

2023 GRANTS CYCLE

Strategies and Definitions

STRATEGY STATEMENTS

We invest in direct services and systems-level change in the following impact areas:



Housing – Support access to affordable housing for women that include a network of support and/or opportunities for long-term wealth building.



Child Care – Expand access to safe, quality, culturally competent, and affordable child care that is conveniently located for families with low incomes.



Education – Provide access to an ecosystem of support—academic, emotional, and financial—for women pursuing educational dreams.



Unintended Pregnancy Prevention – Increase access to consumable, unbiased pregnancy prevention resources.



Women's Health – Reduce health disparities faced by women of color.

GUIDING DEFINITIONS

- / **Access** – Impact area is approached or addressed through either direct services provided to the end user or by advocating for systems-level change that will have broader, or more long-term, benefits for women and their families.
- / **Affordable Housing** – Housing which consumes no more than 30% of a household's income. Affordable housing typically refers to a long-term or permanent place of home (either owned or rented), and does not typically include emergency or short-term shelters.
- / **Child Care** – Care for children when the primary caregiver(s) is/are unavailable, often to support the family's paid work in or outside of the home. Care can occur during the day, before and after school, and is considered early childhood education if provided for birth to age 5, though many summer and after school care programs serve older children. Child care can occur in many settings, including private businesses, nonprofit organizations, places of worship, or homes.
- / **Quality Care** – Families have access to options that meet their child's needs, with educators who are qualified and well-paid. All areas of a child's development are fostered by responsive, nurturing, and engaging care.
- / **Culturally Competent** – The ability to understand, appreciate, and interact with people from cultures or belief systems different from one's own.
- / **Health Disparities** – Refers to a higher burden and incidence of illness, injury, disability, or mortality experienced by one group relative to others.
- / **Long-Term Wealth Building** – The process of generating income over many years through multiple sources including job-based income, savings, investments, and any income-generating assets such as homeownership.
- / **Low-Income** – Annual household earnings below 200% of the Federal Poverty Level. For a family of four in 2020, this is an annual income of \$52,400.
- / **Women of Color** – A phrase used to describe individuals that identify as female and non-white.
- / **Women Pursuing Educational Dreams** – Women participating in educational opportunities (degree-seeking, accreditation, certificate, vocational/trade or informal) that help them (from high school age through the rest of their lives) work toward achieving economic security.

2023 GRANTS CYCLE Scoring Rubric



| Application Question | Criteria | Maximum Score |
|---|---|---------------|
| Diversity and Representation | | |
| % of Leadership (Board & Executive Staff) identify as BIPOC (Black, Indigenous, Person of Color)? | 50% or more – 5 pts 40-49% – 4 pts 30-39% – 3 pts 20-29% – 2 pts 10-19% – 1 pt Less than 10% – 0 pts | 5 |
| % of Staff BIPOC | 50% or more – 5 pts 40-49% – 4 pts 30-39% – 3 pts 20-29% – 2 pts 10-19% – 1 pt Less than 10% – 0 pts | 5 |
| % of Clients/Patrons BIPOC | 75-100% – 10 pts 50-74% – 8 pts 25-49% – 5 pts Less than 25% – 0 pts | 10 |
| Client Demographics - % of those you will serve using Women's Fund funds who are at or below 200% of the federal poverty level. | 100% - 5 pts 75-99% – 4 pts 50-74% – 3 pts 25-49% – 2 pts 1-24% - 1pt 0% – 0 pts | 5 |
| % of clients identify as Women | 50% or more – 5 pts 40-49% – 4 pts 30-39% – 3 pts 20-29% – 2 pts 10-19% – 1 pt Less than 10% – 0 pts | 5 |

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| Application Question | Criteria | Maximum Score |
|---|---|---------------|
| Proposed Work & Impact | | |
| Strategy Alignment - Alignment with Women's Fund Strategies | <p>15 pts: Proposal makes a compelling case that the organization's mission and activities align with the goals laid out in the category's Strategy Statement and organization has the capacity to follow-through on their outlined work</p> <p>7 pts: Proposal outlines work that may align with the Women's Fund strategies, though the organization's mission may not be dedicated to the goals of the Women's Fund strategy statements.</p> <p>0 pts: Mission and services proposed do not align with a Women's Fund strategy.</p> | 15 |
| Statement of Need | <p>15 pts: Applicant describes how Women's Fund funds will support the organization's work. Demonstrates the need for funding and how the services provided meet demand or community need.</p> <p>7 pts: Applicant describes how funds will support the organization's work, but lacks clarity around how services meet demand/community need.</p> <p>0 pts: Does not clearly describe how funds will support the organization's work and does not demonstrate need for funding.</p> | 15 |
| Approach | <p>15 pts: Applicant describes their approach to meeting the stated need and how their solution was created with the community served. The organization's approach has been informed by community and/or client voice.</p> <p>7 pts: Applicant clearly articulates their approach and it has been informed by experts, but has not taken into consideration community and/or client voice.</p> <p>0 pts: The organization's approach is either insular or unclear.</p> | 15 |

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| Application Question | Criteria | Maximum Score |
|--|--|-----------------|
| Proposed Work & Impact (cont.) | | |
| Goals, Outcome & Evaluation | <p>10 pts: Organization has a clearly articulated vision for success and a plan for measuring success. Organizational and project goals have been co-created with community and/or client voice.</p> <p>5 pts: Organization has a vision but has not identified metrics that can be observed and/or measured. Organizational and project goals drafted by staff or experts, but not clients and/or community voice.</p> <p>0 pts: Proposal fails to clearly identify goals and outcomes. Community input was not a contributing factor in goal development. No plan for evaluating/measuring success.</p> | 10 |
| Cultural competency & history with priority population | <p>10 pts: Identifies a priority population that is historically marginalized. Organization has more than two years of experience with priority population. Indicates knowledge of this population's needs. Demonstrates existing relationships with the identified community that indicate roots in the community and integration of community voice. Clearly articulates how service delivery will be tailored to the priority population. The staff speak the home language of the priority population fluently. Printed or digital materials are available in the home language of the priority population. Demonstrates that the services will be provided in the community of the priority population and/or services are offered in spaces near public transit or remotely. Hours of service delivery are convenient to the priority population. Clients can decline to provide identifying information. There is a specific outreach plan in place to ensure clients can participate in services.</p> <p>5 pts: Organization is new (or work within the selected strategy area is new) and has less than two years of experience with priority population. Still in the process of determining population's needs and how service delivery can be tailored to those served. Proposal lacks specific details on how programming is accessible, responsive, convenient, and/or an outreach or communications plan with clients may not be in place.</p> <p>0 pts: Does not identify a priority population that is historically marginalized. Does not demonstrate history working with priority population. Does not articulate how services are provided in a culturally competent manner.</p> | 10 |
| Systems-Level Impact | Did the applicant share that they participate in work at a systems-level or in other ways that would address the root cause of the need they aim to meet? (example: advocacy) | Yes / No |

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|---|---|-----------------|
| Budget | | |
| Budget Attachment & Narrative | Did the applicant share how funds will/won't impact the organization's ability to carry out services and meet the needs outlined in the proposal? | Yes / No |
| Final Recommendation | | |
| Do you recommend the Women's Fund fund this proposal? | In making your final recommendation, please consider the entire application and their work within their selected strategy area. | Yes / No |