



REQUEST FOR PROPOSALS TO ADVANCE WOMEN'S RIGHTS: FUNDING OPPORTUNITY FOR ADVOCACY EFFORTS

The **Women and Girls Foundation** (WGF) is an independent, community-based foundation serving Southwest Pennsylvania. Our vision is to create a region where women and girls have equal access, opportunity, and influence in all aspects of their public and private lives. To realize this vision, the organization's mission is to **achieve gender equity** by investing in **public policy initiatives** that will result in **long-term, systemic change** impacting the lives of women and girls for generations to come.

Systemic change creates a shift in ideas, assumptions, attitudes, and behaviors; reaches beyond the immediate project or organization ; is sustainable, so that change continues even after direct intervention ends ; and requires the use of multiple and coordinated strategies, activities, and partnerships. WGF supports high-impact legislative advocacy and community organizing efforts that create tangible changes and offer **systemic solutions** to current—or impending—inequities.

The Women and Girls Foundation invites proposals designed to:

***Create or improve public or corporate policies or practices that will increase gender equity.**

Through the adoption and enforcement of new laws, policies or practices, systemic obstacles to the rights and equity for women and girls in Southwest Pennsylvania will be overcome.

***Fight back opposition to equity.**

Through strategic advocacy efforts, current federal and state investments and protections for women and girls will be increased—or defended.

Uses of Funds: Grants of up to \$10,000 may be used for direct lobbying support, grassroots advocacy efforts, and community organizing initiatives focused on a specific legislative or policy change/enforcement goal.

Proposed initiatives should have as a goal the passage of new legislation, corporate or public policy, or the increased enforcement of existing policies aimed at advancing women's and girls' rights in Southwest PA.

Successful applicants will:

- ⇒ Define the actions you will undertake in order to achieve your goals;
- ⇒ Identify specific advocacy strategies and coalition partners;
- ⇒ Clearly articulate a strategic plan to mobilize diverse stakeholders and engage women and girls directly in advocacy efforts that will achieve long-term, systems-level change; and
- ⇒ Describe plans to document the measurable outcomes of the work, e.g. meetings with legislators, other leaders, and collaborators; and the projected number of women and girls who will be impacted through the implementation of this legislation, new policy or changed implementation.

Eligible Applicants: Organizations must have 501(c)(3) non-profit status and be located and operating in Southwest Pennsylvania—Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Mercer, Washington, Westmoreland counties. Grants will not be made to organizations for religious purposes, nor to those working to limit women's reproductive or other civil rights.

Timetable:

- Postmark deadline—June 17, 2011 for advocacy efforts taking place between Jan. 1 and Dec. 31, 2012.
- Site visits to gather additional information will be conducted in early fall 2011.
- Awards will be announced in December 2011; grant funds will be released January 2012.
- Final report due January 31, 2013.

Questions: Contact Susan Blackman, Grants Coordinator, 412.434.4883 or susan@wgfpa.org
Check website (www.wgfpa.org) for dates and times of grant information workshops.

WOMEN AND GIRLS FOUNDATION – 2011 GRANT APPLICATION COVER SHEET

Organization:	Application Date:
Mailing Address:	
City/State/Zip:	
Website:	
Phone:	Fax:
Project contact:	Title:
Project contact phone:	Email:
CEO (if different from contact person):	
Name of the Initiative:	
Summarize your project in two sentences:	
Amount of Request:	Total Project Budget:
Organizational Budget (current year):	
Geographic Area Served:	

Narrative: Do not exceed three pages, single-spaced

- **Problem Statement:** Describe the root causes of gender inequity that will be addressed by the creation of this new public policy, by enhanced enforcement, or by your efforts to prevent the implementation of potential policy changes which could have negative impacts on women's and girls' rights.
- **Background:** Briefly describe your organization and past experience with advocacy efforts, including expertise that positions you to engage in effective legislative advocacy or community organizing efforts.
- **Plan for Action:** Describe your goals and objectives, articulate your advocacy strategy, schedule of activities, and desired outcomes.
- **Partnerships and Coalition Building Strategies:** Clearly articulate your community organizing and coalition building plan. List which community leaders, organizations and elected officials are have already involved in this effort, and which community leaders, organizations and elected officials you will engage in the project as it moves forward.
- **Evaluation:** Provide a definition of what success will mean to your advocacy effort; what indicators, including quantitative and qualitative measures, you will use to evaluate your initiative; your plans to share lessons learned and involve community partners in this effort. Estimate the number of women and girls in our region, state, and if relevant, nation who will be impacted by this potential policy change.

Budget Summary—show requested amount, income from other sources, and projected project expenditures.

Proposal Checklist

- | | |
|---|---|
| <input type="checkbox"/> Cover Sheet (this page or one with the same info in box, typed) | <input type="checkbox"/> Current organizational budget |
| <input type="checkbox"/> Narrative (three pages max.) | <input type="checkbox"/> Copy of most recent financial audit |
| <input type="checkbox"/> Project Budget (one page) | <input type="checkbox"/> Copy of letter from IRS confirming 501(c)3 status |
| | <input type="checkbox"/> List of current Board of Directors with affiliations |

Send hard copy of proposal materials & attachments to:

Susan Blackman, Grants Coordinator
Women and Girls Foundation
100 W. Station Square Drive, Suite 315
Pittsburgh, PA 15219

**AND submit all proposal materials—
except audit and 501(c)(3) letter—to:**
applications@wgfpa.org

Postmark Deadline: June 17, 2011

Questions: Contact Susan Blackman, 412.434.4883 or susan@wgfpa.org

WOMEN AND GIRLS FOUNDATION GRANTMAKING FOCUS 2011-12

The role of the Women and Girls Foundation of Southwest Pennsylvania is to change the culture of our region—attitudes, policies, power structures, and priorities—to open the way for women and girls to realize their full potential.

By making grants, WGF **invests** in policy initiatives that will increase women's rights and result in long-term equity for women and girls for generations to come. WGF **advocates** for economic equity by raising awareness of the current status of women and girls and advocating for increased equality in wages, resources, and leadership opportunities for women and girls.

Gender equity benefits the entire community. When women and girls thrive, communities prosper. WGF supports high-impact legislative advocacy and community organizing efforts that work toward long-term, systemic change to create lasting solutions to current—and impending—inequities.

Systemic change:

- Creates a shift in ideas, assumptions, attitudes, and behaviors by changing how people think and talk about an issue; it raises awareness, introduces new language, and reframes the discussion of gender inequity among direct program participants and community members;
- Engages the broader community in civic action and builds coalitions to eradicate or improve a local issue of gender inequity;
- Develops or changes public or corporate policy through the adoption of new laws, policies, or practices aimed at increasing the rights and equity for women and girls in Southwest Pennsylvania;
- Is sustainable, so that change continues even after direct intervention ends;
- Requires the coordination of multiple strategies and activities; and
- Fights back institutionalized opposition to equity.

Examples of effective systemic change outcomes:

- A coalition of domestic violence victim service providers worked together to **pass legislation** at the state level guaranteeing that domestic violence is a reportable incident by state hospitals and police departments.
- A youth-led effort to generate community awareness and support among teens and their parents **changed their local school board's policy** to include comprehensive sex education programs.
- A women's reproductive health organization worked to **pass legislation** to assure that contraception, midwifery, or other women's reproductive health services were covered under state health care and private health insurance.



WOMEN AND GIRLS
FOUNDATION

WILL WORK FOR EQUALITY

**Women and Girls Foundation
2011 Advocacy Final Report**

Date:

Grantee:

Project:

Grant Amount: \$

Contact:

Email:

Phone:

Submit by January 31, 2013: please limit your responses to three pages

1. What was the main legislative or policy goal of your advocacy efforts and did you achieve it? If you have not reached your goal, what progress have you made to date?
2. What strategies did you use in your advocacy efforts? List all coalition partners involved in this effort.
3. How many people in the region were involved in your advocacy efforts? How were women and girls in SWPA engaged as advocates/activists? (Include the number of people who conducted in-person visits with legislators, presented committee testimony, sent letters or emails, made phone calls, attended rallies, tweeted, posted on facebook, or participated in other ways.)
4. What impact has this policy effort had on women and girls in SWPA? Estimate the number of women/girls whose rights will be directly (and indirectly) impacted annually by this bill/public policy? Break down these numbers by county/state/national impact as appropriate. If the advocacy effort is still in process, how has engaging in these efforts empowered women's and girls' voices; how many women and girls do you estimate will be affected?
5. List all policymakers with whom you met in coordinating this advocacy effort. Identify which officials were especially helpful as lead sponsors of this effort at the policy level. (Include dates of meetings, dates of committee testimony, and copies of testimony as appropriate.)
6. What challenges or obstacles did you encounter along the way? If you are still facing them, how can we help you steer past them?
7. What are your next steps to promote the work you have done and to create a ripple effect that will be felt throughout the community, region and beyond?
8. If we share one thing about this project with the WGF Board of Directors, what would you want it to be? What piece of advice or "lesson learned" would you like us to share with other grantees?

Please attach: [1] Final project budget (revenues and expenses); [2] Press releases, action alerts or letters you sent as part of this effort; [3] List of press coverage and clips/copies as available; and [4] Final legislation (even if it has been introduced but not signed into law).

Send hard copy of report & attachments to:

Susan Blackman, Grants Coordinator
Women and Girls Foundation
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AND send narrative report with final project budget—but not your attachments—to:

applications@wgfpa.org