



POOR AND NEEDY DIVISION Grant Application Guidelines

Who We Are

The Kate B. Reynolds Charitable Trust is the legacy of the late Kate Gertrude Bitting Reynolds, who was married to William Neal Reynolds, chairman of R.J. Reynolds Tobacco Company. Before her death in 1946, Mrs. Reynolds established the Trust to continue much of the work she had supported during her lifetime.

The Trust's mission is to improve the quality of life and the quality of health for the financially needy of North Carolina.

Distinctiveness

Even as the world has changed and evolved, we continue to face many of the same challenges to human potential identified by Mrs. Reynolds in the early 1900s. The opportunities to improve the quality of life and of health for North Carolinians remain abundant. The Kate B. Reynolds Charitable Trust has a unique mandate and perspective:

- Honoring Mrs. Reynolds' wishes – 75% of the Trust's funding is dedicated to improving health and wellness in North Carolina, and 25% is dedicated to fostering self-reliance and supporting basic needs in Forsyth County, North Carolina.
- Making a Difference – the Trust exists to protect and improve the lives of those who need it most – vulnerable populations, the underserved, and the economically disadvantaged. We invest where we believe we can make the greatest difference today and in the future.

Key Commitments

Three key commitments shape the Kate B. Reynolds Charitable Trust's pledge to improve lives in North Carolina. The Trust seeks to be an unprecedented force for progress by living these commitments in all that it does:

- Impact - ***Making a difference*** is the most critical commitment we share with our grantees.
- Innovation - The Trust is committed to innovation — defined as the successful implementation of something ***creative, relevant, and useful*** — that takes us beyond the current standards of the field.
- Influence and Leverage - There are many pieces to the human potential puzzle. At the Trust, we seek to be both part of the leadership and one of the pieces ***working for systemic change***.

Who is Eligible for Funding?

Partners the Trust **will** fund:

- Nonprofit 501(c)(3) organizations*
- Governmental entities

Organizations the Trust **will not** fund:

- Individuals
- Faith-based organizations not qualified for a 501(c)(3) exemption
- Type III supporting organizations
- Organizations providing pass-through funds to an ineligible organization

*Organizations are eligible if they have qualified for exemption under Section 501(c)(3) of the Internal Revenue Code and they are not a private foundation, or a Type III supporting organization [as defined by Section 509(a) of the Code].

The Trust may choose to fund select organizations on a recurring basis. Organizations may not apply for this status, but would be selected by the Trust based on its funding interests and impact strategies.

Poor and Needy Division Funding Interests

Through the Poor and Needy Division, the Trust responds to basic life needs and invests in solutions that improve the quality of life for the financially needy residents of **Forsyth County**. The Poor and Needy Division seeks impact through two program areas: Increasing Self Reliance and Providing Basic Needs.

Increasing Self Reliance

Addressing the root causes of poverty and increasing opportunities for individuals and families to achieve and maintain a higher quality of life. In the program area of Increasing Self Reliance, the Trust has chosen Education, Job Training, and Supportive Housing as funding interests.

Education

Programs and activities that foster learning and academic achievement to position individuals for successful lives. This might include programs that promote and enhance literacy, increase the high school graduation rate, or promote the pursuit of secondary education. Mentoring and school readiness programs would fall within this funding interest. The following have been identified as the impact strategies within Education:

Kindergarten Success

Efforts to prepare children in early childhood years to experience success in Kindergarten.

Middle School Success

Efforts in middle school years to prepare students for academic success, high school graduation, and a more self-reliant adult life.

Job Training

Programs and activities that prepare individuals to obtain, maintain, and advance in employment.

Supportive Housing

Housing which is coupled with social services such as job training, alcohol and substance abuse programs, and case management.

Providing Basic Needs

Alleviating the effects of poverty on daily life by providing health care, shelter, and food. In this program area, the Trust has chosen Health Care as the funding interest.

Health Care

Prevention, treatment, and management of illness and disease, and the preservation of mental and physical well-being.

What We Fund

The Poor and Needy Division has two funding cycles annually, and each cycle may have specific guidelines for the types of applications that can be submitted. Please check our [website](#) for updates.

Types of Grants

The Trust funds grants that benefit the financially needy, which may include: individuals living at or below 200% of the federal poverty level, the uninsured, and those eligible for Medicaid and/or the free and reduced school lunch program.

- Operating program grants - generally for new programs or the expansion of existing programs and occasionally for short-term "bridge funding" for an existing program when there is a reasonable expectation of the availability of a new source of revenue in the near future.
- Capital projects grants - generally for construction/renovation projects (see "Additional Guidelines for Capital Projects").

Types of Proposals

Funded operating program proposals may include both direct services to people in need *and* support for the organizations, groups, and ideas that can lead to grassroots changes and systemic improvements. In general, the Trust funds:

- Capacity building - includes support for efforts to increase organizational and community effectiveness (e.g.- staff and board development activities; leadership programs; organizational and resource development planning; core business operations support and training; and technology-based systems enhancements)
- Direct services
- Grassroots changes or systemic change efforts
- Program planning - development of specific operating programs within an interest area or impact strategy
- Technical assistance - short-term capacity building activities related to the achievement of outcomes for a specific grant funded by the Trust. (e.g.- use of consultants or training on new program methodologies)

The Trust generally does not fund:

- General organizational expenses
- Mandated community assessments
- Medical research
- Processes for organizational accreditation
- Programs or projects ordinarily supported by government funds
- Support for grantee staff to pursue a degree or other intensive education and training
- Transitional housing programs

Grant Terms

Grant terms are developed in consultation with a program officer for a period of up to five years.

Grant Amounts

Grants usually are not awarded as the total means of financial support, but preferably in conjunction with other sources of funding. Also, the Trust does not prescribe maximum grant amounts for operating programs. The maximum grant amount for *capital construction* projects is \$350,000. The maximum grant amount for *capital equipment* projects is \$100,000. Exceptions may be made for capital projects that serve an extremely high number of financially needy individuals.

Overhead/Indirect Costs

Ten percent will be added to all approved operating program grants to cover indirect expenses associated with administering a grant from the Trust. The maximum amount granted for overhead/indirect costs is \$50,000 over the life of the grant. This additional 10% award is not included in grants made to granting organizations, such as other foundations or the United Way.

Additional Guidelines for Capital Projects

- Construction Projects
 - Groundbreaking should occur within one year of application submission.
 - Grants may be awarded to pay down existing loans and mortgages, if the debt has existed less than one year prior to the application to the Trust.
 - Grants are awarded only if a benefit to financially needy residents of Forsyth County is clearly demonstrated.
 - Funding priority will be given to projects that meet the following criteria:
 - The project involves work in the area of Increasing Self Reliance,
 - The agency has limited access to capital financing,
 - The agency would be hard pressed to meet operating expenses with added debt service, and
 - Most of the funding needed for the project is identified, and the plan for the balance appears to be realistic and probable.
 - Grants are not awarded to replenish an agency's reserves, nor are they awarded for projects that involve only the acquisition of land.
 - Governmental entities are not eligible for capital construction project requests.

Public Policy Advocacy

The Trust's funding for advocacy will focus on convening, education, and research that are directly linked to our funding interests and other priorities.

Evaluation and Research Studies

Our commitment to measuring impact means that we are willing to consider support for evaluation costs within program budgets and may require it for some projects. Grants may be made to support well-conceived studies that clearly define issues in Forsyth County and assist the Division in achieving its mission.

Application Process

The Poor and Needy Division's application process takes around four months; information detailing special requests for applications and cycle-specific funding interests will be available on the Trust's website in November and May. Beginning in 2012, the Trust will have new application deadlines –

Application Deadlines

Second Tuesday in February

Second Tuesday in August

All submissions must be received online by 5:00 PM on the date listed above

Advance Consultations

An advance consultation is the first step for organizations interested in applying during an upcoming grant cycle in the Poor and Needy Division's application process. A consultation should be scheduled with the Division Director (between mid-November and late-January for the February deadline, and between mid-May and late-July for the August deadline) in order to discuss the proposed project and its fit within the Trust's current funding interests. Contact information for the Division Director is available on the Trust's website.

Telephone consultations may be appropriate for some applications. Please note that the value of the meeting is in the conversation, not in a formal presentation. The Poor and Needy Division requires an advance consultation specific to each funding cycle.

Completing and Submitting the Application

Poor and Needy Division application deadlines are the second Tuesdays in February and August. In order to be considered, applications MUST be electronically submitted by 5:00 PM on the deadline day.

Applications will be accepted online via the link found on the Trust's website, which will only be available in the month prior to the deadline. You will be asked to provide organization information (Tax ID, etc.), answer application questions, and submit attachments (your budget and other documents). Responses have word limits (assigned by question). General application questions and a list of required attachments are available [here](#) (Resources page) year-round.

Please remember, advance consultations are *required* prior to submission. Note that the Health Care Division's application links will also be listed online, so be careful to select the correct application.

Operating Program Projects vs. Capital Projects

The Poor and Needy Division has two separate applications available online, one for operating program and one for capital requests. Applications for operating programs may include some capital expenses, if they are related specifically to the program/project proposed. The Division Director will provide guidance regarding capital requests during your advanced consultation. Please review the additional guidelines for capital projects above.

Review and Notification

Both Divisions gather input from their advisory councils in March and September, and evaluate proposals and make recommendations to the Trustee following that process. *Notification of funding decisions generally occurs between 90 and 120 days after the application deadline* (early June and December).

Applications are assessed based on multiple criteria including:

- Funding Interest and Impact Strategy- Does the request focus on one of the Trust's funding interests or use an associated impact strategy?
- Impact- What is the depth and scope of the request's proposed impact?
- Organizational Capacity- How capable is the applicant of achieving the stated impact? Has the organization had past success with similar projects?

Priority is also given to applications that:

- Involve community-based collaborations, where the applicant is working with local organizations like schools, human service agencies, government, churches, or neighborhood associations.
- Strive to effect systemic change, where the program causes governmental, community, or organizational systems to change in a way that achieves better population-level outcomes. This may include: public policy initiatives, institutionalization of best practices, or creating efficiencies.

Funding decisions are made by the Trustee, Wells Fargo, upon recommendation from the staff and advisory councils, according to these interests and other factors, including the availability of funds.

Grant Requirements

Reporting- The Trust's program and evaluation staff will follow-up with grantees on a regular basis during the grant period, and shortly thereafter, to request reports describing the project's impact and verifying the implementation of the grant-funded program/project. We will also be seeking input on what your organization learned from the experience, as well as what the Trust should learn. General report forms are available on the Trust's website.

NOTE: These guidelines are subject to modification. Please check the Trust's website for potential updates each time your organization plans to submit an application.