

June 13,
2024

READY

COMMUNITY FOUNDATIONS

Pre-Application Webinar



Agenda

- 1 Welcome & Housekeeping
- 2 About ARC & READY Appalachia
- 3 Purpose Possible Introduction
- 4 READY Community Foundations Overview
- 5 Grant Opportunity
- 6 How to Apply
- 7 Deadlines & Important Dates
- 8 Q & A

General Housekeeping

- Webinar attendees are **automatically muted** throughout the presentation.
- Put all **questions in the Q&A box (separate from the chat box)**. Any that are not answered in real time will be read aloud and answered during the Q&A time toward the end of the webinar.
- **Remember:** posting your question will not only help you but likely others as well. We encourage you to ask anything that comes to mind!
- A link to the recording and a PDF version of this **PPT will be provided via email** within the week following the event. A **survey** will be included to get your feedback – **please let us know how we did!**

ARC & *READY* Appalachia



Appalachian Regional Commission



- Created in 1965
- Federal, state and local government partnership
- 13 states
- 423 counties
- 206,000 square miles
- 26 million people
- 74 local development districts

Appalachian Regional Commission

ARC VISION STATEMENT

Appalachia is a region of great opportunity that will achieve **socioeconomic parity** with the nation

ARC MISSION STATEMENT

To innovate, partner and invest to build community capacity and strengthen economic growth in Appalachia

ARC Strategic Investment Goals



Building Appalachian Businesses



Building Appalachia's Workforce Ecosystem



Building Appalachia's Infrastructure



Building Regional Tourism and Culture



Building Community Leaders and Capacity

Purpose of *READY Appalachia*

To advance the commission's **strategic goal of leadership and capacity building** through a **four-part program** designed to target the specific needs of **underserved groups** in the Region's most economically challenged areas.

READY Appalachia seeks to strengthen communities from within through **no-cost skills training**, expanded access to networks, information, and resources, and opportunities for **funding**.

Purpose Possible Introduction

Purpose  Possible

About Purpose Possible & Team

- **Purpose Possible™** transforms our communities by empowering mission-driven organizations.
- **We provide services including:** Philanthropic Program Design & Management, Fundraising, Strategy, Community Engagement, Communications, Cultural Planning, and more.
- **We are an SBA Certified Woman-Owned small business** with offices in Atlanta and Washington, DC. and clients in 22 states around the country.
- Meghan Pietrantonio and Audrey Gámez



READY Community Foundations Overview



Goals/Objectives of Training Program (Phase I)

The purpose of the READY Appalachia: Community Foundations Training Program is to train local community foundation executives, as well as their staffs and board members, in effective operations, fundraising, and programming specific to community foundations.



Eligible Applicant Organizations

This program is open to **community foundations serving Appalachia**.

Community foundations are **nonprofit, charitable organizations** that pool funds from individuals, families, and businesses to support a geographical area or region.

Lower-capacity community foundations, those in **remote** areas of the region, and those which **ARC has not worked with** before are encouraged to apply.

Up to **30 community foundations** will be selected to participate.

Priority Communities and Populations

Community foundations serving any of the following groups and areas in Appalachian Region are **strongly encouraged** to participate:

Distressed
counties &
census tracts

Interagency
Working Group on
Coal and Power
Plant Communities

Rural Partners
Network
(Community
Partners)

Historically
underserved and
marginalized
populations

Links:

- [Distressed counties and census tracts](#)
- [IWG - Priority Communities](#)
- [RPN - Community Networks](#)

Organizations that are NOT Eligible

- Public charities that are NOT community foundations
- Private nonoperating foundations
- Private operating foundations
- Trade unions, social welfare organizations, and civic leagues that fall under the 501(c)(4) IRS classification
- Business leagues, real estate boards, chambers of commerce, professional sports leagues, boards of trade, and similar organizations that fall under the 501(c)(6) IRS classification

*If you have questions about your community foundation's eligibility,
please contact READY@purposepossible.com*

Introductory Course Curriculum

There are three course options to choose from, which will be covered in the next slides. All three courses will include introductory curriculum in the first two sessions to set the groundwork for what managing a community foundation requires.

This core curriculum will cover:

- Foundation-Specific Financial Management Systems
- Endowment Investing
- Endowment Accounting
- Hiring and Human Resources
- Affiliate Models for Community Foundations

Course Option 1:

Community-Centric Fundraising - Engaging Donors of All Types

Building upon the introductory classes, this course will **explore how community members can support your mission** in various ways, from donations to lending time, talent, testimony, and ties. Topics will include:

- How to engage donors of all sizes - moving beyond Giving Tuesday and state-run giving days
- How to identify and approach planned giving prospects
- How to secure corporate support
- The role of a Community Foundation Board, and how to identify the type of board you want/need
- How to find board members
- How to involve board members in fundraising

Course Option 2: Community-Centric Grantmaking Programs

Building upon the introductory classes, this course will **explore how to center community in your grantmaking processes**. We will investigate simple techniques to make your process approachable, alternative grantmaking models, and offerings beyond grants. Topics will include:

- General operating vs. project support - what are you funding and why?
- More than grants - alternative funding opportunities
 - Bridge loans
 - Scholarships
- How to streamline your applications to get the information you need
- Participatory grantmaking - bringing the community in
- Reporting requirements - how you can capture lightning in a bottle

Course Option 3: Establishing a Community Impact Agenda

Building upon the introductory classes, this course will **focus on determining your mission and how to communicate it** to various audiences effectively. Topics will include:

- How to understand your community's needs
- Community engagement techniques and environmental scans
- Establishing your Mission/Vision/Values
- Who are your audiences, and what do each of them need to know from you?
- Ethical Storytelling practices
- Methods for lifting up your nonprofit partners
- Methods for lifting up community issues

Eligible Participants

2 participants from each community foundation

Primary Participant must be:

executive director
president
CEO or equivalent

Secondary participant is selected at the discretion of the executive director based on the goals of participating in the training program and can be:

A staff person
A member of the Board of Directors
An active community member
Another relevant individual

Structure of the Training Program

- Virtual training program conducted on Zoom
 - Cohort learning
- Experienced instructor and subject matter expert presenters
- 6 weeks of online classes
 - 2 hours per week
- 3 one-to-one consultations
 - 1 hour every other week
- Homework assignments that are actionable, tool-based, and grounded in real-life situations faced by community foundations
 - 1-2 hours every week
- Pre- and post- course evaluations
- Optional: follow up consultation
 - 1 hour



Cohort Design and Timeline

Choose One

Cohort Structure

Each *READY Community Foundations* course will have two cohort groups. The cohorts will be made up of no more than five community foundations, with two participants per organization.

Course 1

Community-Centric Fundraising: Engaging Donors of All Types

August 26–30, 2024

One to two hours of pre-work, including a pre-course survey and homework.

September 16–October 25, 2024

One two-hour class and one to two hours of homework per week; one-to-one consultation with instructor every other week.



Cohort 1



Cohort 2

Course 2

Community-Centric Grantmaking Programs

October 7–11, 2024

One to two hours of pre-work, including a pre-course survey and homework.

October 28–December 13, 2024

One two-hour class and one to two hours of homework per week; one-to-one consultation with instructor every other week.



Cohort 3



Cohort 4

Course 3

Establishing a Community Impact Agenda

December 16–20, 2024

One to two hours of pre-work, including a pre-course survey and homework.

January 6–February 14, 2025

One two-hour class and one to two hours of homework per week; one-to-one consultation with instructor every other week.



Cohort 5



Cohort 6

Requirements for Participation

Participants who commit fully will get the most out of the program.

Both participants must attend at least **5 of 6 classes** and **all 3 one-to-one consultations** to be eligible for the grant opportunity.

- ARC expects the two participants identified in the application will be the participants representing the community foundation throughout the duration of the program.
- Participants should **complete all homework** assignments prior to class each week.
- Failure to fully participate could impact eligibility for Phase II (Grant Opportunity).

Learning Outcomes

- **Improve skills** related to effective operations, fundraising, and programming specific to community foundations
- **Build a network** of community foundation colleagues and mentors across Appalachia
- **Develop actionable plans** to start or expand initiatives
- Bolster the community foundation as a **pillar of support** for the local Appalachian region
- **Center community** in business and strategic decisions
- Develop methods for **equitable grantmaking**
- Customize practical models to **advance goals and objectives** of the community foundation



READY Community Foundations Grant Opportunity



Grant Opportunity (Phase II)

Participants who successfully complete the program will be eligible to **apply for up to \$25,000** in funding, no match required, to implement internal capacity-building projects.



How to Apply (Phase I)



Online Portal - Reviewr

Helpful resources, including printable version of application

ARC READY Community Foundations

DESCRIPTION

The purpose of the READY Appalachia: Community Foundations training program is to train local community foundation executives, as well as their staffs and board members, in effective operations, fundraising, and programming specific to community foundations. Participants will engage in six (6) weeks of virtual cohort-based learning and skill development.

RULES

This program is open to Community Foundations serving Appalachia. Community Foundations are nonprofit, charitable organizations that pool funds from individuals, families, and businesses in order to support a geographical area or region. Lower-capacity community foundations, those in remote areas of the region, and those which ARC has not worked with before are encouraged to apply. For more information about eligibility, please refer to the FAQ document.

DOWNLOADS

- [NOSA](#)
- [NOSA FAQ](#)
- [PRINTABLE APPLICATION](#)

32
DAYS LEFT TO ENTER

CREATE AN ACCOUNT

LOGIN

Getting started:
Create an account

Login to return to your in-progress application

Review Chatbot

my.reviewr.com/s2/site/READYCF

Online Portal – Create an Account

Register with Reviewr to access the application.

- Valid e-mail address is required
- Set your own password
- Person completing the application can be on staff with the community foundation
- Signature and agreement at the end of the application should be completed by the executive director or equivalent

New to Reviewr?

Create an Account

The password must have at least 7 characters, one lowercase letter, one uppercase letter, one number, and not based on a dictionary word.

Email Address (Username)

Password

Re-enter Password

First Name

Last Name

SUBMIT

Have an existing account?

Login to submit: [here](#).

Return to an existing application by logging in to your account

Online Portal – General Tips



SAVE & LOGOUT



- Click "save and logout" to save your progress and exit application to return to later
- Provide accurate information
- All fields with an asterisk are required
- Helpful portal resources can be accessed here: <https://www.reviewr.com/applicant-training-resources/>
- Use the Chatbot to answer technical questions related to the portal while working in the application

If you have any questions related to this program or need technical assistance, please refer to the FAQ document or contact READY@purposepossible.com.

What you need to complete the application

- Tax ID or EIN
- Copy of IRS determination letter
- Budget and financial information for the community foundation
- Contact information for primary and secondary participants
- Objectives for participating in the READY training program
- Data about the Appalachian community served by the community foundation

Please note: The application utilizes "smart logic" on certain questions. Depending on your answer to a question, additional fields may open which need to be answered. Please see the example below.

12. Have you worked with the ARC in the past? *

- Yes
 No

In which ways have you worked with ARC in the past? Check all that apply. *

- Applied for grant funding
 Received grant funding
 Attended a workshop/webinar
 Served as a partner on a grant
 Other

If other, please describe: *

Sections of the Online Application



- Eligibility Quiz

- Organizational Information

- Mission and Goals

- Technical Assistance Needs

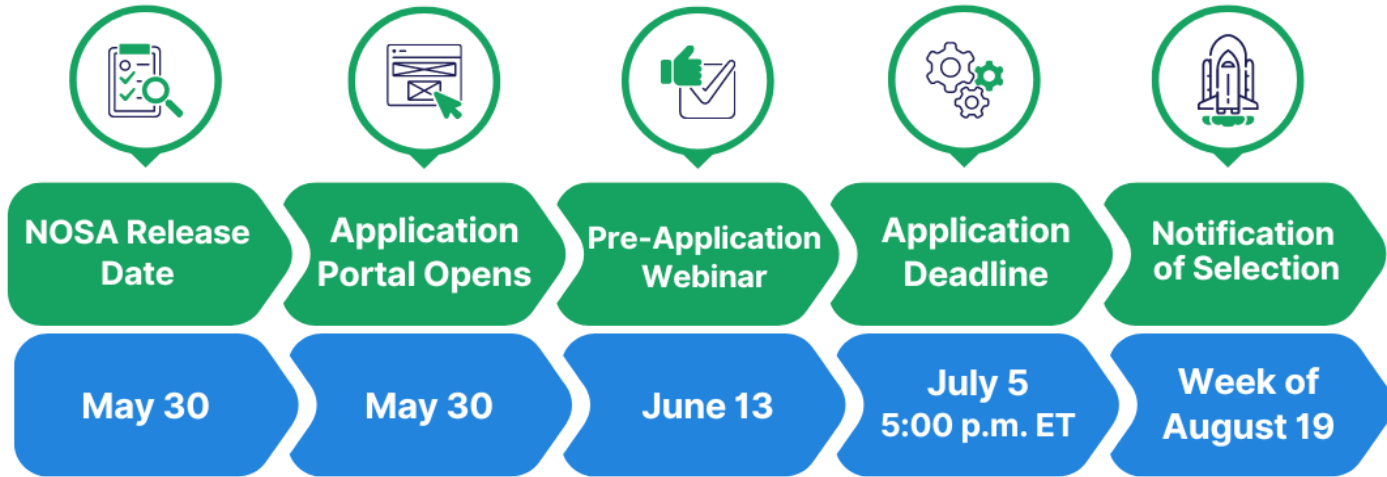
- Partnerships, Resources & Sustainability

- Signature and Agreement

Deadlines & Important Dates



Timeline



Questions?



Have additional questions?

To learn more and find a list of FAQs, please go to
<http://www.arc.gov/ready/foundations>

Contact us:

READY@purposepossible.com

Reminder: A link to the recording and a PDF version of this **PPT** will be provided via email within the week following the event.

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linkedin.com/company/appalachian-regional-commission



arc.gov/newsletter-signup