



Q: What is Impact 100?

Impact 100 is a giving circle of slightly over a 100 women who have committed \$1,100 for one year for the purpose of making a single \$100,000 transformative grant to a local nonprofit organization.

Additionally, the three runner-up nonprofits will each receive a grant.

Q: Why the extra \$100?

The \$100 is strictly for administrative costs. It covers running the program including speaker fees, refreshments, video, website production, and staff time.

Q: When did it start?

Impact 100 was launched in 2013.

Q: How do I join?

Go online to www.gnof.org/impact100 to join via credit card, or send a check to:

Greater New Orleans Foundation
919 St. Charles Avenue
New Orleans, LA 70130
Attn: Allie Betts

Please make out the check to the Greater New Orleans Foundation, but put Impact 100 in the memo line.

Q: Does the model change from year to year?

The beauty of grantmaking is that it's organic. At the end of last year, we sent out a survey to the members.

After joining Impact 100, it's a four-step process:

- 1.) Submit your two favorite nonprofits as part of Ladies Choice and the two most frequently submitted nonprofits will be included in the nonprofit slate.
- 2.) Attend the kick-off breakfast and vote online for your favorite nonprofit in each of the four categories.
- 3.) Attend the lunch to hear the nonprofit presentations and vote that evening for your favorite nonprofit.
- 4.) Celebrate at a Happy Hour with the winning nonprofit.

Questions, concerns, or just need a reminder? Please contact Allie Betts: allie@gnof.org or 620-5264.

To join Impact 100, go online to www.gnof.org/impact100

Included in the survey was an invitation to join an advisory committee to provide recommendations for the 2017 model. Approximately 20 women joined who have met with the Greater New Orleans Foundation staff develop this year's program.

After this year's experience, we'll send another anonymous survey asking members to rate their experience, which in turn will help inform process for the following year. Year after year, Impact 100 will continuously respond to feedback from its members.

Q: What is the role of the advisory committee?

Its role is to listen to the comments of the members, make any necessary adjustments to continuously improve the process, and help with recruitment. The advisory committee does not select nor influence the slate of nonprofits.

Q: How will this happen?

At the kick-off breakfast, members will be presented with a slate of nonprofits representing nonprofits selected by the Greater New Orleans Foundation and Ladies Choice in each of the four funding categories: Arts & Culture, Education & Youth Development, Environment, and Health & Human Services. After the breakfast, members will vote online on **one nonprofit in each category**. At the next meeting, members will hear presentations from the winning nonprofits, which will represent one from each category.

Q: How were the categories selected?

The Foundation's largest discretionary grantmaking program is called IMPACT. It recognizes outstanding nonprofits in the fields of arts and culture, education, health and human services, and youth development. Now in its seventh year, over \$6 million in IMPACT funding has been granted to over 160 nonprofit organizations. These IMPACT grantees are carefully vetted and provide a sizeable pool of organizations. The environment category was added because of the Foundation's extensive knowledge and expertise in this area due to our Environmental Fund, Gulf Coast Oil Spill Fund, and other related funds.

Q: How will the Foundation select the nonprofits it slates?

Our professional program staff studies the organization's mission, spends time with the organization's staff, and reviews all audited financial statements including budgets and Form 990s. We look carefully for a demonstrated track record of success and measurable outcomes, good leadership, quality programs, and the ability to absorb a \$100,000 grant.

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Additionally, the advisory committee recommended that we only slate nonprofits that have been operating for at least three years, and they have an operating budget of between \$500,000 and \$2 million. And, if deemed necessary, the grant could be given to the winning organization over two years.

This restriction does not apply to nonprofits slated by members as part of Ladies Choice.

Q: Will the Foundation staff vet the nonprofit that's proposed by the members?

The Foundation staff will only make sure that the Ladies Choice nonprofits, those that receive the most votes from the Impact 100 members, are in good financial standing with the IRS.

Q: What happens if there is a tie in one or more categories for Ladies Choice?

If there is a tie, then both nonprofits will be slated.

Q: Why did the Greater New Orleans Foundation decide to host Impact 100?

The Foundation wanted to harness the spirit of collaborative giving. Almost half of all giving circles are hosted by community foundations like the Greater New Orleans Foundation. It's not surprising that so many giving circles are run by women because we know that women like to give—and give together.

While all giving circles start with a core group of motivated people, women's giving has created a special kind of change over the past several years—a change in the way women approach philanthropy and the world around them. By connecting women with one another, giving circles help them to become serious and thoughtful philanthropists who collaborate to assume responsibility to leave their community a better place.

Q: What if I have more questions?

Please feel free to contact Allie Betts, senior philanthropic gift officer at the Greater New Orleans Foundation at 504.620.5264 or allie@gnof.org.