



COMMUNITY IMPACT GRANT 2017 - 2018 REPORT

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Introduction

The Community Impact Grant is a program of the Southwest Florida Community Foundation. The funding for this program comes from *Field of Interest* funds. Donors and philanthropists establish *Field of Interest funds* to address their desires and intentions for Southwest Florida, including Hendry, Glades, Charlotte, Collier, and Lee counties. This grant program reflects the intent of donors who have entrusted their money to the Foundation. Foundation leaders recognize there are other important issues not funded by this program.

The Southwest Florida Community Foundation's Community Impact Grant (CIG) season opens with a call for idea, projects, and programs—both established and new—that are designed to increase the quality of life in sustainable and equitable ways for Southwest Floridians. Based on the available *Field of Interest* funds, Community Impact Grants provide funding in the following areas:



Eligibility

- Nonprofit organizations exempt from Federal income taxes under Section 501(c)(3) of the Internal Revenue Code
- Units of government are eligible [(c)(4) and (c)(6) agencies are not eligible]
- Applicants must be located in and/or primarily serve residents of Lee, Charlotte, Hendry, Glades, or Collier counties. Some funding is county-specific based on donor intent of Field of Interest
- Eligible organizations must be governed by a volunteer board of directors
- Organizations must conduct business without discrimination on the basis of race, gender or gender identity, sexual orientation, age, disability, national origin, or religious affiliation

Exclusions

- Capital Building Campaigns and Building Renovation Projects
- Political Campaigns
- Lobbying or similar activities
- Advancement of a particular religion or faith
- Organizations that have received Community Impact Fund Grants in all three of the last grant cycles (2015-2016, 2016-2017, and 2017-2018).

Funding Limit

Requests up to, but not more than, \$50,000 for proposed project/program. The Field of Interest funds vary in amount and may be less than \$50,000.

Reporting

Each grantee is required by the Letter of Understanding to provide two reports as it pertains to their program outcomes and tribe. These reports, as well as reports from vendors/collaborators and sustainability experts, are what is used to create the final Community Impact Grant report.

Grantee Overview

Basic Steps and Timeline

- Letter of Intent (LOI): September 1st, 2017 - November 3, 2017
- Compassionate Shark Tank: December 7th, 2017
- Request for More Information (RFMI): December 8th, 2017
- Dialogues and Committee Discussion: Early December 2017
- Award: January 2018
- Tribe: All year long (See Tribe Timeline Below)
- Impact & Outcomes Reported by December 31, 2018

Awards & Grantees

- 74 Letter of Idea (LOI) were submitted
- 21 applications advanced to the Compassionate Shark Tank
- 20 finalists, who became Tribe members, were awarded \$539,582.58 in grant monies as shown

Organization	Award Amount
Big Brothers Big Sisters of the Sun Coast	\$ 50,000.00
Capital Good Fund	\$ 30,000.00
Center for Progress and Excellence	\$ 18,286.08
Family Health Centers of SWFL	\$ 44,531.00
Family Initiative Incorporated	\$ 40,000.00
Florida Department of Health in Charlotte	\$ 25,000.00
Florida Gulf Coast University	\$ 22,584.00
Florida Gulf Coast University Foundation	\$ 2,091.50
Glades Education Foundation	\$ 40,000.00
Gulf Coast Partnership	\$ 26,800.00
Jewish Family and Community Services	\$ 42,000.00
Keep Lee County Beautiful	\$ 2,500.00
Keiser University	\$ 27,000.00
LARC, Inc.	\$ 3,200.00
Lee County Alliance for the Arts	\$ 30,000.00
Lee County Domestic Animal Services	\$ 34,000.00
Legal Aid Services of Collier County	\$ 18,990.00
Southwest Florida Women's Foundation	\$ 50,000.00
The Heights Center	\$ 14,600.00
Valerie's House	\$18,000
	\$ 539,582.58

The Tribe

Overview

In addition to funding, grantees become Tribe members and participate in a year-long experience to support capacity building for nonprofits in the Southwest Florida region. The Tribe of grantees include the Community Impact Grant program, as well as LGBT Fund and Women's Legacy Fund grantees. The Tribe gathers throughout the year and forms a learning community that works together to collaborate and identify opportunities for overcoming regional problems. The Tribe experience allows the Southwest Florida Community Foundation to walk alongside grantees as they implement their projects, helping them overcome challenges and enhancing sustainability while promoting and encouraging long-term community partnerships.

Several Tribe members are offered opportunities to attend the University of Florida Strategic Communication Academy and/or a 12-month membership to Network for Good Jumpstart Program to enhance their donor relations and fundraising capacity. Both programs have proven to be highly successful and beneficial to our Tribe members.

Timeline

The Tribe year began with their checks awarded and ended with their final report being submitted on December 31, 2018, as illustrated.

- January 10, 2018 – Checks Awarded & First Tribe Meeting
- April 27, 2018 – Second Tribe Meeting: University of Florida Strategic Communication Academy
- September 2, 2018 – Mid Term Report Due
- September 20, 2018 – Third Tribe Meeting
- December 12, 2018 – Last Tribe Meeting
- December 31, 2018 – Final Grant Report Due



University of Florida Strategic Communication Academy

Overview

The Southwest Florida Community Foundation provides an opportunity for grantees to attend the University of Florida Strategic Communications Academy. The Academy provides a place for changemakers, non-profit leaders and entrepreneurs to develop the core communications skills they need to build and manage relationships with the organizations and individuals crucial to helping them achieve their goals and to explain the significance of their work to funders, policymakers, journalists, and potential collaborators.

Through the immersive workshop, participants learn to develop a strategic communications framework, understand the science of storytelling, create compelling and visual presentations, and develop a communications approach guided by human-centered design. They hone their strategic planning and storytelling skills, learn to develop a message strategy, and use theatrical improvisation skills to understand how pace and tone can affect understanding and attention. Led by expert trainers, the tribe identify their goals, overcome challenges and spot best practices that are working for similar kinds of organizations.

- 19 Tribe members attended the University of Florida Strategic Communication Academy in 2018
- The Retreat was April 27, 2018 at the University of Florida College of Journalism and Communication in Gainesville Florida
- The cost associated with the retreat was \$22,800
- We funded through field of interest funds and the Al and Nancy Burnett Charitable Foundation Inc.

What We Learned

The core of the retreat included presentations about adopting a more strategic approach to communications, rules to approach communication challenges, planning strategic communications plans and learning how to connect with communities most important to their success. The participants also learned about the science of story building, building unforgettable presentations and developing content strategy.

Most valuable aspects of the communications academy reported by Tribe members:

- Presenters clearly had great knowledge and background of the content. I learned a ton of new and helpful information
- It was an amazing opportunity for me and I learned so much from each presentation
- There was a perfect balance between your coaching and us interacting with the other participants
- The pace and interaction
- The presentations and projects were representative of what I needed to learn
- Networking and tapping into a different mindset
- Relevant material that will help me grow immediately. Can take the knowledge I gained and use it towards development
- The trainers are truly experts. They have the experience and the knowledge needed to deliver
- Developing your Content Strategy - I liked that we were walked through the process

- Integration of technology, visuals and practical application to engage listeners
- Building Unforgettable Presentations and collaborating with peers

Network for Good Jumpstart Program

Overview

The community challenges we seek to address and overcome through our grantmaking cannot be solved in one year, nor through a single grant. Effective grantmaking requires building sustainable, financially-resilient nonprofits because when the grant period ends, our nonprofits must have the capacity to replace granted dollars with renewable revenue sources – namely, individual giving.

A wide, diverse base of individual donors represents a more valuable and stable source of operating revenue for an emerging nonprofit when compared to single-source, public, or granted funding. Individual donors may give without complex restrictions, reporting requirements, and may upgrade or renew their gift outside of fixed giving cycles. However, nonprofits often lack the basic skills and infrastructure to acquire, retain, and upgrade donors. They also find contracting technical assistance, beyond workshops and trainings, to be a fragmented, time-consuming, and expensive process that often falls short of the transformation they envision.

The Foundation partnered with Network for Good to pilot the Jumpstart Program to help our investments create long-term and lasting change. Eight grantees were selected to participate in the pilot based on criteria indicating their potential for increased capacity as it relates to donor relations and fundraising. The goal of Network for Good Jumpstart Program is to increase Southwest Florida’s impact by providing a 12-months of technical fundraising assistance included the following:

- Coaching & Direct Services
- “Right-sized” Development Strategic Planning
- Monthly Live-Streaming Instruction
- Board & Staff Alignment
- Technology & Software Integration

What We Learned

By collaborating with Network for Good, the Foundation turned an investment of \$29,480 into \$528,571 worth of new nonprofit impact¹. While not all organizations achieved a financial return during Jumpstart, all built new capacity and increased their fundraising confidence. Building upon this new capacity, organizations who enrolled with limited fundraising experience are now better positioned to create a return on the program expense over a longer time horizon. The individual giving outcomes for each organization are listed below:

¹ *Outcomes are subject to change as the three remaining grantees confirm totals

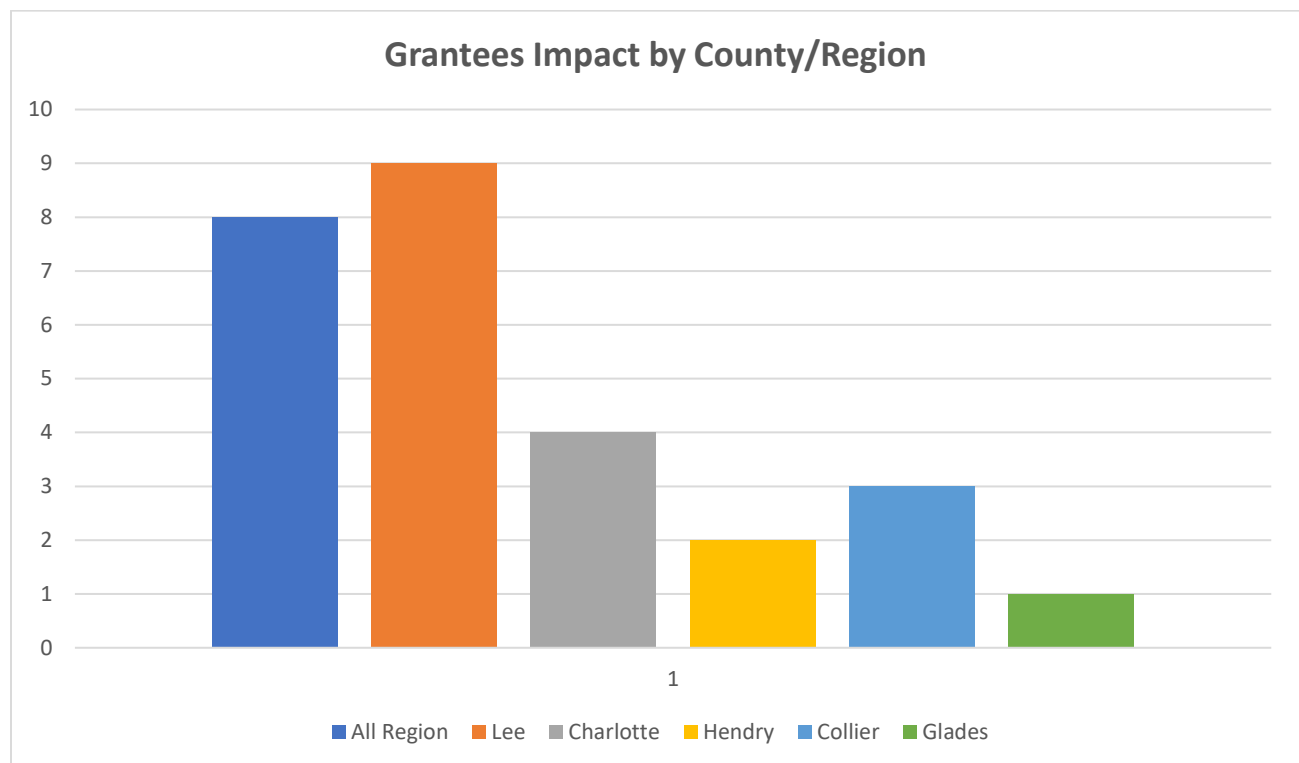
Grantee Name	Growth in Revenue (#)	Growth in Revenue (%)	Growth in Donors (#)	Growth in Donors (%)
Family Initiative Incorporated	\$4,585	207%	10	200%
Glades Education Foundation, Inc.	\$35,000	88%	10	50%
LARC, Inc.	-\$28,329	-37%	-72	-41%
The Heights Center	\$145,024	34%	-66	-11%
Valerie's House	\$372,291	92%	171	63%

Partnerships Created

No single organization or entity can solve community problems. Tribe members continuously report that the network they create through the tribe experience is valuable. Through the programs funded by the Community Impact Grants, grantees reported 36 new partnerships from the Tribe.

Regional Impact

One grant can go a long way. The following illustrates the individual organization’s impact geographically. For example, an organization may be in Lee County but have a service area that affects a greater part of the region.



Grantee's Tribe Experience Feedback

Feedback from the Tribe experience was overwhelmingly positive. Grantees rated the following experiences as the most valuable aspects of the Tribe:

- Skills gained during the Strategic Communications Retreat at the University of Florida. One grantee stated the retreat was, “the most important thing I did last year.”
- The Shark Tank experience along with the technical assistance helped with communication and fundraising strategies.
- Networking and making connections with other organizations during the tribe experience.
- Interactive sessions.

The most requested changes to the tribe experience are as follows:

- Integrate more unstructured time for networking and team building between the grantees. Consider ways to connect people in similar roles between organizations for enhanced peer-to-peer learning and sharing a contact list of tribe members so they can more easily reach out to one another between meetings.
- Increase interactive sessions.
- Offer a lifetime Tribe membership by creating “an alumni-like network” of all past grant recipients.

Grantee Sustainability Framework Alignment

Behind each of the Foundation's Causes is a series of outcomes that are used across the country to measure social, economic, and environmental impact based on the STAR (Sustainability Tools for Assessing & Rating) Community Rating System + LEED (Leadership in Energy & Environmental Design) for Cities & Communities Program.

To accomplish this, the Foundation team worked with national organizations to align Sustainability Tools for Assessing & Rating (STAR) Communities framework with the SDGs.² STAR-rated communities are verifiable by a third-party organization and allows communities to learn and share best practices. We have aligned our Causes with STAR, to help local communities understand how to measure and create positive change.



Tribe aligning their work to regional and global sustainability goals within the framework, enhancing each organization's capacity to pursue new funding opportunities in and beyond SWFL.

² Spruill, V. (2018). Local Leadership, Global Impact: Community Foundations and the Sustainable Development Goals <https://www.cof.org/sites/default/files/documents/files/local-leadership-global-impact.pdf>

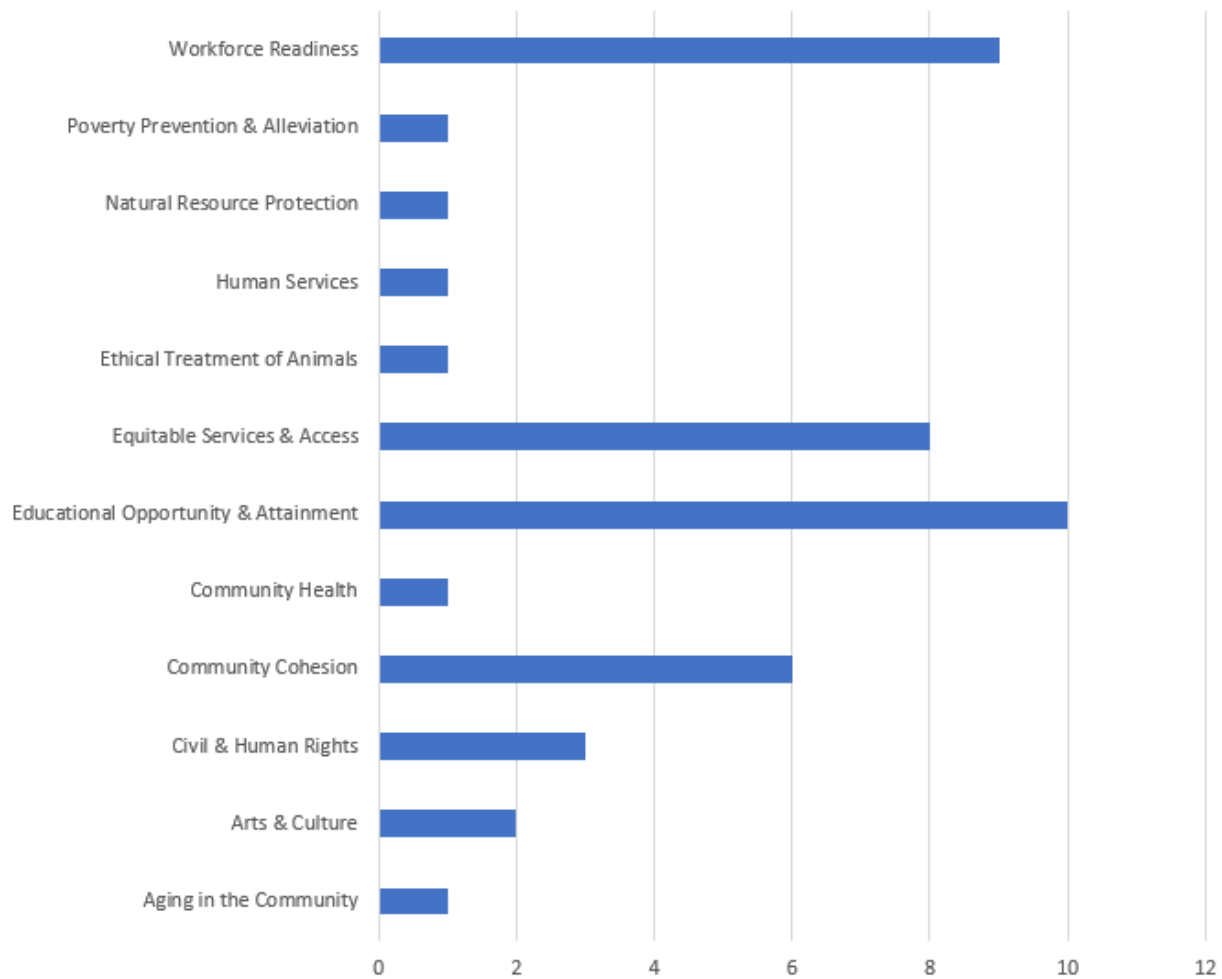
Overview of How Grants Created Impact within Causes

Community Design	Arts, Community & Culture	Economy & Jobs	Education	Health & Safety	Animals	Equity & Empowerment	Environment	Climate Change	
	●		●						Big Brothers & Big Sisters
						●			The Capital Good Fund
						●			Center for Progress & Excellence
						●			Family Health Center for SWFL
						●			Family Initiative
				●					FGCU Cancer Research Program
		●							FGCU Summer Science Camp for Girls
			●			●			Florida Department of Health - Charlotte County
		●				●			FutureMakers Strategic Grant
		●	●						Glades Education Foundation
		●	●						Gulf Coast Partnership/The Academy
							●		Keep Lee County Beautiful
		●	●						Keiser University
						●			LARC, Inc
	●								Lee County Alliance for the Arts
				●	●				Lee County Domestic Animal Services
						●			Legal Aid Services of Collier County
	●								Naples Senior Center at JFCS
		●							Southwest Florida Women's Foundation
			●						The Heights Center
	●					●			Valerie's House
		●							I Will Mentorship (WLF)
						●			AVOW Hospice (LGBT Fund)

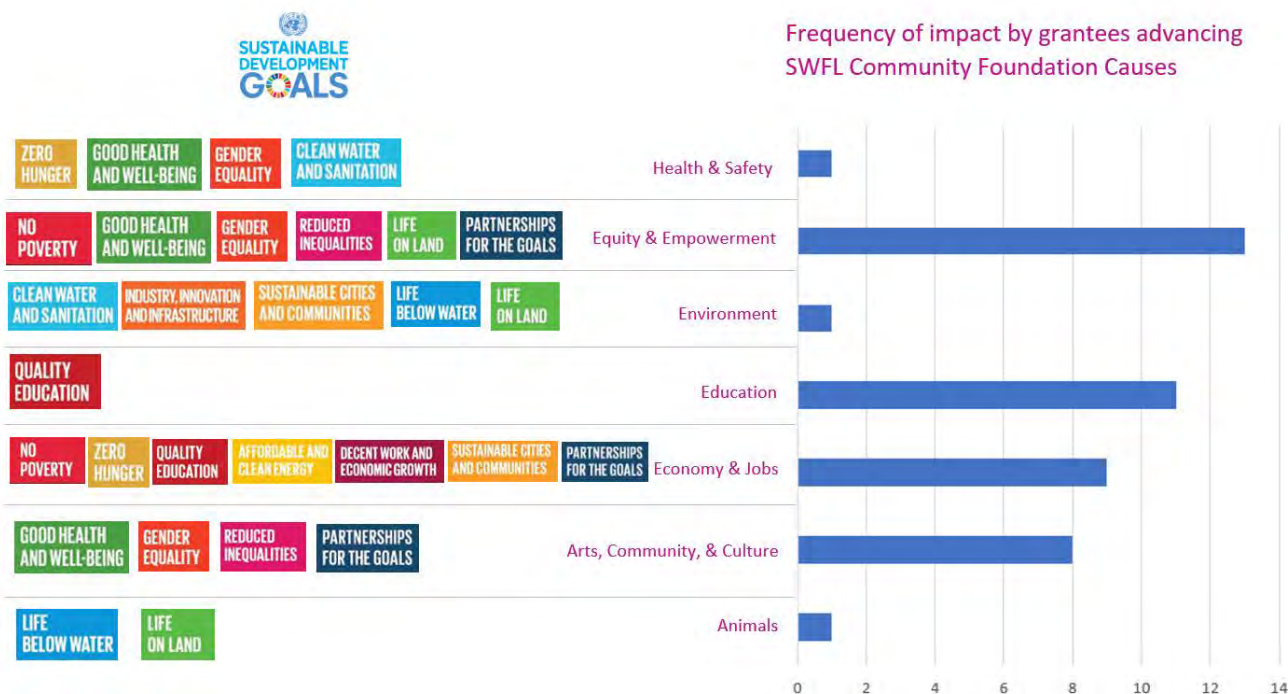
The diversity of grantees allowed them to align with seven out of ten of the Causes. None of the grantees aligned their work with Climate Change or with community design. This provides an important tool for understanding where programs or funding for programs may be lacking in the region. For example, more than half of the grantees across Causes reported unexpected barriers as a result of Hurricane Irma. Meanwhile, none of them were specifically working to advance the Cause of Climate Change, which increases the amount and severity of extreme weather events.

Drilling down deeper, grantees connected their work with sustainability objectives, which are formed by outcomes and actions. Many agencies work moved the needle on multiple actions and outcomes, which led to those organizations impacting objectives at a greater frequency. The following image illustrates this.

Frequency of impact by grantees advancing sustainability objectives



Finally, the table below illustrates how the Foundation can align grantees work to the Sustainable Development Goals (SDGs) using our sustainability framework. A handful of grantees projects connected with multiple SDGs.



Summary and Conclusion

The 2017 – 2018 Community Impact Grant cycle used \$539,582.58 field of interest funds, set up by donors to address their desire and intentions, to create substantial impact in the Southwest Florida region. Using an efficient grant process to properly evaluate each letter of intent and program, the Southwest Florida Community Foundation was able to award 20 grantees funding for their program, as well as significant capacity building opportunities for those who qualified. The Tribe, which is provided to each grantee, helped create 36 new partnerships and the programs funded, were able to create impact in all five counties within Southwest Florida.

Tribe members who attended the University of Florida Strategic Communications Academy and participated in the Network for Good JumpStart program received support and beneficial assistance to enhance skills and organizations capacity. By collaborating with Network for Good, the Foundation turned an investment of \$29,480 into \$528,571 worth of new nonprofit impact.³ One Tribe member stated the skills gained during the Strategic Communications Retreat at the University of Florida was “the most important thing I did last year.”

By learning about the Foundation’s sustainability framework, grantees learned how to align their work to regional and global sustainability goals. They accomplished this by connecting their work to trackable, validated outcomes and learning best practices and actions they could take to advance their goals and

³ Outcome is subject to change as the three remaining grantee confirm totals

outcomes. This training was a significant part of the Tribe experience because it developed grantee's capacity to seek new partnerships and funding opportunities locally, nationally, and globally.

Grantmaking at the Southwest Florida Community Foundation is more than providing funding aligned with donor intent. The program is dedicated to creating support, sustainability, innovation, and an impartial program for those who apply. The Southwest Florida Community Foundation is dedicated to cultivating regional change for the common good and will continue to explore ways and opportunities to provide impact to our community through our grantmaking programs.