Strategic Mission Grant Program

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 streams of capital:

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

EQUIP

The Equip portfolio focuses on the nonprofit sector. By providing resources, the Foundation strives to increase the operational effectiveness of area nonprofits and strengthens their capacity to address the social and economic challenges of our community.

There are five goals within the Equip portfolio.

- Leadership: Build leadership skills and pipeline
- Strategy: Create strategic plans with metrics
- Financial Acumen: Cash reserves of operating expenses for three months
- Partnerships: Support collaborations and partnerships
- Preparedness: Creation of disaster preparedness and continuity of operations plans

The Wilson Foundation is proud to launch the **Strategic Mission Grant Program** designed to strengthen nonprofit organizations providing critical services in our community. This grant opportunity supports organizations whose programs may no longer align with the Foundation's refined strategic focus areas yet continue to serve critical needs.

PURPOSE

This grant program aims to assist organizations in:

- Implementing and sustaining their board-approved strategic plans
- Enhancing organizational capacity and leadership
- Maintaining delivery of critical community services
- Improving financial sustainability and readiness
- Attracting additional funding interests

CRITICAL SERVICE FOCUS

Strategic Mission Grants will prioritize organizations addressing:

- Emergency Services
- Educator Recruitment & Development
- Food Security
- Chronic Homelessness
- Chronic disabilities, diseases or conditions
- Trauma & Domestic Violence

FUNDING STRUCTURE

This program will provide three years of general operational support:

- Year 1: $50,000
- Year 2: $30,000
- Year 3: $20,000

Funds may support operational expenses as aligned with the organization's strategic plan.
Total Available Funding: Up to 5 grants awarded per year

ELIGIBILITY CRITERIA

To be eligible for this program, organizations must:

- Be a **graduate of the Capacity Building Institute** (CBI)
- Deliver a **critical community service** listed above
- Have a strategic plan with at least 2 years remaining, or commit to creating one within 6 months
- Be **affected by a strategic alignment gap** with the Foundation's other focused initiatives
- Demonstrate readiness and board commitment to organization's strategic plan goals

APPLICATION PROCESS

June 8	Letter of Intent Opens
June 18	Letters of Intent due by 5 p.m. CST
July 6	Invitations for full applications sent
July 17	Full applications due by 5 p.m. CST
July 21-22	Consultation with applicants to discuss strategic plan and readiness assessment
October 31	Final decisions announced

REVIEW CRITERIA

Applications will be evaluated based on:

- Clarity and feasibility of strategic plan goals
- Board engagement and leadership commitment
- Organizational readiness and operational capacity
- Alignment with identified critical needs
- Potential for sustained impact and long-term growth

REPORTING REQUIREMENTS

Granted organizations will commit to:

- In-Person Site Visits – Conducted annually during the grant period to explore unreported challenges
- Annual Reports – Annual progress updates, including financial use and benchmarks; due December 2027 and 2028
- Final Report – Outcomes achieved, sustainability improvements, and lessons learned; due December 2029