

# Nonprofit Effectiveness Guidelines

The Nonprofit Effectiveness Grant Program is a resource to support your internal organizational journey and designed to focus on a specific project or piece of your work in the areas of navigating change, leadership development and growing your internal structures.

We believe these small investments in capacity building are needed and critical to your ability to fulfill your mission, deliver critical services, and lead as equitable employers.

## **Eligibility**

- 501(c)(3) organizations or fiscally sponsored programs
- 100% of your work must be in support of Worcester County residents
- Your organization has not received a Nonprofit Effectiveness grant from GWCF within the past 18 months
- The proposed work is set to begin at a date after payment is made. (Reimbursement grants are not eligible)

## **Scope & Requirements**

- Grants up to \$10,000
- Projects that require contracted work need to include supporting RFP or contract
- Grant should be expended within 18 months of disbursement
- In lieu of a formal report, grantees will engage in a follow-up conversation with staff at the conclusion of the work

## **Areas of Support**

1. *Building Internal Capacity*
  - a. Organizational Audits/Assessments
  - b. Departmental Infrastructure Building
    - i. Development & Fundraising planning
    - ii. Human Resources upgrades
    - iii. Financial Management improvements
2. *Navigating Change*
  - a. Executive Transitions
  - b. Succession Planning
  - c. Strategic Plans that support major updates/shifts in mission (not annual/routine)
3. *Inclusive Leadership Development & Support*
  - a. Governance & Board Support
    - i. Training & Educational opportunities
    - ii. Recruitment and Retention Efforts
  - b. Executive Support and Coaching
  - c. Diversity, Equity, Inclusion and Access Education for staff, volunteers and leadership
  - d. Leadership training for mid-level professional staff
4. *Support for Legal Costs*
  - a. Obtaining counsel for issues related to changing landscape
5. *Contingency Planning*
  - a. Planning work around changing business models and revenue streams
  - b. Engaging with a consultant on new strategic planning
6. *Communications Support*
  - a. Crisis communications plans

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- b. Support for communicating changes to audiences

**Selection Criteria:** Projects will be assessed in the following areas:

- *Alignment to larger organizational strategy:* and a clear demonstration of how this work will move you towards this
- *Urgency:* there is some level of risk if this work does not happen
- *Equitable Outcomes:* that are clearly defined. We want to see how you will move towards being a stronger and more inclusive organization because of this work.

**What we are not able to support**

- Salaries for new or existing positions
- Operational Costs
- Capital Projects/Purchases
  - Exceptions made for software and equipment that are part of a larger scope of work
- Capital Campaigns
- Pilot Projects (of a programmatic nature)
- Merger explorations
- Reimbursements/ Support for work already done

**How We Can Help:**

- Applicants are encouraged (but not required) to reach out to GWCF Program staff before applying to discuss project details.
- GWCF staff are happy to offer coaching on your application
- All applications receive a thorough and fair review and will be notified of your decision.
- You are encouraged to set up a feedback conversation with staff to learn more about your application review.