



**The Greater New Orleans Foundation
IMPACT 2014 – Guidelines for Letters of Intent**

Deadline is 11:59 pm (CT) Wednesday, June 25, 2014

IMPACT 2014 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. The average grant size is \$20,000; grants may be larger or smaller.

Priority will be given to organizations that demonstrate one or more of the following:

- Strong leadership at the staff and board level
- Good fiscal management
- Growing track record of success
- Commitment to equity for communities and populations in high need
- Thoughtful involvement of community members as leaders and advisors
- Key contributions to the health and vibrancy of the communities they serve
- Advocacy on behalf of underserved communities at the community, legislative, judicial, and/or executive levels
- Creative engagement of multiple stakeholders to promote the creation of new public sources of support for nonprofit work
- Integration of individual, family, and community views into the assessment of needs and services as well as needed policy and advocacy initiatives

IMPACT 2014 will support:

- General operations
- Programs
- Advocacy, including legislative, judicial, or executive advocacy; community organizing; community leadership development; and policy development

IMPACT 2014 will not support:

- Individuals, either through scholarships or other forms of financial assistance
- Special events or conferences
- Programs that require adherence to or conversion to any religious doctrine in order to receive program services
- Capital support/endowments

- Individual public, public charter, or private schools
- Scientific or medical research

Priority Areas

Our priorities are informed by thoughtful analysis of pressing community needs, corresponding data, service delivery gaps, and best practices, as well as by available funding. We draw from the collective wisdom of our nonprofit partners, our staff, and the field of grantmaking. Accordingly, we have developed a theory of change statement for each area of funding. These theories of change statements guide our investments in the five program areas described below.

As we seek to be responsive and strategic, we will refine and adjust our priorities over time. Feedback and guidance are always welcome.

Arts & Culture

Support is available to organizations and programs that help preserve and grow the unique, rich cultural heritage of the Greater New Orleans region and ensure that the originators and producers of creative goods and services can continue to enhance community life.

Priority will be given to work that aims to:

1. Improve the quality of life and economic opportunities for culture bearers, artists, and performers in our region.
2. Demonstrate the importance of the arts and make the case for increased public support for the arts.

Youth Development

Support is available to organizations that work to ensure that youth have access to high quality programs and services that provide comprehensive supports, extend learning beyond the classroom, and build connections to caring adults, education, and employment.

Priority will be given to work that aims to:

1. Provide professional development, education, and tools that improve the knowledge, skills, and attitudes of youth workers in the areas of case management, mentoring, job readiness, academic support, and leadership development.
2. Organize and increase the advocacy power of youth-serving organizations on issues such as juvenile justice reform, funding for workforce training, increased educational options, and transition supports for older youth who are not connected to education or employment.

Education

Support is available to organizations that seek to ensure that all young people in public K-12 schools in our 13-parish service area receive a rigorous, high quality education that prepares them for post-secondary education and careers.

Priority will be given to work that aims to:

1. Advance public education reforms in Orleans Parish and other underserved areas in our region by supporting rigorous teaching and learning and strong school leadership.
2. Advocate at the local and state levels for equitable policies on special education, school discipline, and diverse educational options.
3. Improve student achievement by training and engaging parents, school leaders, and other key stakeholders in education organizing, policy research and analysis, policy advocacy, and the use of data in making policy recommendations.

Health

Support is available to organizations that seek to improve the health and access to health care services of low-income families and their children, the disabled, and older adults.

Priority will be given to work that aims to:

1. Increase Medicaid/LaCHIP or Medicare enrollment among low-income individuals and families.
2. Advocate for access to health care, provide consumer protections, and/or expand Medicaid coverage to increase access to comprehensive, quality primary care, mental health care, and preventive care for all.
3. Use health education and outreach to increase use of health care services, improve health literacy, and improve health awareness so that low-income and underserved populations can make better decisions and take preventive actions that will improve personal, family, and community health.

Social Services

Support is available to organizations that form and promote strategic partnerships to meet the complex needs of low-income individuals and families through direct assistance and the provision of a continuum of comprehensive services.

Priority will be given to work that aims to:

1. Provide high quality social services in a coordinated effort related to crisis management and treatment, intake assessment and screening, early intervention, pre-vocational and employment skills training, job development and career planning, or job retention and career advancement supports.
2. Improve communication, coordination and collaboration between social services providers to serve comprehensively the needs of low-income families, improving their chances of success in achieving self sufficiency.

Harold W. Newman, Jr. Charitable Trust

Special funding 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.

Kahn-Oppenheim Trust

Special funding is available for the development and/or improvement 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.

Gulf States Eye Surgery Fund

Special funding is available for organizations that defray the expenses of poor or indigent patients requiring or receiving eye surgery, care, or treatment.

How to Apply for Funding

Note: All grant applicants will need to create an account [using our online system](#) to apply. Basic information will be stored for future use when new applications are submitted. We have a simple two-step process:

1. Use our [online portal](#) to submit a two-page letter of intent (LOI) along with all attachments by **11:59 pm (CT) on Wednesday, June 25, 2014**.
2. GNOF program staff will review all letters of intent and will contact those organizations that are selected for a site visit.

Awards are expected to be announced in November 2014.

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?

Still Have Questions?

First, check the IMPACT 2014 FAQs on our website. If you still have a question, please call Roy Williams at 504-598-4663, or e-mail your question to grants@gnof.org (please include the word “**IMPACT Question**” in the subject line).