



Rochester Area  
Foundation

**How to Obtain a Grant From the Rochester Area Foundation**



Rochester Area  
Foundation

Your  
Community.

Your  
Foundation.

# What is a Community Foundation?

- A Community Foundation **connects people, ideas and resources** to improve the lives of all.
- A Community Foundation focuses on a **designated catchment area**.
- A Community Foundation builds **permanent endowment funds**.
- Its annual **endowment income** supports a variety of local nonprofit organizations through grants and special projects.

# The Role of RAF

- A Community Foundation is a center for charitable giving within a community - connecting people who want to give with the people who need their support.
- So RAF is . . . .
  - *A vehicle for local philanthropy*
  - *A grantmaker*

# The Role of RAF

RAF uses its connections and relationships to:

- build community capacity
- provide leadership to solve community problems
- organize support services to non-profits who serve our focus area

# RAF Support Activities

- Nonprofit Academy
- Consulting Services
- Grant Writing for Community Projects
- A Fiscal Agent for emerging nonprofits
- An Incubator for emerging nonprofits
- Coordination and Leadership for Community Projects
- A Partner for Economic Development

# Private Versus Community Foundations

## RAF

- Donors establish individually named funds within the corporate structure of RAF.
- This is augmented by an endowed unrestricted Better Communities Fund

## Private Foundation

- Private foundations can be family, independent, or corporate
- An initial donor establishes a separate nonprofit corporation and applies for federal tax exemption with articles of incorporation and bylaws

# Differing Foundation Structures

## RAF

- Donors guide grant making activities of their funds.
- RAF files one federal and one state tax report for all funds - relieving donors of this responsibility.

## Private Foundation

- Donors operate their own grant program with greater operating costs.
- Donors are responsible for investments, accounting, and state and federal reporting.



# Community Foundation Structure

- Most community foundation assets are held in separate funds established by local individuals, families, businesses, or charitable institutions.
- Each fund may have a special purpose, but the foundation board of directors, representing the community, oversees them all.

# Flexibility allows RAF to serve . . .

A wide group of potential donors AND  
A wide group of nonprofit organizations

Together we are all partners in improving  
communities in the greater Rochester area

# Different Ways to Invest

The **Better Communities Fund** is an unrestricted, endowed fund that allows RAF's Grant Distribution Committee to direct net income to applicants in the form of Cycle Grants.

**Unrestricted endowed funds** also provide operating expenses for RAF's staff, office and activities.

# Different Ways to Invest

**Donor Advised Funds** are established by individuals, families, foundations or businesses that choose to be actively involved.

**Field of Interest Fund** donors have chosen one or more focal points for their giving.

**Agency Funds** include nonprofits who ask RAF to manage an endowment on their behalf to benefit operating expenses and/or scholarships.

**Shareholder Funds** are designed for donors who wish to leverage their donation with a larger group and choose where their money goes.

# Nonprofit Benefits

- Area nonprofits benefit from having a local community foundation because the community foundation helps money stay in a community.
- RAF assists nonprofits with education, consulting, community focus, connections, information sharing, facilities, and sponsorships

## 2015 AT A GLANCE

**\$39,233,615** TOTAL ASSETS

**\$2,711,366**  
Total Gifts & Pledges

**797**  
Number of Gifts

**559**  
Total Grants & Scholarships



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# Grants Awarded 2015

By Category

\$1,853,336

- Health/Human Services (220) \$537,090
- Education/Scholarships (174) \$537,689
- Community Development (66) \$379,629
- Churches (39) \$261,301
- The Arts (47) \$112,277
- Other (13) \$ 25,350

# Funds Available For Cycle Grants

**2014 total: \$185,890**

*Cycle 1-\$124,222*

*Cycle 2 - \$61,668*

**2015 total: \$126,750**

*Cycle 1 - \$81,000*

*Cycle 2 - \$45,750*

**2016 total: \$211,769**

*Cycle 1 - \$123,450*

*Cycle 2 – \$88,319 Available*



# Cycle Grants 2014-2016

- 2014 Cycle 1: 15/30 awarded Max \$20,000
- 2014 Cycle 2: 13/21 awarded Max \$20,000
- 2015 Cycle 1: 14/24 awarded Max \$17,000
- 2015 Cycle 2: 8/15 awarded Max \$10,000
- 2016 Cycle 1: 12/23 awarded Max \$20,000

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- Committee members report back to the GDC

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- Initial funds for awards are pulled from Better Communities Fund and Field-of-Interest funds
- Donors, GDC and awardees are invited to a Grant Distribution Breakfast for elevator pitches
- Donors may choose to award additional funds
- Notices are sent to awardees



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- First half of awards are paid
- Awardees submit interim progress reports
- Second half of awards are paid

# Cycle 1 & 2 Deadlines

	<u>Cycle 1</u>	<u>Cycle 2</u>
Pre-Application Due	January 1	August 1
Foundation Notification	Mid Jan	Mid Aug
Grant Application Due	Early Feb	Early Sept
Funding Notification	Early Mar	Early Oct

# Grant Application Scoring

- Grant pre-applications are scored using the following criteria:

Creativity/Innovation

Feasibility

Community Impact

Collaboration

Leadership

Financial Plan

Alignment with Rochester Area Foundation Priorities

Overall Impression

# Creativity/Innovation

- Why this activity and why is it needed?
- How does your idea compare with other approaches? Why is it better?
- Demonstrate your understanding of the problem and explain why your project offers a unique solution.
- How does the problem/solution compare with efforts in other communities?

# Feasibility

- Can you deliver your project on time and within the designated budget?
- Do you have the resources needed to accomplish the activities within the timeline?
- What are the risks and have you prepared for contingencies?
- Does your organization have the capacity to manage the project?

# Collaboration & Leadership

- Are you working on solving a problem by yourself or are you working with partners?
- Have you actually identified other groups you are working with in your proposal?
- Who is taking the lead role on your project?
- Are you duplicating services that others are providing or working together?

# Alignment With RAF Mission

***“To build and improve the quality of life in the greater Rochester area through philanthropic leadership and community partnerships.”***

- Have you demonstrated that your project and your organization are aligned with the mission of RAF?
- Have you set objectives that can measure your progress toward achieving the mission of RAF?



# Measuring Community Impact

- Plan from the beginning how to assess your project's impact
- Start with the question, “what does success look like?”
- Clarify quantifiable outcomes or metrics that can be easily measured on a routine basis.
- Don't forget to task a person or team with the ongoing responsibility for collecting, analyzing, and reporting out on progress

# Measuring Community Impact

- Measuring outputs is not the same as measuring success on the goal of increasing social impacts.
- Use a combination of both specific outcome and social output metrics - statistics and personal stories that convey your impact.
- Collect and properly analyze data that matters and is relevant to your project's objectives.

# Measuring Community Impact

- Define project success from the beginning with concrete microlevel goals that imply success on a larger scale.
- Make your data metrics easy to gather and measure.
- Collect baseline data and then set targets at periodic intervals to measure progress.

# What is Sustainability?

Sustainability is an expectation that projects/programs begun with start-up funds will continue after original awards are expended

# Build in Sustainability

- Identify short-term and long-term sustainability strategies that will work.
- Conduct an assessment, then use the collected data to determine what the future scale/scope of the program will be.
- Conduct a planning process for sustainability.
- Identify what resources are needed to sustain the project based on different scenarios.
- Develop buy-in among advisory board members and other strategic partners.
- Communicate the idea both internally and externally to make sure everyone's on board.

# Financial Plan

- **Step 1: List the Financial Expenses**
- **Step 2: Quantify the Financial Expenses**
- **Step 3: Construct an Expense Schedule**
- **Step 4: Define the Financial Process for Monitoring & Controlling Expenses**
- **Step 5: List any assumptions made during the creation of your Financial Plan**

# Suggestions

- Provide enough detail about yourself.
- Answer every question.
- Follow the form exactly – if you use a different format, title and order each section exactly as it appears on the application form.
- Use an outside reader – the Grant Distribution Committee will not necessarily know who you are and what your project is about.

# Return On Investment

Return on Investment Question:

For the same invested dollars, how much greater is the impact of your project? How many people benefit and by how much? Have you demonstrated a greater ROI than most other grant submissions during your application period? If so, you will be approved.



# The Bottom Line

Answer all questions that might be raised so the Grant Distribution Committee can vote quickly and easily to fund your project!

# weGive365

- Small cap philanthropy opportunity requiring \$1/day investment
- Shareholders buy in and then vote on applications received by June 1<sup>st</sup>
- Simple, streamlined application
- Grants no more than \$1,000 each
- 7-8 grants given each year
- Limited reporting required

# Thank you!



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