



**WOMEN'S FOUNDATION  
OF ALABAMA**

**2024  
COMPETITIVE  
GRANT CYCLE**



# Philanthropy and Learning Team



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# FOCUS AREAS



## WOMEN + LEADERSHIP

Training and organizing that supports the development and implementation of women-led policy solutions; or, encourages women & girls to develop their personal & professional leadership abilities.



## WOMEN + WELLBEING

Programs that enable women to thrive within or beyond their work-life to access greater well-being along one or more of the eight dimensions of wellness.



## WHERE WOMEN LEAD, CHANGE FOLLOWS

Through this focus area, we aim to support programs that invest in the personal and professional leadership development of women and the implementation of women led policy and practice solutions.

Types of Projects:

- Peer and family networks
- Coaching
- Cohort strategies
- Leadership development programs for women and girls
- Personal/professional development programs
- Mentoring programs



## WHERE WOMEN LEAD, CHANGE FOLLOWS

### **IMPACT (Metrics)**

- Increased access to leadership programs for women and girls
- Increased number of women in leadership positions at the workplace, on boards, and as elected officials
- Increased access to soft skills/professional development programs that lead to greater economic mobility for women and girls



## GOOD JOBS & LIVING WAGES ARE ONLY THE BEGINNING

Success at work and personal well-being do not have to be mutually exclusive. For this focus area, we are focused on funding programs that enable women to thrive, within and beyond their careers, along the eight dimensions of wellness with a focus on the following three: **financial, physical, and mental wellness.**

### Types of Projects:

- Mental, physical, and behavioral health programs
- Healthcare Coverage and access to care
- Adverse childhood experiences
- Toxic stress
- Homeownership
- Financial stability



## GOOD JOBS & LIVING WAGES ARE ONLY THE BEGINNING

### **IMPACT (Metrics):**

- Increased access to quality physical and mental health services for women
- Increased access to quality, affordable homes for women
- Increased policy reform related to healthcare and financial stability for women and families (Medicaid expansion, paid family leave, etc.)

# GENDER FOCUS

- In traditional philanthropy, only 1.9% of charitable funds go to organizations dedicated to women and girls.
- As Alabama's first and only philanthropic foundation solely addressing the unique needs of women and girls, we leverage the resources of generous individuals, nonprofits, corporate partners, and community leaders to build a world where all women thrive.

## Grantmaking Framework: Leading with Empathy & Curiosity



**WOMEN'S FOUNDATION  
OF ALABAMA**



## Six Conditions of Systems Change

Policies

Practices

Resource  
Flows

Structural  
Change  
*(explicit)*

Relationships  
& Connections

Power  
Dynamics

*(semi-explicit)*

Mental  
Models

Transformative  
Change  
*(implicit)*



**SOCIAL CAPITAL** ▶  
 peer and family  
 networks  
 coaching  
 cohort strategies



◀ **EARLY CHILDHOOD EDUCATION**  
 Head Start  
 Early Head Start  
 child care partnerships  
 preK  
 home visiting



**HEALTH & WELL-BEING** ▲  
 mental, physical, and  
 behavioral health  
 coverage and access  
 to care  
 adverse childhood  
 experiences  
 toxic stress



▲ **ECONOMIC ASSETS**  
 asset building  
 housing and public supports  
 financial capacity  
 transportation



◀ **POSTSECONDARY & EMPLOYMENT PATHWAYS**  
 community college  
 training and certification  
 workforce partnerships



## WOMEN & LEADERSHIP

### SOCIAL CAPITAL ▶

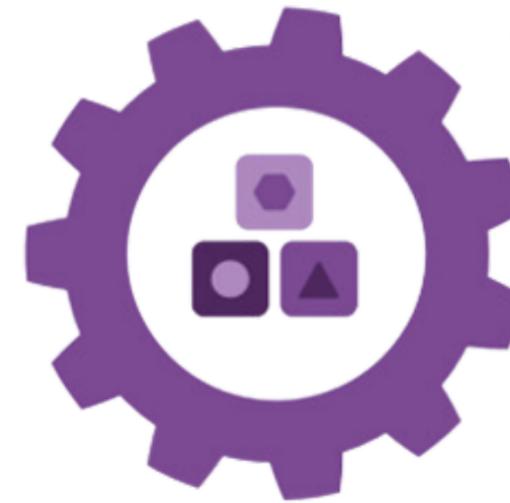
peer and family networks  
coaching  
cohort strategies



## WOMEN & WELL-BEING

### ◀ EARLY CHILDHOOD EDUCATION

Head Start  
Early Head Start  
child care partnerships  
preK  
home visiting



### HEALTH & WELL-BEING ▲

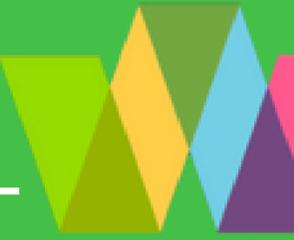
mental, physical, and behavioral health  
coverage and access to care  
adverse childhood experiences  
toxic stress



# FALL 2024 GRANT CYCLE OVERVIEW

# TIMELINE

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Phase 1: Brief Proposal  
August 2 - 23, 2024

Phase 2: Full Proposals  
September 9 - 30, 2024

Phase 3: Site Visits  
October 14 - 25, 2024

Phase 4: Board Selects  
Grants & Award Letters  
Sent to Grantees

# APPLICANT GUIDELINES

- Applicants must be currently designated a 501(c)(3) non-profit organization by the IRS OR be a 501(c)(3) exempt religious institution OR be a government entity. Private non-operating foundations are not eligible. Applicants may use a fiscal sponsor only if there is a meaningful mission fit and an existing working relationship between the two organizations.
- Applicants must provide services in Alabama.
- Large organizations with many branches or departments (e.g. colleges, universities, YMCA, public libraries) must submit requests from the president's office or the development office.

# PROPOSAL GUIDELINES

- **Grant Amounts:** Applicants may request funding up to **\$50,000**. The total cost and scale of the project should be reasonable, feasible, and sustainable in relation to the applicant's overall budget and activities.
- **Grant Terms:** Funds may be requested over a **one or two year period** based on the scale and schedule of the proposal.

# GRANT AND PROPOSAL GUIDELINES

## **NO GRANTS WILL BE MADE TO OR FOR:**

- Individuals
- Religious organizations for religious purposes
- National fundraising drives
- Sponsorship of fundraising events
- Political organizations or candidates for public office
- Scholarship or endowment funds
- Debt Reduction
- Scholarship or campership programs
- Replacement of government funding cuts
- Unspecified indirect costs (may request a portion of funds to support program management, occupancy, etc. but must be presented as specific line items vs. indirect cost rate/percentage)

# NEXT STEPS

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## Register and Apply on Foundant

- Submit a Brief Proposal by August 23, 2024, at 11:59 p.m.

## Set Up Call with Program Officer (Optional)

- Reach out to Elizabeth or Kaitlee to schedule a brief call if you have questions

# QUESTIONS?

## WFA PHILANTHROPY AND LEARNING CONTACT INFORMATION

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# THANK YOU!

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