages cover the additional information required in the Application



Application

These are last year's application questions, subject to change.

Statement of Need:

What is the need your project aims to address? Cite and share data that provides evidence of the need and helps to frame the challenge.

Project Summary:

Explain the proposed project. Be specific about what you plan to do and the expected impact. Include how this project will:

- innovate, deepen or expand your current work leading to measurable change.
- address under-met needs and/or empower an underserved constituency.



Application

These are last year's application questions, subject to change.

Rationale

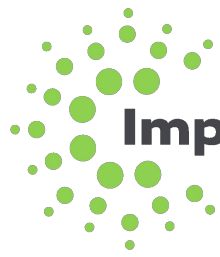
Why have you chosen this particular approach? Why do you think it will work? Why now?

Community Input

Have you sought and/or received input from the community in creating and structuring this project? If so, how?

Community Relationship

Describe whether and how your staff and leadership team reflect the community that you serve? In addition, please share a story that demonstrates how you are trusted by and connected to the community. If you would like to submit a letter/s of support from community partners, please reference here and attach below.



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Application

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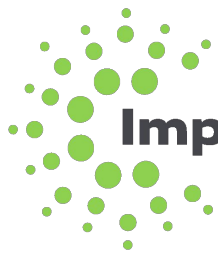
Project Goals

Outline up to 3 project goals. For each goal, indicate:

- What is to be achieved (the objective)
- By whom
- When
- How will you measure progress
- Why the goal is attainable given the available resources/skills

A goal is a 1 – 2 sentence statement that clearly articulates your objectives.

Please limit yourself to a few sentences per goal.



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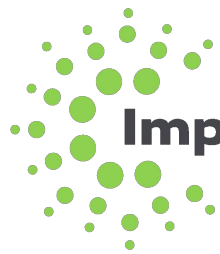
Application

These are last year's application questions, subject to change.

Sample Goal:

GOAL: By March 31, 2021, we will purchase and install the refrigeration equipment to store fresh produce prior to delivery to food pantries.

Specific	Measurable	Attainable	Relevant	Time-Based
What is achieved by whom, where and when it is to be achieved?	What metric will you use to measure progress &/or completion of the goal?	Do you have the skills required to achieve the goal? If not, how will you obtain them? In what timeframe?	How is this goal aligned with the project's overall objective?	By when will this goal be achieved?
A refrigeration unit purchased and installed in our organization's hub location.	1 refrigeration unit purchased and installed	Yes. Impact100 Essex's grant funding will be used to purchase & install the refrigeration equipment	The equipment is critical to achieving our overall goal of providing fresh produce to food pantries	March 31, 2021



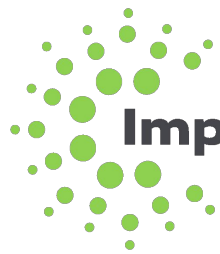
Application

These are last year's application questions, subject to change.

Sample Goal:

GOAL: By November 30, 2020, we will create a volunteer handbook and toolkit for volunteers.

Specific	Measurable	Attainable	Relevant	Time-Based
What is achieved by whom, where and when it is to be achieved?	What metric will you use to measure progress &/or completion of the goal?	Do you have the skills required to achieve the goal? If not, how will you obtain them? In what timeframe?	How is this goal aligned with the project's overall objective?	By when will this goal be achieved?
A new Volunteer Handbook and Toolkit	<ul style="list-style-type: none"> • 1 Volunteer Handbook • 1 Toolkit 	Management plans on hiring a consultant with grant funds to develop these tools.	The overall project is delivered through volunteers. Therefore, effective volunteer training is critical to the project's success.	By November 30, 2020



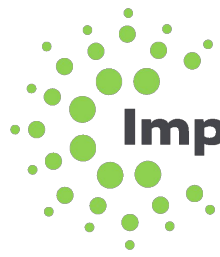
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Application

These are last year's application questions, subject to change.

Sample Goal:

By December 2020, we will have expanded the Career Skills Program to two additional high schools so that cohorts of at least 15 students per class year in each school (totaling over 200 Newark students per year) will be participating in robust career and technical education programs in their schools, preparing them for middle-skill, in-demand careers upon their future high school graduation, thus curtailing cycles of poverty for some students while filling regional labor market demands with qualified Newark talent.



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Application

These are last year's application questions, subject to change.

Timelines/Deliverables

Please provide a timeline for completing each goal with key milestones and deliverables. Impact 100 Essex is looking for details on your process.

Project Evaluation

How will you evaluate your project – its goal(s) and its impact?
What tools, resources, metrics, etc., will you use?

Application

These are last year's application questions, subject to change.

Readiness

Is there anything that might prevent you from beginning the project when Impact100 Essex funds become available in May 2023? If there is an obstacle you have thought of, please share it here. What is your plan to address potential obstacles?*

Examples include, but are not limited to: permits for renovations/construction, approvals, permissions from School Boards or unions, hiring new staff, leasing space, fundraising or other challenges due to COVID-19.



Application

These are last year's application questions, subject to change.

Collaborations:

Are you collaborating with one or more organizations? If yes –

Confirm that you are the lead organization, list significant collaborators, and upload memoranda of understanding/ letter of support/ additional partnering documents with any of them.

If your collaborator will receive 40% or more of the Impact100 Essex grant, please specify each organization's financial or in-kind contributions and anticipated revenue from an Impact100 Essex grant both in the Budget Template AND the Budget Narrative.

PLEASE NOTE:

- If you advance to a site visit, we will request documentation of secured partnership (i.e. a statement of assurance, supporting document/agreement, etc.) and will give you 10 days to provide.
- If your collaborator will receive 40% or more of the Impact100 Essex funding, we also expect them to join the site visit meeting and we may request information on their financials.



Application

These are last year's application questions, subject to change.

Project Budget - Provide us with a detailed project budget using the template provided.

PROJECT BUDGET	Total Budget	Budget Y1	Budget Y2	2 Yr. Total	Notes (any information that helps clarify revenue or expense item.)
REVENUE					
Impact100 Essex Grant					
Other Revenue/Income Sources - specify source and if committed or pending in column H. (add rows if needed)					
Total Revenue					
EXPENSES					
<i>Programmatic:</i>					
Personnel (space below for each position, add rows if needed)					
Fringe (Payroll taxes, benefits)					
Equipment/ Hardware					
Supplies					
Printing					
Travel					
Other (please describe in notes)					
Major capital equipment purchase					
- Major equipment maintenance					
- Other major equipment expense (please specify and add line for each expense item)					
<i>Overhead:</i>					
Overhead (up to 20%)					
Total Expenses					

Application

These are last year's application questions, subject to change.

Budget Narrative

Provide a brief narrative to accompany your budget, addressing the items below:

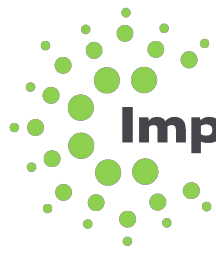
- What is the total cost of the project?
- How specifically will you use the \$100,000 Impact Grant for this project?
- Provide any explanation needed to clarify particular items in your budget.
- If additional funding is required, please indicate how much is currently committed or pending, as well as your plans to obtain any additional required funds. (NOTE: We want to understand if you will be ready to begin your project when our funds become available in May 2023.)

What is the total cost of the project? (the total cost to complete the project, including what our grant would cover and what is needed from other sources).

What is the total annual revenue of your organization?

Successful Prior Applicants:

- Educated us on the issues
- Clearly demonstrated need
- Showed us why they were the organization to meet that need and how
- Showed us they were ready to get to work
- Had clear **detailed** budgets, program and evaluation plans
- Gave us confidence that they could handle the additional work and money



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Projects did not advance when:

- We weren't sure what the project was, specifically
- There were too many ideas - focus on one clear project
- We weren't sure where/how they planned to spend the money
- The request seemed to continue ongoing operations
- Necessary partners and/or additional funding were not yet identified, clarified or secured
- Did not effectively convey why additional funding was necessary to achieve the project.
- Staffing seemed inadequate, or there was not a clear plan to achieve needed staffing
- Evaluation was not thoroughly described/defined
- The project included lobbying
- The impact/change wasn't apparent



In Closing

We're excited to learn about the projects you propose to address the needs of Essex County.

We are honored to fund some of your work and wish we had more funds to give away!

Thank you for the work you are doing and for your consideration in applying!