

The Wyomissing Foundation
Pandemic Recovery and Sustainability Grant Program
2020

Background

In early response to the Coronavirus Pandemic, The Wyomissing Foundation made \$100,000 contributions to two organizations especially equipped to understand and respond to the immediate needs of both health and human service nonprofit organizations and small businesses in our community.

- *United Way of Berks County* - health and human service nonprofits needing emergency funding to continue to provide critical services should contact the United Way of Berks County at www.uwberks.org for information about applying for a grant from the Berks COVID-19 Response Fund.
- *Community First Fund* - Small businesses, including nonprofits, that have been significantly impacted by the pandemic and its aftermath should contact Community First Fund at www.communityfirstfund.org to apply for small business loans or assistance in applying for funding under the CARES Act.

Purpose of TWF Pandemic Recovery and Sustainability Grants

The pandemic has upended many lives across the world, the country, and in our community. Unemployment has skyrocketed as statewide lockdowns have been imposed. Food and shelter needs are paramount among those seeking support, while many service-providing organizations are shuttered or working in diminished ways. Students have lost valuable school time, and cultural and arts organizations have lost access to their traditional audiences. Given that many of these changing conditions may be long-term and structural in nature, nonprofit organizations are facing the need to redesign or develop new programs, as well as make organizational changes to increase their capacity to operate efficiently and effectively, and at the same time, adhering to health and safety guidelines needed to limit transmission of the disease.

Recognizing these realities, and in addition to its regular grant making, The Wyomissing Foundation (TWF) is offering a limited number of special grants, up to \$25,000 each, to nonprofit organizations to aid in their recovery and longer term sustainability.

Organizations that are eligible for this funding must clearly document how the virus has negatively affected their organizations and programs and how TWF funding will be used to help mitigate these losses or challenges.

Use of Funds

- Funding must help stabilize an organization that meets a critical community need.
- Funding may not be used for program expansion unless this expansion relates to services needed by individuals suffering from the results of the virus.
- Funding may be used to develop new business models that better support operations required in the current post-COVID 19 reality.
- Funding may be used to support organizational capacity issues of two or more organizations, through joint ventures, shared services, collaborations or mergers

where the merger creates a stronger organization and provides improved services.

- Funding may be used to implement organizational development strategies to increase revenue, reduce operating expenses, or increase effectiveness.
- Funding must provide a bridge to future sustainable funding and not simply respond to a short-term gap in funding availability.

All grants must adhere to the Foundation's general guidelines:

- Organizations must be 501(c)(3) nonprofit organizations providing education, arts and culture, or health and human services to residents in Berks County
- The requesting organization must provide programs or services that meet a critical community need for which documented evidence can be provided
- The organization must serve an underserved population
- The organization must be able to develop and report measurable indicators of how the grant will improve the community or organizational issue being addressed
- Most grants are awarded for a one-year period, although multi-year grants are provided occasionally
- Typically only one grant is made to an organization in a 12-month period
- The Wyomissing Foundation should not be the only funding source for an organization or program

Proposals that are not generally considered include:

- Requests for endowments
- Operating funds on a sustaining basis
- Funds for individuals, social or fraternal organizations, or profit-making enterprises.
- Purchase of tickets, tables, advertisements or sponsorships
- Parties, conferences, fairs or festivals
- Animal rights programs
- Religious activities, lobbying efforts, political action committees or any politically sensitive causes

Application Information

In addition to basic organizational and financial information, organizations will also be asked to provide responses to the following questions specific to this grant opportunity:

- Briefly provide an overview of the critical community need your organization addresses, what success looks like for your organization, and how this grant would contribute to that outcome.
- Describe the organizational and program conditions that have been impacted by the pandemic, including data or quantifiable measures that detail the degree of impact.

- Describe how you plan to reorganize or modify your organization and/or its operations and programs to adapt to the impacts of the virus.
- Describe how you determined what services to maintain and what to eliminate, if applicable.
- Provide the intended immediate outcomes of this project – i.e., what will increase, decrease, expand, reduce, improve, update, maintain, start or complete by the end of the grant period?
- Describe any potential challenges that may impact your ability to be successful with these changes and how you are prepared to overcome them.
- Please look forward 2-3 years and tell us how you think the work you do and the way you operate will have changed and your organization and its programs will be more sustainable.

Timeline and Application Process

Pandemic Recovery and Sustainability Grants will be considered at the Foundation's quarterly Board meeting on October 24, 2020.

Please note: The Wyomissing Foundation is now using Zengine, an electronic grant application software, to manage all steps in its grant making process. The following information is also found on the Foundation's website.

Step #1: To be completed by August 24, 2020

To start the grant process, all interested applicants will need to either contact one of the staff listed below to discuss your request or submit an electronic "Letter of Intent" on Zengine, accessible on the Foundation's website.

Karen Rightmire: krightmire@wyofound.org

Pat Giles: pgiles@wyofound.org

Virginia Rush: vrush@wyofound.org

The following basic information will need to be provided, regardless of your path in Step #1:

- How much are you asking of The Wyomissing Foundation?
- What are the critical needs your request will address?
- How will you be addressing them?

A decision will be made quickly about whether to have you proceed with a full application once your initial information has been discussed or reviewed.

Step #2: Application submitted by September 15, 2020

If a full application is requested, you will receive an email from a staff member with a login and link to the Zengine application portal. In addition to answering the required application questions, a number of supporting documents will need to be uploaded into the software as well.

Once submitted, TWF staff will review the application and may have questions or request modifications to the application. If deemed ready for Board consideration, the application will be distributed for Board review prior to the Board meeting.