



answers to you

# Black & Latinx Equity Grant Opportunity

JULY 2022

# Agenda

- ESL Community Impact Overview
- Purpose of Black & Latinx Equity Grant
- Who Can Apply? – Eligibility Criteria
- What Can Be Requested? – Funding Considerations
- How to Apply?
- Q & A

# Community Impact Initiatives

At ESL, our Purpose is to help our community thrive and prosper. Through our Community Impact initiatives, we aspire to live up to that purpose by building a healthy, resilient and equitable Greater Rochester region where all residents are well-educated, live in affordable, connected neighborhoods, and have access to quality employment opportunities.

Core Values

We embrace **learning** as a way to continually improve our work

We embed **equity** into all of our work

We work in **partnership** to build on the community's assets

## Expanding Individual Opportunity

We support programs and efforts to expand professional and educational opportunity for all residents of Greater Rochester.



**Education**  
prepares students for college and careers



**Employment**  
is attainable and supports financial wellness

## Building Strong Neighborhoods

We Invest in neighborhoods across Greater Rochester to ensure they are prosperous, well-connected, and inclusive.



**Housing**  
is accessible and affordable



**Neighborhoods**  
are connected, prosperous, and engaged

## Strengthening Local Organizations

We support organizations and initiatives by investing in the necessary yet less visible systems and policies to ensure they're successful.



**Collaboration**  
between organizations is strong and effective



**Data**  
is accessible and shared



**Human Capital**  
in the local nonprofit sector is world-class

## Stories that Lift Us Up

We inspire hope and strive to change hearts and minds through uplifting community stories



**Tell**  
Inspiring stories of change



**Share**  
what we learn is working



**Advocate**  
for policies and practices needed for success

# Black & Latinx Equity Grant

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## Purpose

- To provide targeted funding to Black & Latinx-led community-based organizations for the purpose of
  - Building capacity
  - Creating access and removing existing barriers to funding
  - Providing leverage for future opportunities
  - Increasing visibility of those often marginalized
  - Counteracting the long-term effects of systemic racism, discrimination, and oppression

# Who Can Apply? – Eligibility Criteria

- **Black or Latinx senior leadership**
  - 51% majority of board/steering committee
  - OR Executive director/president/lead coordinator
- **Organizations engaging in community-centered work**
  - Grassroots/community-led groups
  - 501c3 nonprofits
  - Faith-based organizations
  - Small Businesses

*Any non-501c3 or tax-exempt groups (including small businesses) will need to apply with a 501c3 partner (fiscal sponsor). Fiscal sponsors are not required to be Black/Latinx organizations*

# Who Can Apply? – Eligibility Criteria

- **Must serve within Greater Rochester region**
  - City of Rochester/Monroe County
  - And/or the surrounding counties: Genesee, Livingston, Ontario, Orleans, and Wayne
- **Annual operating budget of \$5 million and under**

# What Can Be Requested? – Funding Considerations

## Requests up to \$50,000

- Requested budget must be in line with the scope and scale of the project
- Awards are limited to one grant per eligible organization

## Funding can be used in the following areas:

- Program Piloting & Expansion\*
- Day to Day Operating Support
- Overall Effectiveness and Sustainability (i.e.. data management, strategic planning, marketing/outreach)
- Capital Requests (i.e.. Equipment, supplies, renovations)

*\*Small Business applicants are only eligible to apply for funding to expand existing community programming*

# Funding Examples

- **Program pilots and/or expansion**
  - *Faith-Based Nonprofit: \$50,000 for downtown food pantry geared to support homeless population*
- **Day to day operating support**
  - *Cultural Nonprofit: \$25,000 for health equity event series*
- **Overall effectiveness and sustainability**
  - *Social Justice Nonprofit: \$11,000 for strategic planning support*
- **Capital requests**
  - *Arts Nonprofit: \$38,445 to renovate floors, purchase equipment, and security upgrades*



# How to Apply? – Submitting Your Request

## Access Grant Application

[eslcf.fluxx.io/apply/equity](https://eslcf.fluxx.io/apply/equity)

- No login or registration needed
- Applications accepted on a rolling basis

## Complete Application

- Organization & Primary Contact Information
- Request Information
  - 4 Narrative Questions

## Send Project Budget

- Include in application response
- Email separate attachment to [impact@esl.org](mailto:impact@esl.org)

# Application Details— *Narrative Questions*

**Tip: Draft responses in a separate Word document prior to completing application**

- **Description of request with estimated number of individuals served**
  - Tip: Include background information related to number of years the organization and/or project has existed.
- **Need addressed/current demand/benefit to community**
  - Tip: Include how many individuals have been served in past years and/or average number of individuals served each year through this project/program.
- **Impact of funding on organization/program & plan to sustain**
  - Tip: Share how many **additional** individuals will be served if the grant is awarded.
- **Partners or collaborators**
  - Tip: Letters of support from partners for programmatic requests are encouraged to justify demand

# Sample Project Budget

Item Description	Amount Requested from ESL	Amount Covered by Other Sources	Total Project Cost
Salaries	\$15,000	--	\$15,000
Supplies	\$4,000	--	\$4,000
Technical Equipment	\$3,000	\$3,000	\$6,000
Miscellaneous: printing, postage	\$1,000	\$500	\$1,500
<b>TOTALS</b>	<b>\$23,000</b>	<b>\$3,500</b>	<b>\$26,500</b>

# Timeline

**Application Window:** August 1 – September 30, 2022

- **Decisions:** Approximately 4 – 12 weeks
- **Payment:** If approved, approximately 3-6 weeks following receipt of requested documents
- **Report:** Due 1 year after approval OR 1 month following end of project timeline

# Questions?

Feel free to reach out with additional questions to:

Community Impact  
[impact@esl.org](mailto:impact@esl.org)  
585-339-4411