



**The Greater New Orleans Foundation
IMPACT 2016 – Guidelines for Letters of Intent**

Deadline is 11:59 pm (CT) Friday, April 22, 2016

IMPACT 2016 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 2016 will support:

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

IMPACT 2016 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 Greater New Orleans' unique, rich cultural heritage.

Priority will be given to work that aims to:

1. Improve the quality of life and economic opportunities for indigenous culture bearers, artists, and performers.
2. Advocate to preserve existing public support for the arts.

Youth Development

Support is available to organizations that ensure youth have access to high-quality programs that 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 youth workers with the education, tools, and professional development opportunities that will help improve their knowledge, skills, and attitudes in the areas of social-emotional learning, trauma-informed care, mentoring, job readiness, academic support, and leadership development.
2. Increase the advocacy capacity of youth serving organizations on issues such as juvenile justice reform, workforce training, appropriate educational options, and transition supports for opportunity youth—individuals between the ages of 16 and 24 who are not connected to education or employment.

Education

Support is available to organizations that ensure all young people enrolled in public K-12 schools receive a rigorous, high quality education that prepares them for post-secondary education and entering the workforce. GNOF also supports organizations that advocate for adult literacy.

Priority will be given to work that aims to:

1. Support the equitable and transparent return of Louisiana Recovery School District (RSD) schools to local control and/or advocate at the local and state levels for equitable policies regarding special education, school discipline, and diverse educational options that meet the needs of underserved students.
2. Increase college matriculation, graduation, or post-secondary training and completion by encouraging students to explore options and supporting them through the enrollment process and beyond.

Health

Support is available to organizations that increase low-income, disabled, and older adult individuals' access to healthcare services.

Priority will be given to work that aims to:

1. Help increase Medicaid/LACHIP, Medicare, or Affordable Care Act Marketplace enrollment for low-income, disabled, and older adult individuals in Louisiana from 83 percent to 96 percent, comparable with leading states in the country.
2. Advocate for equal access to quality primary care, behavioral health, and preventive healthcare for all.
3. Use health education and outreach to increase health literacy, health awareness, and individual use of healthcare services in order to impact a measurable decline in health disparities.

Social Services

Support is available to organizations that form and promote strategic partnerships to meet the needs of low-income individuals and families and help them move towards self-sufficiency.

Priority will be given to work that aims to:

1. Provide high quality and well-coordinated social services related to crisis management and treatment; intake assessment and screening; early intervention; and job skills training, career planning, job retention, and career advancement.
2. Improve communication, coordination, and collaboration between social service organizations so that individuals and families can be provided with comprehensive, wrap-around services through strong referral networks and shared practices.

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 Friday, April 22, 2016**.
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 2016.

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 2016 FAQs on our website. If you still have a question, please e-mail your question to grants@gnof.org (please include the word “**IMPACT Question**” in the subject line), or call Roy Williams at 504-598-4663.