

# THE ATLANTA WOMEN'S FOUNDATION



## The Atlanta Women's Foundation and The Coca-Cola Foundation 2012 Girls Empowerment Grant Initiative

The Atlanta Women's Foundation in partnership with The Coca-Cola Foundation will award grants up to \$20,000 to nonprofits that provide empowerment programs that directly serve girls ages 8-18. Programs may include: education, pregnancy prevention, high school completion, physical activity, leadership development, life-skills development, mentoring, financial literacy, academic tutoring, vocational skills development and academic achievement. Together we will fund programs that have a sustainable and measurable impact on stopping the generational cycle of poverty for girls before it begins.

[The Atlanta Women's Foundation's mission is to be a catalyst for change in the lives of women and girls.](#)

Ultimately, it is The Atlanta Women's Foundation's goal to create healthier communities by ensuring barriers to self-sufficiency affecting women and girls are removed, and that women and girls are utilized to their fullest potential as our workforce, the mothers of our children, and our future leaders.

The Coca-Cola Foundation is The Coca-Cola Company's primary international philanthropic arm, founded in 1984. The Coca-Cola Company is committed to investing the time, expertise and resources to help develop and maintain vibrant, sustainable communities. The Coca-Cola Foundation keeps that commitment every day by partnering with organizations around the globe to support initiatives and programs that respond in a meaningful way to community needs and priorities.

### **PHILOSOPHICAL APPROACH TO GRANTMAKING**

The Atlanta Women's Foundation funds programs that promote self-sufficiency for women and girls by increasing their access to services and opportunities for advancement, increasing their ability to be economically secure and responsible for their own and their family's future, and positively contribute to the overall economic development and well-being of our communities.

# Grantmaking Guidelines

## Girls Empowerment Grant Initiative Primary Focus Areas

To support education, pregnancy prevention, high school completion, physical activity, leadership development, life-skills development, one-on-one mentoring, financial literacy, academic tutoring, vocational skills development and academic achievement for girls ages 8-18.

### Funding Overview

- Program Grants up to \$20,000
- General Operating Grants up to \$20,000
- Funding Overview:
  - o AWF awards grants to organizations in the 5-county metro area—Clayton, Cobb, DeKalb, Fulton and Gwinnett counties.
  - o Grant requests cannot exceed 20% of the organization's annual operating budget, or a maximum of \$20,000.
  - o AWF's funding must primarily support girls ages 8-18.
    - For programmatic requests, the program's primary clients must be at least 75% girls ages 8-18.
    - For general operating requests, an organization's primary clients must be at least 75% girls ages 8-18.
    - At least 75% of an organization's or program's primary clients must reside in AWF's 5-county service area.

### Girls Empowerment Grantmaking Outcomes

- Girls gain increased knowledge and skills, to assist their efforts to move up and out of poverty**, as evidenced by graduation from high school and college, increased job skills, etc.
- Girls model behaviors and skills that promote long-term financial stability and independence**, as evidenced by a decrease in teen pregnancy, prevention of second pregnancies and continuing education for teen moms, etc.
- Girls have access to basic services to increase their economic security and stability**, as evidenced by the availability of basic health services and wellness programs, etc.
- The metro-Atlanta community experiences a decrease in social barriers impacting girls in poverty**, as evidenced by a reduction in child prostitution, fewer wage disparities, less transportation disparities, better child care subsidies, etc.

### Eligibility Requirements

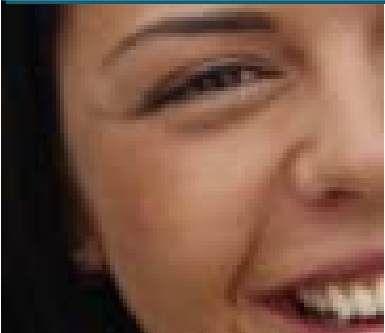
- Organization must have demonstrated ability to deliver programming for girls ages 8-18
- Organization has current 501(c)(3) status
- Organization must serve girls ages 8-18 in AWF's 5-county service area—Clayton, Cobb, DeKalb, Fulton and Gwinnett counties
- Organization must not be a current AWF grantee

Organizations that are awarded grants through this 2012 Coke Girls Empowerment Grant Initiative are not eligible to apply for additional AWF competitive cash grant cycles during your grant year.

### AWF does not provide funds for:

- Individuals, government organizations or private businesses
- Scholarships requested by individuals
- Loans, startup expenses or seed capital funding for private businesses
- Debt reduction
- Endowments or capital expenditures including renovations, equipment, furnishings and construction
- Programs that require religious participation or affiliation
- Capital campaigns

## Grantmaking Timeline



Friday, February 24 <sup>th</sup>	Application Due by 5:00 PM via electronic submission
March 30 <sup>th</sup> – April 27 <sup>th</sup>	Site Visits
May 2012	Applicants will be notified of their status. No phone calls please.

### Organization Contact Info

<b>Organization Name:</b>	
<b>Address:</b>	
<b>City State Zip:</b>	
<b>Website:</b>	
<b>Telephone:</b>	
<b>Previous AWF Grantee?</b> If yes, please include what years and the amounts awarded:	

**Please list name, email and telephone numbers for:**

<b>Executive Director/CEO:</b>	Name and Title:	
	Phone:	
	Email:	
<b>Proposal Point of Contact:</b>	Name and Title:	
	Phone:	
	Email:	
<b>Board Chairperson:</b>	Name:	
	Phone:	
	Email:	

### Tax Exempt Status

<b>Are you a 501(C)(3) organization?</b>	
<b>Tax ID Number</b>	

### Organization Financial Information

<b>Organization's Annual Operating Budget:</b>	\$
<b>Organization's Program Budget</b> (if requesting programmatic funding):	\$
<b>Indicate the year of your most recently filed Form 990:</b>	
<b>Does your organization conduct an annual audit?</b>	

### Request Type

<input type="checkbox"/> <b>General Operating Grant</b>	<input type="checkbox"/> <b>Program Grant</b>
<b>Amount Requested? \$</b>	<b>If applying for a program grant, what is the name of your program?</b>
	<b>If applying for a program grant, is the program new?</b>
	<b>Amount Requested? \$</b>



**What percentage of your clients are?**

*For programmatic grant requests, please use percentages for the specific program for which you are applying.*

<b>Age</b>	
Girls (ages 8-18)	
Other	
<b>Total</b>	<b>100%</b>

**What percentage of your clients are?**

African American	
Asian/Pacific Islander	
Caucasian	
Latina/Latino	
Multi-Racial	
Native American	
Other	
<b>Total</b>	<b>100%</b>

<b>Client Service Area</b>	
Clayton	
Cobb	
DeKalb	
Fulton	
Gwinnett	
Other	
<b>Total</b>	<b>100%</b>

## Proposal Form

Please select the focus areas for which you are requesting funding.					
Advocacy		Education		Homelessness & Affordable Housing	
Affordable Child Care		Financial Literacy & Asset Development		Job Skills & Placement	
Violence Against Women and Girls		Health & Wellness		Teen Parenting and Pregnancy Prevention	

1. Please state your organization's mission and history. *(250 word maximum)*

2. Please describe what you are seeking funding for. *(600 word maximum)*

3. Please describe your intended outcomes for this grant in measurable terms. *(600 word maximum)*

4. What are your strategies to achieve these outcomes? Please include a timeline for implementing your strategies. *(600 word maximum)*

5. How many girls will be directly served by this grant? *(600 word maximum)*

6. Please explain your evaluation process. *(600 word maximum)*

# Organization's Annual Operating Budget

Form must be completed by all applicants

Fiscal Year:	Current Budget:	Year-to-date Actuals:
<b>REVENUE/INCOME</b>		
Government/Public Grants	\$	\$
Corporate Grants	\$	\$
Foundation Grants	\$	\$
United Way	\$	\$
Special Events/Benefits	\$	\$
Individual Donors	\$	\$
Fees/Membership	\$	\$
Investment Income	\$	\$
Miscellaneous Income	\$	\$
In-Kind Support	\$	\$
Other (specify):	\$	\$
<b>TOTAL REVENUE</b>	<b>\$</b>	<b>\$</b>
<b>EXPENSES</b>		
Staff Salaries	\$	\$
Employee Benefits	\$	\$
Payroll Taxes	\$	\$
Unemployment Insurance	\$	\$
Workers Compensation	\$	\$
Professional Fees	\$	\$
Facility/Occupancy Rent	\$	\$
Utilities	\$	\$
Training	\$	\$
Phone/Fax Equipment	\$	\$
Postage/Delivery	\$	\$
Travel	\$	\$
Printing/Copying Supplies	\$	\$
Other (specify):	\$	\$
<b>TOTAL EXPENSES</b>	<b>\$</b>	<b>\$</b>
<b>BALANCE</b>	<b>\$</b>	<b>\$</b>

## Program Budget

Please complete this form for the specific program for which you are seeking funding

Fiscal Year:	Current Budget:	Year-to-date Actuals:
<b>REVENUE/INCOME</b>		
Government/Public Grants	\$	\$
Corporate Grants	\$	\$
Foundation Grants	\$	\$
United Way	\$	\$
Special Events/Benefits	\$	\$
Individual Donors	\$	\$
Fees/Membership	\$	\$
Investment Income	\$	\$
Miscellaneous Income	\$	\$
In-Kind Support	\$	\$
Other (specify):	\$	\$
<b>TOTAL REVENUE</b>	<b>\$</b>	<b>\$</b>
<b>EXPENSES</b>		
Staff Salaries	\$	\$
Employee Benefits	\$	\$
Payroll Taxes	\$	\$
Unemployment Insurance	\$	\$
Workers Compensation	\$	\$
Professional Fees	\$	\$
Facility/Occupancy Rent	\$	\$
Utilities	\$	\$
Training	\$	\$
Phone/Fax Equipment	\$	\$
Postage/Delivery	\$	\$
Travel	\$	\$
Printing/Copying Supplies	\$	\$
Other (specify):	\$	\$
<b>TOTAL EXPENSES</b>	<b>\$</b>	<b>\$</b>
<b>BALANCE</b>	<b>\$</b>	<b>\$</b>





## Application Check List

- The completed Proposal Form (**this application must be completed on a PC, if completed on a MAC computer the document will not be readable**)
- A copy of your organization's 501(c)(3) designation letter.
- Your organization's Board-approved annual operating budget. (Required for all applicants. Budget Form included, please use template provided.)
- Your organization's program budget, if requesting a program grant. (Budget Form included, please use template provided.)
- The Board of Directors Information Form, for all active Board members. (Form attached, please use template provided.)

**Complete applications with required attachments must be emailed to [dhughes@atlantawomen.org](mailto:dhughes@atlantawomen.org) no later than Friday, February 24, 2012 by 5:00PM, EST. Do not submit your application via the submit button on this document.**

**To be considered for funding, the application must be complete, with all requested information. Incomplete, faxed, hand delivered, mailed or late applications will not be reviewed.**

If you have questions please email or call DiShonda Hughes at 404-577-5000 ext. 104.

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By submitting this application, I verify that all of the information presented is correct as of the date submitted.

Name: \_\_\_\_\_  
Title: Executive Director/CEO

\_\_\_\_\_ Date