



**WOMEN'S FOUNDATION
OF ALABAMA**

2024 COMPETITIVE GRANT CYCLE



Philanthropy and Learning Team



Zhaundra C. Jones
Vice President,
Philanthropy & Learning

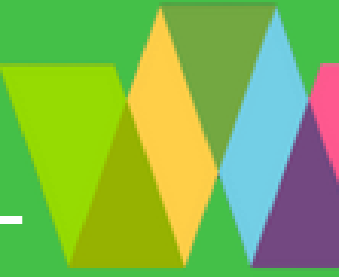


Kaitlee Daw
Program Officer



Elizabeth Hubbard
Program Officer

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.

WOMEN + LEADERSHIP



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

WOMEN + LEADERSHIP



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



POSTSECONDARY & EMPLOYMENT PATHWAYS

community college
training and certification
workforce partnerships



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



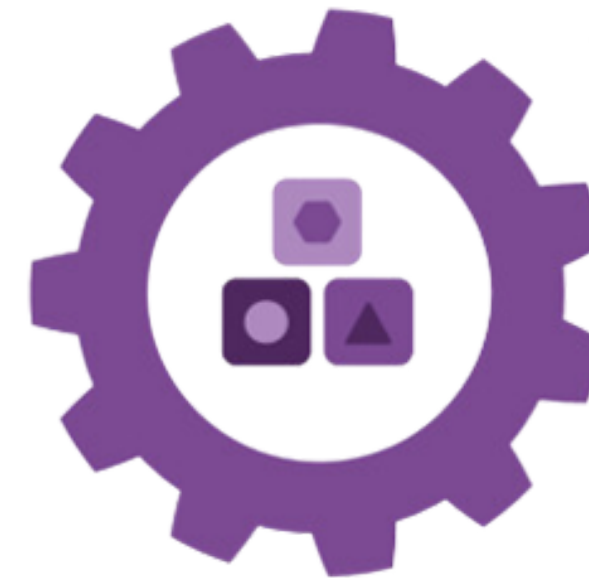


WOMEN & LEADERSHIP

SOCIAL CAPITAL ▶
peer and family
networks
coaching
cohort strategies



WOMEN & WELL-BEING



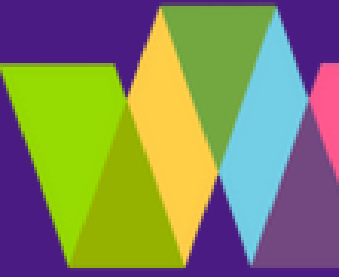
◀ EARLY CHILDHOOD EDUCATION

Head Start
Early Head Start
child care partnerships
preK
home visiting



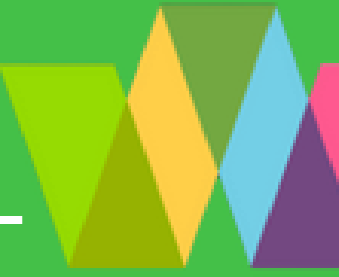
HEALTH & WELL-BEING ▲

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



FALL 2024 GRANT CYCLE OVERVIEW

TIMELINE



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

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

Zhaundra Jones
Vice President, Philanthropy and Learning
zjones@wfalabama.org

Kaitlee Daw
Program Officer
kdaw@wfalabama.org
205-326-4454 x 1008

Elizabeth Hubbard
Program Officer
ehubbard@wfalabama.org



THANK YOU!

Women's Foundation of Alabama
2213 1st Ave S
Birmingham, AL 35233

www.wfalabama.org
205-326-4454

