



**The Greater New Orleans Foundation  
IMPACT 2010 – Guidelines for Letters of Intent**

**Deadline is September 3, 2010**

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### **Introduction**

Through IMPACT 2010, the Greater New Orleans Foundation will award a maximum of \$700,000 in grants to organizations serving the Greater New Orleans region. Grants will be awarded in six categories: Arts & Culture, Youth Development, Civic Engagement, Education, Health, and Human & Social Services.

Please note that the Foundation has separate programs focusing on the Environment, Regionalism, and Housing & Community Revitalization. Please refer to our website for details.

The ultimate goal of IMPACT 2010 is to create a resilient, sustainable, vibrant, and equitable region in which individuals and families flourish and in which the special character of the New Orleans region and its people is preserved, celebrated, and given the means to develop. Our shorter-term objectives are to:

1. Provide a much needed source of financial and other support to nonprofit organizations that are struggling in the current financial environment and that are important to the health and vibrancy of our region.
2. Develop a better sense of the nonprofit organizations serving our region so we can more effectively match donor desires with effective charitable work.
3. Identify and nurture promising new leaders and initiatives, especially in those communities that are in greatest need.
4. Gain knowledge that will help nonprofit leaders and Foundation staff develop better long-term strategies for addressing regional needs and take best advantage of important opportunities.

We realize that this is an especially difficult time for the nonprofit organizations serving our region. We are therefore especially grateful to the many donors who have made IMPACT 2010 possible.

We'd especially like to thank the following contributors:

Phyllis Taylor	RosaMary Fund
Ann & Robert S. Boh Family Fund	Heymann Fund
Chevron Energy for Learning Fund	Leon & Eleanor Sarpy Fund
Jacob Aron Fund	Bona Dea Fund
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Edgar A. G. Bright Fund	Estate of Harold W. Newman, Jr. Charitable Trust
Mr. & Mrs. Leon S. Cahn Fund	Fomento Social Banamex Fund
Nancy Reeves Dreux Endowment Fund	Mildred H. and Isaac S. Heller Fund
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Kitty and Brooke Duncan Fund	Marjorie & Fred Kullman Fund
Freeport-McMoRan Inc. Fund	Betty and Stanley McDermott, Jr. Fund
Freeman-Woollam Fund	Arts Fund
Louis A. and Lillian L. Glazer Family Foundation Inc. Fund	Louisiana Asian Heritage Foundation
The Greater New Orleans Foundation Fund	Lucile J. Blum Fund
Mr. & Mrs. John J. Graham Fund	Freeport-McMoRan Inc. Expansion Arts Fund
Mr. & Mrs. Jimmy Heymann Fund	Mr. & Mrs. P. R. Norman Fund
Scott and Leslie Jacobs Fund	Erna Deiglmayr Fund
L.V. and Stephanie Lamar Foundation	Mary Lemann Goldman
Lemann Family Fund	Robert & Shirley Haspel Fund for Children & Youth
Mr. & Mrs. J. Thomas Lewis Endowment Fund	Youth Alternatives Fund
Loewenbaum Family Fund	Adult Literacy Fund
Mason Family Fund	Boh Brothers Construction Co., LLC Fund
Leonie and Gus Mayer Fund	Cahn Family Foundation
Patricia & Robert C. McIntyre Fund	First Commerce Corporation Fund
Pan American Life Fund	Fenner-French Foundation Fund
A. Louis & Natalie O. Read Fund	Nancy & Michael Marsiglia Fund
Boatner Reily Family Fund	Reily Foundation Fund
Robert and Edwina Reisfeld Foundation	Virginia D. Kock Endowment for Education
Moise Steeg Fund	Godchaux Charitable Trust Fund
Erich and Lea Sternberg Memorial Fund	

The mission of the Greater New Orleans Foundation (GNOF) is to create a thriving community for all. We believe we can most effectively improve our community by helping to address the region's inequities. We understand that factors such as race, ethnicity, class, age, and others can and do contribute to these inequities. As a catalyst and resource for change, we design programs that improve our region. We build permanent endowments for our community's changing issues and opportunities, and we provide flexible and cost-effective vehicles for philanthropists who wish to invest in our community.

## General Guidelines

Nonprofit, tax-exempt organizations that serve the Greater New Orleans region are eligible to apply for funding. Organizations that are not tax-exempt but have a fiscal agent relationship with a 501(c)(3) organization are also eligible.

Priority will be given to organizations that:

1. Have a track record of success. (For newer organizations, we understand that this track record might not be especially long.)
2. Focus on areas/communities/populations in greatest need or that are most underserved.
3. Address the root causes of problems rather than simply alleviate their symptoms.
4. Demonstrate a concern for equity, which we interpret as an attention to matters of fairness and equality of opportunity, especially as these are affected by race, class, gender, sexual orientation, age, national origin, and membership in other important social categories.
5. Involve in leadership and in other key roles members of the communities they seek to serve.
6. Demonstrate strong leadership.
7. Are key to enhancing the health and vibrancy of the communities they serve.

In each of the categories listed below, under “Specific Guidelines”:

1. The average grant size will likely be in the \$20,000 range. Individual grants may be larger or smaller.
2. We welcome requests for general operating support.
3. We welcome requests for capacity building support (e.g., board development, strengthening financial tracking systems, planning, evaluation, etc.).
4. We welcome requests for legislative, judicial, or executive advocacy; community organizing; community leadership development; and research that supports specific advocacy initiatives.
5. We welcome requests for advocacy efforts that seek to establish new sources of public support for nonprofit work.

Through IMPACT 2010, the Greater New Orleans Foundation is unable to fund:

1. Individuals, either through scholarships or other forms of financial assistance
2. Special events or conferences.
3. Programs that promote religious doctrine.
4. Endowments.
5. Scientific or medical research.

## Specific Guidelines

In developing these guidelines, we listened first to our nonprofit partners working in the field, asking them about pressing community needs and the evidence for those needs; service delivery gaps; funding gaps; and opportunities for increased cooperation among service providers. We also asked them about their use of best practices and their ability to evaluate programs. We drew from the collective wisdom of our staff and from the field of grantmaking in general. Using that information and research from the field, we developed a theory of change for each area of funding. These theories of change will guide our investments in the six program areas described below.

We don’t assume these guidelines are necessarily the most effective way to reach our goals and objectives, so we invite your comments and criticisms. Over time, we plan to modify these guidelines

based on community input, past experience, and our evolving knowledge of the issues most affecting our region as well as the most effective strategies for addressing them.

Specific guidelines for each of the six categories are as follows:

### **Arts & Culture**

Please review the General Guidelines section, above.

Support will be given to organizations and programs that help preserve and enhance the cultural character of the New Orleans Region.

Priority will be given to work that aims to:

1. Demonstrate the economic impact of the arts on our region.
2. Make the case for increased public support for the arts.
3. Organize and/or increase the advocacy power of artistic/cultural organizations.
4. Use best practices in arts and culture as a means of increasing civic engagement, connecting participants to issues of community-wide importance, and increasing tolerance and respect among people who hold different beliefs or values.
5. Improve the quality of life for artists and performers in our region.

### **Youth Development**

Please review the General Guidelines section, above.

This fall, we will announce a new partnership with the W. K. Kellogg Foundation that will provide resources to organizations working to improve outcomes for children ages 0 – 8. Through this partnership, the Foundation will support civic engagement and capacity building initiatives. Please sign up for our e-newsletter at <http://www.gnof.org/email-newsletter-sign-up/> to receive updates on this initiative and all our work.

In the area of **Youth Development**, priority will be given to work that aims to:

1. Help *multiple* youth-serving organizations improve program quality, define and measure program outcomes, and collect outcome and other data on participants and participation.
2. Organize and/or increase the advocacy power of youth-serving organizations.
3. Help *multiple* youth-serving organizations more effectively tap education, human services, juvenile justice, and other funding streams, and provide other capacity-building to youth-serving organizations.

### **Civic Engagement**

Please review the General Guidelines section, above.

Support will be given to organizations that increase community involvement, leadership, and voice in efforts to rebuild and improve our region.

Priority will be given to work that aims to:

1. Build trust, relationships, and strong networks within communities and across diverse communities.
2. Reach across barriers of race, class, and neighborhood; across fields such as education, health, the arts, housing, youth development, and others; and across sectors (nonprofit, business, and government), to identify key community issues and advocate for long-term solutions.
3. Give marginalized communities and the organizations that serve them greater access to technical assistance and best practices in civic engagement and advocacy.
4. Provide residents of marginalized communities access to, and training in, new communications and social networking technologies.
5. Help residents of marginalized communities learn about and deliberate on issues of civic importance and move from deliberation to active civic engagement.

## Education

Please review the General Guidelines section, above.

Support is available to organizations that seek to improve educational outcomes for children in public K-12 schools throughout our region.

Priority will be given to work that aims to:

1. Advance public education reform in Orleans parish and other underserved areas in our region.
2. Bring about systemic change and hold public agencies accountable for the success of our public schools.
3. Help sustain improvements in student performance by engaging parents, school leaders, and other key stakeholders in reform efforts.
4. Increase the access of advocates and other stakeholders to data that can lead to the improvement of educational outcomes for children in public K-12 schools.

Because of our limited resources, we are unable to support individual schools. We will, however, consider support for school-sponsored initiatives to reform public school systems in ways that ultimately improve teaching and learning.

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Support is also available for organizations working in the area of adult literacy and numeracy. Funding in this area will be limited to:

1. Efforts to increase the capacity and effectiveness of the systems that provide literacy and numeracy training to adults and older youth.
2. Advocacy efforts to increase public sources of support for adult literacy and numeracy training.
3. Projects or organizations that aim to increase the effectiveness of adult literacy and numeracy service providers.

## Health

Please review the General Guidelines section, above.

Priority will be given to work that aims to:

1. Increase access to comprehensive primary care, mental health care, and preventive care for all irrespective of the ability to pay.
2. Provide opportunities for indigent consumers of health care services to make decisions and take actions that improve personal, family, and community health.
3. Preserve and/or expand the current network of community-based health care centers.

Special attention will be given to organizations that are working as advocates and conveners for augmenting and improving healthcare services for the poor and uninsured.

### Special Funding Opportunities

Special funding in the Health category is available for organizations that provide health care assistance to residents of New Orleans whose U.S. adjusted gross income for the preceding tax year, when added to any tax-exempt income and income from a spouse for that same year, is at least \$75,000 but not more than \$200,000. The health care assistance must be for cancer, heart disease, or Alzheimer's. Please indicate on your IMPACT 2010 Application Cover Sheet that you are applying for funding from the **Harold W. Newman, Jr. Charitable Trust**.

Special funding is also available for the development of public health outreach and education programs to inform people about ways to prevent diseases like asthma, diabetes, heart disease, obesity, HIV/AIDS, and others, insofar as these programs involve physical, nutritional, or dietary regimens. Please indicate on your IMPACT 2010 Application Cover Sheet that you are applying for funding from the **Kahn-Oppenheim Trust**.

## Human & Social Services

Please review the General Guidelines section, above.

This broad category includes organizations that focus on areas/communities/populations in greatest need or that are most underserved. These organizations provide legal services, support people with disabilities, support indigent seniors, and provide a wide array of other services to low-income people and communities.

Priority will be given to work that:

1. Leads and/or engages in effective legislative and public policy advocacy on behalf of populations most in need.
2. Helps foster closer collaboration among social services and government agencies and builds service delivery coalitions that advocate for increased funding for services.
3. Studies the region's social service delivery system to identify gaps and opportunities for system integration and efficiencies.
4. Implements technology or enhances existing linked data systems that safely and legally enable data about clients served to be shared among service providers.
5. Integrates individual, family, and community views into the assessment of needs and services, and into advocacy and policy initiatives.

6. Provides safety net services to vulnerable populations such as the elderly, persons with disabilities, and the homeless.

### **Special Funding Opportunity**

Special funding in the Human & Social Services category is available for social service agencies that continue to provide hurricane relief-related services to Latinos. Please indicate on your IMPACT 2010 Application Cover Sheet that you are applying for funding from the **Fomento Social Banamex Fund**.

### **How to Apply for Funding**

We have a simple two-step process:

1. Submit a two- to three-page letter of intent (LOI) along with all attachments by **5:00 pm (CT) on September 3, 2010**. (See below for formatting guidelines and what to include in your letter of intent.)
2. GNOF program staff will review all letters of intent and will contact those organizations that are invited to submit a full application for funding.

Awards are expected to be announced in December 2010.

### **Submitting a Letter of Intent**

Please remember that we will only accept electronically transmitted letters of intent. Proposals that are not submitted electronically will not be considered for funding. Be sure to complete the IMPACT 2010 Application Cover Sheet and submit it along with your LOI.

Your LOI should include:

1. Description of your project and/or organization.
2. Description of the need your project and/or organization aims to address.
3. If applicable, descriptions of your partners and any roles they will play in your work
4. Descriptions of your approach to your work. Why do you think yours is the best approach for addressing the need in question?
5. Description of how you will evaluate your work.
6. A project budget, if applicable, and the amount you are requesting from the IMPACT 2010 program.

Please include the following attachments along with your LOI:

1. IMPACT 2010 Application Cover Sheet
2. Program budget, if applicable
3. Latest annual organizational budget, including both revenues and expenses, approved by your board of directors
4. List of your organization's board of directors
5. A copy of an IRS letter indicating your organization's tax status
6. A copy of your most recent audited financial statements (or, if unavailable, an internally prepared statement of financial of position/balance sheet and statement of activities/income statement)
7. Your organization's most recent tax return (i.e., your Form 990)

Foundation staff will review submitted letters of intent and recommend which organizations to invite to complete a full application for funding. The review process may include a site visit or face-to-face meeting with the staff and/or leadership of organizations invited to submit a full proposal. Grant recommendations made by staff will be reviewed by the Foundation's president and Grants Committee, and final approval for funding will come from the Foundation's board of directors.

Letters of intent will be evaluated based on the following criteria:

1. Does the project and/or organization meet basic eligibility criteria? Does the project and/or organization meet the general and specific guidelines outlined above?
2. Does the project and/or organization address a clearly articulated need? Does the project and/or organization have a good chance of succeeding in its work? Is the work well thought out and strategic?
3. If the project and/or organization is addressing a social problem, does it address the root causes of the problem rather than simply provide a short-term solution? To what degree does the project and/or organization contribute to finding a long-term solution to the issue or problem being addressed?
4. Does the organization have a track record of success?
5. Has the organization developed the partnerships necessary for succeeding in its work?
6. Is the budget realistic and clearly linked to proposed activities?

#### **Deadline and Submission Requirements for Letters of Intent**

1. Letters of intent should be typed in 12-point Garamond font, single-spaced with page numbers. Pages should have one-inch margins on each side. Letters of intent should be no more than three pages, not including attachments.
2. Letters of intent along with all components must be submitted electronically **no later than 5:00 pm (CT) on September 3, 2010.**
3. E-mail your letters of intent and all attachments in **ONE** email to [grants@gnof.org](mailto:grants@gnof.org).
4. The subject line of your email should read: **“[Category of Funding]-Impact 2010-[Your Organization's Name]”**. (For example, “Education-Impact 2010-ABC Inc.” Or, if you are applying for special funding, please include the fund name as well as the category name: “Health-Kahn-Oppenheim Trust-Impact 2010-ABC Inc.”)

#### **Still Have Questions?**

First, check the IMPACT 2010 FAQs on our website. If you still have a question, please call Lauren Cecil or Isabel Barrios at 504-598-4663, or e-mail your question to [grants@gnof.org](mailto:grants@gnof.org) (please include the word **“Question”** in the subject line).