



**The Greater New Orleans Foundation  
IMPACT 2014 – FAQs (FREQUENTLY ASKED QUESTIONS)**

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**Purpose**

The purpose of these FAQs is to provide information about IMPACT 2014. The FAQs do not impose any requirements beyond those included in the IMPACT 2014 Guidelines for Letters of Intent.

These FAQs are organized in eight main categories: General Questions; Eligible Applicants and Partners; Applications and Formatting Instructions; Target Population and Service Area; Data Collection and Reporting; Allowable Activities; Funding; and Future Opportunities.

The Greater New Orleans Foundation will provide additional or updated information as necessary on its website: [www.gnof.org](http://www.gnof.org). If you have further questions that are not answered here, please call Roy Williams at 504-598-4663, or e-mail your question to [grants@gnof.org](mailto:grants@gnof.org) (please include **“IMPACT Question”** in the subject line).

## 1) GENERAL QUESTIONS

Q: What is the purpose of IMPACT 2014?

A: The ultimate goal of IMPACT 2014 is to create a resilient, vibrant, and equitable region in which individuals and families flourish and in which the special character New Orleans and its people is preserved, celebrated, and given the means to thrive.

Q: What kind of grant proposals will IMPACT 2014 consider?

A: The Foundation will welcome requests for:

1. General operating support
2. Programmatic support
3. Legislative, judicial, or executive advocacy; community organizing; community leadership development; and policy development
4. Advocacy efforts that seek to establish new sources of public support for nonprofit work

Q: What are the funding categories for IMPACT 2014?

A: (1) Arts & Culture; (2) Youth Development; (3) Education; (4) Health; (5) Social Services ; (6) Gulf States Eye Surgery Fund; (7) the Harold W. Newman, Jr. Charitable Trust; (8) and the Kahn-Oppenheim Trust.

Q: Can an organization submit more than one application?

A: No. We will accept only one application per organization.

Q: Our proposed program fits under more than one of the categories. Can we apply under more than one funding category?

A: No. Your organization should choose one of the categories under which to apply, and your letter of intent (LOI) should address only that category.

Q: Will we have a better chance of receiving an award if our program covers more than one funding area?

A: Special consideration will not be given to those programs that cover more than one funding area.

Q: What is the average size of an IMPACT 2014 grant?

A: The average grant size is \$15,000 - \$20,000. Individual grants may be larger or smaller.

Q: Is there a requirement for matching funds?

A: There is no requirement for matching funds for IMPACT 2014. However, providing evidence of other sources of support will strengthen your application.

Q: Does the Foundation fund new programs under its IMPACT 2014 program?

A: Yes. The Foundation will consider supporting new programs of established organizations.

Q: Does the Foundation fund start-up organizations under its IMPACT 2014 program?

A: Yes, the Foundation will consider funding young organizations with a track record of success. If the applicant does not have a 501(c)(3) determination letter from the IRS, it will need to find a fiscal agent (see section 2 below).

Q: Does the Foundation award grants to individuals?

A: No. The Foundation does not provide grants to individuals.

## **2) ELIGIBLE APPLICANTS AND PARTNERS**

Q: Who is eligible to apply for an IMPACT 2014 grant?

A: Nonprofit, 501(c)(3) public charities that serve the Greater New Orleans region are eligible to apply for funding.

Q: My organization has applied for 501(c)(3) public charity status with the IRS but has not received its letter of determination yet. Can I still apply?

A: We require that all organizations have a valid letter of determination from the IRS. We suggest you seek a fiscal agent until you receive your letter of determination.

Q: How do I find a fiscal agent for my organization?

A: We recommend you contact the Louisiana Association of Nonprofits (LANO) or the Foundation Center, as both are excellent resources for organizations seeking more information about fiscal agents.

Q: My organization is using a fiscal agent. What sort of documentation do I need to submit to verify our fiscal relationship?

A: We require all organizations that are utilizing a fiscal agent to submit with their application a memorandum of understanding (MOU) between the fiscal agent and the sponsored organization describing the relationship between the two entities.

Q: My organization is using a fiscal agent. Whose financial information should I submit?

A: If your organization is using a fiscal agent, please submit financial documents for your fiscal agent. If you are applying for project support, be sure to include a project budget and a list of secured income sources.

Q: My organization plans to submit a letter of intent (LOI). If we act as the fiscal agent for another organization, may that organization also submit an LOI?

A: Yes.

Q: My organization was awarded an IMPACT grant in 2013. Are we eligible to apply in 2014?

A: Organizations awarded an IMPACT grant in any year are eligible to apply for IMPACT 2014 grants.

Q: Are schools eligible to apply for an IMPACT 2014 grant?

A: Due to limited resources, we are unable to support individual schools. We do support nonprofit partners committed to education reform by improving teaching and learning in multiple schools.

### 3) APPLICATIONS AND FORMATTING INSTRUCTIONS

Q: What documents are required for submission with the letter of intent (LOI)?

A: Each applicant must submit:

1. LOI Narrative
2. Current Operating Budget
3. Unaudited Year-To-Date Financial Statements
4. Most Recent Audit
5. Form 990
6. List of Board Members
7. Program Budget
8. List of Other Funders

Q: In what font style and size must the LOI narrative be written?

A: For ease of reading, LOI narratives should be typed in 12-point Garamond, single-spaced with page numbers. Your pages should have a one-inch margin on all four sides of each page.

Q: What is the maximum number of pages for the LOI narrative?

A: The LOI narrative should be no more than two pages.

Q: How long should the responses to each question be?

A: How much text you devote to each answer is up to you and will depend on the nature of your program. However, please answer each question as succinctly as possible.

Q: How detailed should the responses be?

A: Include as many concrete details as you can about your program. Keep the narrative specific to your local data and community. Describe how you will measure/quantify your success (e.g., the number of people to be served, how the impact will be evident, etc.).

Q: Can applications be submitted through the mail?

A: No. We will only accept applications submitted electronically through our [online portal](#).

Q: Will I receive a confirmation email once we submit our proposal?

A: Yes. You will receive a reply from [grants@gnof.org](mailto:grants@gnof.org).

Q: What if I missed the deadline for the letter of intent?

A: Because we are on a very tight review schedule application deadlines cannot be waived or extended.

Q: How can I increase my organization's chances of being funded?

A: You should ensure that your organization meets the Foundation's priorities, follows the application guidelines, and is responsive throughout the review process. Even if your organization is eligible and responsive, the Foundation cannot guarantee that a grant will be made.

Q: Should my organization request a smaller grant amount in order to be more competitive?

A: An organization will not be declined on the basis of the amount requested. The Foundation may decide to award a grant of a lower amount than requested.

Q: May I submit a draft of my LOI to a program officer prior to the deadline for feedback?

A: No. The Foundation does not permit program staff members to evaluate or comment on the content of LOI drafts prepared by applicants. We encourage you to study the IMPACT 2014 Guidelines for Letters of Intent carefully and attend an information session if you still have questions.

#### **4) TARGET POPULATION AND SERVICE AREA**

Q: What is the service area of the Greater New Orleans Foundation?

A: The Greater New Orleans Foundation serves the 13-parish region of metropolitan New Orleans. This includes Orleans, Jefferson, St. Bernard, St. Charles, St. John the Baptist, St. Tammany, Plaquemines, Assumption, St. James, Lafourche, Tangipahoa, Terrebonne, and Washington parishes.

Q: My organization does work in the Greater New Orleans 13-parish area, but we are based elsewhere. Can we still apply for a grant?

A: Yes. As long as you can verify that your work serves residents living in the 13-parish region, you are eligible to apply. All else being equal, the Foundation generally gives top priority to locally-based organizations.

#### **5) DATA COLLECTION AND REPORTING**

Q: How does the Foundation monitor its grants, and what are the reporting requirements?

A: Our program staff monitors grants throughout the year through periodic calls and site visits. For all IMPACT 2014 grants, a written final report will be required. Depending on the scope of the program, periodic progress reports may also be requested and outlined in the grant agreement.

Q: Do you conduct site visits?

A: Site visits are conducted for organizations that have passed an initial review process. The site visit will determine if an organization will be invited to submit a full proposal for funding. Site visits may also be conducted periodically throughout the grant period.

Q: Who should be present for the site visit when the proposal is under review?

A: Typically, the executive director, a board member, and a key staff member should be present at the site visit.

Q: How much time should we reserve for site visits?

A: Site visits typically range from 60-90 minutes.

#### **6) ALLOWABLE ACTIVITIES**

Q: Can grant money be used to pay for equipment?

A: Although IMPACT 2014 will not accept requests for capital support, general operating support grants may be used for whatever purpose or purposes the organization deems appropriate. Project support may also be used to purchase equipment if this is essential for meeting project goals.

Q: Are the funds restricted in any other way?

A: Yes. Funds may not be used for:

1. Individuals, either through scholarships or other forms of financial assistance
2. Special events or conferences
3. Programs that require adherence to or conversion to any religious doctrine in order to receive program services
4. Capital support/endowments
5. Individual public, public charter, or private schools
6. Scientific or medical research

Q: Does the Foundation award multi-year grants through the IMPACT program?

A: No. The Foundation does not currently award multi-year grants through IMPACT.

## 7) FUNDING

Q: How will I know if I received a grant?

A: Following the Foundation's trustee grants meeting in November, your organization will receive notification via email, which will be followed by an award letter and a grant agreement.

Q: How soon must I start my program after the grant has been awarded?

A: Generally, we expect grantees to begin their programs within 30 days of signing the grant agreement.

Q: Will money be awarded in a one-time payment or in multiple payments?

A: It is our intention to make awards in one-time payments. However, depending on the program, the Foundation reserves the right to make payments over the term of the grant period.

Q: What is the duration of the grant period?

A: The maximum length for the grant period is one year.

Q: From where does the Foundation's grant money come?

A: The Foundation's investments generate income for annual operations and grantmaking. The Foundation assembled funds for IMPACT 2014 from various sources within the Foundation including its field of interest funds and unrestricted funds. The Foundation was established to operate in perpetuity, which is why managing our assets is so important. The Greater New Orleans Foundation annually distributes about four percent of the market value of its investment assets to nonprofit organizations.

Q: Who within the Foundation approves grants?

A: Program officers evaluate grant applications and make recommendations to the Foundation's president and board of trustees. All letters of inquiry are closely reviewed by program staff before recommendations are forwarded to the president and board of trustees for a final decision. By these actions, we seek to be fair and objective in evaluating all proposals.

Q: If an agency does not receive a grant, will the Foundation explain the reasons for its decision?

A: The Foundation is committed to responding to all applicants about any decisions affecting a grant proposal. In the overwhelming majority of cases, organizations do not receive funding because there simply is not enough funding available to support all worthy proposals. Should your

organization desire more information about why your proposal was not funded, you may schedule a brief phone conference with the program officer who reviewed your request. Phone conferences will take place 8 weeks after the deadline.

## **8) FUTURE OPPORTUNITIES**

Q: How can I learn about other funding opportunities through the Greater New Orleans Foundation?

A: The best way is to sign up for the Greater New Orleans Foundation email newsletter, which will provide information about all of our upcoming grant cycles and deadlines.