Empower Grant Program Guidelines

OVERVIEW

As the needs of our community change, the Foundation is shifting our grant processes to encourage more cooperation and less competition, more focus on outcomes and not outputs, and opportunities for listening, sharing, and moving forward together. The Foundation will build human capital by bringing together knowledge, experience, and expertise in cooperative efforts to support people and places. The Foundation will serve as a champion for collaboration focused on helping meet basic human needs through real-issue, systemic root-cause outcomes, rather than short-term symptoms.

At the center of the work of Huey and Angelina Wilson Foundation is a desire *that those most in need have the education, skills, and resources to achieve their full potential.*

We believe that our work can best be achieved through four pillars:

- Equip – Greater Baton Rouge nonprofits operate effectively and demonstrate impact
- Engage – Build and sustain commitment for ALICE, impoverished, and justice-involved populations
- **Empower – Support revitalization of North Baton Rouge and generate new opportunities for families so residents can thrive**
- Excellence – Operate as a premier foundation

Through the Empower pillar, Huey and Angelina Wilson Foundation will serve as a catalyst for **place-based** collaboration focused on improving outcomes for children and families. The goal is to address the root causes of disparities that impact how residents live, learn, work and play.

OUR APPROACH

Huey and Angelina Wilson Foundation will support programming that serves residents of North Baton Rouge and centers their voice and vision. We will collaborate with grantees and communities to help residents get the support they need to thrive and achieve long-term, sustainable change.

Huey and Angelina Wilson Foundation will make four types of investments within the Empower pillar: Direct Service, Capacity & Collaboration Building, Systems Change, and Capital.

1. Direct Service (Program Support): New or existing programs that make positive gains for individuals and/or families in North Baton Rouge.

2. Partnerships & Collaborations: Formal partnerships, coalition building efforts and/or continuums that strengthen the collaboration of organizations to achieve enhanced results.

3. Systems Change: Awareness, research and advocacy efforts addressing community issues of concern that result in changes to policy or practice.

4. Capital: Building purchase, construction, expansion, renovation, and/or land acquisition.

PLACE-BASED APPLICATIONS

Place-based philanthropy describes an approach that targets a specific location—be it a block, neighborhood, or community—upon which to focus resources and make a transformative impact. Successful applicants for this pillar will:

1. **Serve participants who reside in ZIP codes 70802, 70805, 70806, 70807, 70811, and 70812.** Organizations will have programming that is intentional in outreach and implementation for residents in these specific ZIP codes**.** *Priority will be given to projects and programs being implemented directly in the neighborhoods and schools located in our 70802 **NBR place-based focus area**.*

2. **Value community engagement**. Organizations must demonstrate they are prioritizing resident voice and doing projects "with" rather than "to" the community they serve.

3. **Demonstrate effectiveness**. Organizations will have the capacity to carry out the proposed work and have the appropriate evaluation measures in place (or are willing/able to establish those measures) to determine success in contributing to positive outcomes.

Programs must address one or more of the Empower focus areas of housing, education, community wellness, and economic vitality as outlined below.

Housing

Safe, high-quality, affordable housing leads to better education, employment and health outcomes, and ownership pathways increase the likelihood of building generational wealth for families. The goal of this focus area is the creation and preservation of housing opportunities

that serve residents at various income levels, with a focus on long-term, permanent affordability.

Examples of programming the Foundation will support in this focus area include but are not limited to:

- Homeowner education/down payment assistance
- Housing development
- Critical repairs
- Energy efficiency initiatives
- Landlord engagement and education
- Heir property initiatives

Education

Access to quality education from birth to college, career, and beyond reduces economic inequalities and powers prosperous communities. The goal of this focus area is the creation of neighborhood-serving continuums for student growth, learning, and achievement for students of all backgrounds at every level.

Examples of programming the Foundation will support in this focus area include but are not limited to:

- Quality Out-of-School Time (OST)
- Literacy supports/tutoring
- Youth mentoring
- Teacher training and certifications
- Internships/apprenticeships
- College preparation

Community Wellness

Families cannot thrive if they lack access to essential services, commerce, recreation, or are persistently exposed to unsafe living or environmental conditions. The goal of this focus area is to increase access to facilities, programs, goods and services that reflect the needs and priorities of residents, promote healthy lifestyles, and reduce crime.

Examples of programming the Foundation will support in this focus area include but are not limited to:

- Food insecurity
- Blight reduction
- Access to physical and mental health services

- Parenting resources and case management
- Re-entry support
- Healthy lifestyle programming

Economic Vitality

A vital economy is one that includes strategies to increase workforce pathways, build wealth, and stimulate opportunities for economic growth. The goal of this focus area is to support resident employment, increase community investment, and promote the start-up and growth of small businesses.

Examples of programming the Foundation will support in this focus area include but are not limited to:

- Entrepreneurship
- Adult education
- Job training and placement
- Small business development
- Attracting neighborhood-serving restaurant and retail
- Financial education

OUR OPERATING PRINCIPLES

We define ourselves as investors and are interested in creating the highest possible levels of human gain for the grant dollars we have available. Given this focus, Huey and Angelina Wilson Foundation reviews each proposal with respect to available funds and alignment with our approach. In making investment determinations, the Foundation will look for projects with the following characteristics:

- Projects designed to directly contribute to the Foundation goals in the respective focus areas;
- Projects that can be effectively implemented and eventually sustained;
- Projects that are replicable and can be shared with other organizations looking to produce similar results; and
- Projects that use evidence-based practices and strategies and/or offer clear results.

Selected grantees will be responsible for periodic reporting to track outcomes and evaluate progress towards stated goals.

If you believe your project is aligned with the Foundation's funding priorities and values but need more information or are a first-time applicant, please contact Jan Ross.