

# JEWISH WOMEN'S FUND OF ATLANTA 2021 REQUEST FOR PROPOSALS

Jewish Women's Fund of Atlanta promotes social change and creates positive opportunities for Jewish women and girls.

[www.jwfatlanta.org](http://www.jwfatlanta.org)

## 2021 Grant Cycle Application Instructions

Jewish Women's Fund of Atlanta is now accepting Letters of Inquiry for the 2021 funding year for organizations/projects that promote social change for women and girls in the Jewish community. Before submitting a Letter of Inquiry (LOI), please review our Mission Statement, Core Values, and Grant Guidelines available in this document and on our website. This will assist you in understanding how we review your LOI.

Please note: for the 2021 grant cycle, we will not be accepting funding requests from international organizations and programs, including Israel, *with the exception of current JWFA Grantee Partners.*

If you have any questions, please contact Rachel Wasserman, Executive Director, at 678.222.3716 or [rwasserman@jwfatlanta.org](mailto:rwasserman@jwfatlanta.org).

### Step 1 – Letters of Inquiry

Jewish Women's Fund of Atlanta accepts Letters of Inquiry (LOI) from tax-exempt organizations that qualify under section 501(c)3 of the Internal Revenue Code. Grants are not made to individuals. For the 2021 grant cycle, there are three different categories of grants available. Please read carefully, as this is different from our guidelines from past years.

- 1. Domestic Projects:** Projects taking place within the United States seeking grant funding must submit an LOI by December 31, 2020. Please note: U.S.-based organizations seeking funding for a project that takes place overseas will be considered international organizations and should not apply. Domestic grants will be awarded in the following impact areas: economic empowerment, education/leadership, social justice/advocacy, and violence prevention. We accept funding requests for general operating support or for funding restricted to a particular project.
- 2. Renewals for Current (2020) JWFA Grantee Partners:** JWFA 2020 Grantee Partners do not need to submit an LOI, provided they are requesting funding for the same program in 2021. *Please note: after three years of consecutive funding from JWFA, a program must take a year off before applying again. In such instances, organizations may apply for a different program and should submit an LOI by December 31, 2020.*

**3. Signature Projects:** JWFA recently completed a comprehensive community needs assessment of women and teen girls in Atlanta’s Jewish community. Full study results can be found on [our website, and it is highly recommended that you read them before applying to gain a fuller understanding of the results](#). The study identified key challenges and areas of opportunity, and as a result **we are seeking Signature Projects to address the following issues in Jewish Atlanta:**

- *Desire for and lack of access to quality female mentors, both for women in the workforce, as well as teen girls.* According to the study, teens seek to form meaningful relationships with adults outside of their family as an invaluable source of support. Likewise, working women expressed the desire for access to quality mentors to serve as sounding boards, role models and coaches. If addressed properly, increased access to mentors could conceivably alleviate some of the work-life balance struggles within both these populations.
- *“Superwoman Complex” and desire for work-life balance across the age spectrum.* The study found that both grown women and teen girls grapple with an ever-increasing pressure to be perfect, while still attending to their personal needs and the needs of others around them. Both populations live with the daily challenge of feeling they must “do it all,” and that failure to do so will result in irrevocable damage to their futures. Projects in this area might address work/life balance, workplace policies, childcare, anxiety, or rethinking what it means to “do it all.”
- *Growing concerns about teen anxiety and mental health, which ultimately leads to anxiety in adults.*

Signature projects should address one of more of the issues listed above and should meet the following requirements:

- Project must occur within the Atlanta metro Atlanta and is designed for women and/or girls in the Jewish community.
- Project must use a gender lens.
- Project must use a social change framework. Please see the chart on page 5 for more information on the five indicators of social change.
- Projects can be new or expansions of an existing project.
- Priority will be given to projects that involve partnership or collaboration.

The available budget for signature projects is \$50,000-75,000 per year for three years.

**LOI Guidelines:** The maximum length for an LOI is two (2) pages for a domestic project or three (3) pages for a signature grant, including any cover pages or budget information. Budgets and program design components should reflect the timeline: 7/1/21 – 6/30/22. The LOI should include:

1. Organization's name, mailing address, telephone, website, Facebook page
2. Contact person's name, title, telephone number, and email address
3. Impact area category
4. Mission and brief overview
5. A description of the program, its objectives, methodology, and whether it is a new or existing program. Please be sure to clearly explain how the program expands opportunities for Jewish women and girls and fulfills the Mission and Core Values of Jewish Women's Fund of Atlanta.
6. Please note which indicator(s) of social change your project utilizes (shifting definitions, shifting behavior, shifting engagement, shifting policies, maintaining earlier progress).
7. Amount of funding request and total annual program budget in USD (note: it is not necessary to submit a fully-detailed budget with the LOI). JWFA welcomes requests for general operating support.

LOIs are due by December 31, 2020 and must be submitted *as a single PDF document* by email to [rwasserman@jwfatlanta.org](mailto:rwasserman@jwfatlanta.org) with the subject "Jewish Women's Fund of Atlanta LOI." **Please note that all communication about the grant process will occur via email; please notify JWFA about any email changes that may occur so we can properly contact you.**

## **Step 2 – Full Grant Proposals**

Jewish Women's Fund of Atlanta will review all Letters of Inquiry by late January 2021, after which time you will be notified as to whether or not you will be invited to submit a full proposal.

## **Step 3 – Interviews and Final Decisions**

We may request a site visit or interview prior to making final determinations regarding grant allocations. Interviews will be conducted in mid-to-late spring. Final decisions will be made in May 2021. Grantees will then be required to adhere to reporting and oversight guidelines; details to follow.

## **2020 Grant Guidelines**

## **Jewish Women's Fund of Atlanta Mission**

Jewish Women's Fund of Atlanta promotes social change and creates positive opportunities for Jewish women and girls.

## **Jewish Women's Fund of Atlanta Core Values**

- We value repairing the world by supporting organizations and programs which promote social change for women and girls in the Jewish community.
- We strive to achieve Maimonides' highest level of tzedakah: helping someone help herself.
- We place a priority on grants that hold the promise of long-term, transformational community impact.
- We aim to be an educational vehicle for Jewish women in philanthropy and to advocate for the overall needs of Jewish women and girls.
- We value inclusion and active participation on the part of our Trustees and will strive for respect and consensus.
- We value collaboration with those who share our goals and will seek partnerships and encourage coalitions.

## **Defining Social Change**

Jewish Women's Fund of Atlanta is committed to expanding opportunities and promoting social change for Jewish women and girls. This means we focus on initiatives that address the underlying factors contributing to the challenges faced by Jewish girls and women.

Social change is a systemic approach seeking to alter cultural or social patterns. Social change for Jewish women and girls seeks to address the inequity and disparity within our community that works against women's empowerment, self-determination, economic empowerment, and gender equity. For example, social change programming approaches an issue such as the elimination of domestic violence in the Jewish community from a place of prevention, rather than funding direct services meeting the needs of victims who have already suffered abuse.

Jewish Women's Fund of Atlanta seeks grantee partners who achieve social change by:

- Creating long-term changes in the lives of Jewish women and girls and their communities
- Addressing underlying causes of inequity, suffering, and disenfranchisement
- Identifying and testing innovative programming solutions
- Facilitating leadership development as well as the self-empowerment efforts of Jewish women and girls

There are five indicators of social change. In your LOI, you will be asked to tell us which indicator your program exhibits:

Indicator of Social Change	Definition	Typical Strategies/Activities	Example
Shifts in definition	An issue or idea is given new meaning. The community or society sees the issue differently as a result of your work.	Research, documentation of actual experiences, articulating concepts through writing and/or presentations.	Rape is understood as an act of violence with legal and civil consequences, not a sexual transgression.
Shifts in behavior	People are behaving differently (and for the better) in the community or larger society, usually building a sense of personal empowerment.	Immediate support for individuals and families in need and/or for organizations serving immediate needs.	Women seek appropriate health care for themselves/their families, and the community is providing more.
Shifts in engagement	More people are engaged in an idea of action as a result of your work. Ideally, enough people get involved that they are noticed, voices are heard, and a “tipping point” is reached.	Community-based organizing and public education; media campaigns; networking; supporting a group to find a collective strength or identity.	A news report about gender inequality appears on the national news. Concerned citizens contact the organization to determine what they can do to help.
Shifts in policies	Organizational, local, regional, state, national, or international policy or practice has changed to better serve social change ideals.	Public policy reform, education and interaction with policy and system-level decision-makers.	As a result of the work, an organization’s policy changes to allow for greater participation of women.
Current position maintained	Earlier progress on issues is maintained in the face of opposition.	Strengthen organizations and leaders and their ability to withstand backlash and resistance to change.	Funding for breast cancer research is saved from budget cuts.

## Organizations We Fund

We accept grant proposals from programs and organizations creating social change for Jewish women and girls. Organizations may request specific program support or general operating support. We welcome requests for general operating support from organizations whose entire mission aligns with ours. JWFA seeks to fund projects that place an emphasis on sustainability, leveraged funding, and partnerships. We do not fund scholarships.

**Eligibility**

Grants are made only to tax-exempt organizations that qualify under section 501(c)3 of the Internal Revenue Code. Grants are not made to individuals. We cannot support all eligible projects. Please take the time to review our guidelines thoroughly to determine if your organization, program, initiative, or project meets our criteria.

**Additional Grant Guidelines**

Please note that JWFA's average grant award is \$13,000. A complete list of past grants can be found on our website. After three years of consecutive funding from JWFA, projects will be required to take one year off before re-applying for funding. This does not preclude the organization from applying for funding for a different project, provided it meets JWFA's mission, core values, and grant guidelines.