

Neighborhood Catalyst Grant FAQ

1. What is the Neighborhood Catalyst Grant? Impact 100 wants to help community change agents ignite the spark they have created. The Neighborhood Catalyst Grant will provide \$25,000 for four years in one geographic region in order to make real change in one neighborhood. With a focus on neighborhood-based interventions, these funds are intended to encourage and reward collaboration, advancement and partnership in solving community challenges across all Impact 100 focus areas.

2. Why are we adding a new grant? This idea comes directly from our strategic plan. As we listened to focus groups comprised of nonprofit partners, former grantees, finalists and Impact members, Impact's leadership approved a 5-year Strategic Plan in Spring 2017 that included a mandate to "go deeper" with our membership and the community, with emphasis on education. Our overall objective is to build deeper connections with our members and the community through steady, conservative growth plans and a revived learning agenda related to our grants that connects members to social issues, community needs, and the nonprofits that serve the Richmond region. To that end, the 3-year plan included offering a catalyst grant in year 10.

3. How did the Neighborhood Catalyst Grant idea come about? We convened a group over the summer of Impact 100 volunteer members—both from the leadership team and the grants review committees—and Community Foundation staff. This group met to ideate the focus of our catalyst grant. Volunteers conducted research on other innovation grants and provided input on the framework for an Impact 100 catalyst grant.

4. Who gets to vote on the neighborhoods under consideration? All Impact 100 members who were eligible for voting at the Big Give in May 2018 and new members (pledged). Voting takes place online right after the Big Kick (October 30, 2018) and will be open for four weeks (October 31 to midnight December 1).

5. What happens once we pick the neighborhood? We will reveal the neighborhood chosen by the membership at the Big Learn on January 29, 2019. Of course, we will notify membership via email as well. Once you've chosen the neighborhood, the Catalyst Grant Committee will work closely with Community Foundation staff to reach out to groups working within that community. Through a collaborative, yet simple application process with neighborhood residents/leaders we will bring forward project(s) eligible for the \$25,000 that fit within our focus areas. At a minimum, membership will endorse our decision on the awardee(s) online (i.e. a vote of yes/no) in April 2019. The grantee(s) will be announced at the 2019 Big Give. We will keep membership informed every step of the way!

6. Will the grants process be as rigorous as our \$100,000 community grants? The \$25,000 grants size warrants a different level of metrics and investigation. In many ways the investigation will be much deeper because our committee will be working closely with the community to present the project concept to the larger membership. We will have opportunities to see the results of our work first hand but the expectations for formal reporting and grant writing will be lessened in proportion to the size of the investment.

7. How can membership be involved in the Neighborhood Catalyst Committee? In the first two years of this initiative, a group of proven Impact 100 leaders will be on the committee. The goal is not only to build a strong relationship with the chosen community but also to design a viable volunteer engagement model for Impact 100 members. We hope to develop a framework

for seasoned Impact 100 grant makers to volunteer to lead and participate in this committee work in the coming years. As outlined in our strategic plan, in this inaugural year we are ready to develop new ways of working on a grants committee. We are committed to complete transparency with the full membership through ongoing communication and updates. Members will vote on the neighborhood and cast a vote of confidence in the spring online on the final project(s). Please feel free to ask questions along the way.

8. If you'd like to meet with someone from the Catalyst Grant Committee to learn more about why we chose these neighborhoods, Talley Baratka (founder & past chair), Leah Fremouw (past chair), and Carol Anne Lajoie (current chair) are happy to chat over a cup of coffee during the voting period. Just email Carol Anne at carolannebl@gmail.com and we'll sync up. Please put "Neighborhood Catalyst Grant" in the subject line of the email. We will also offer two opportunities to connect during the neighborhood voting time period on the afternoon of 11/11 and during the evening of 11/14. We will send out more details on locations.