



THE ATLANTA PRIDE COMMITTEE, INC. 1530
Dekalb Ave NE, Suite A, Atlanta, GA 30307
Office: 404-382-7588 Fax: 866-766-9104
www.atlantapride.org

2019 Community Reinvestment Grants Overview

Thank you for your interest in an Atlanta Pride Committee, Inc.'s Community Reinvestment Grants.

The Atlanta Pride Committee, Inc. (APC) Community Reinvestment Fund exists to support our LGBTQ+ community and allied organizations. Most importantly, the application process is about telling us about the meaningful work and lasting impact you desire to have in our community. We work to award Community Reinvestment Grants to as many organizations as possible while ensuring accountability back to our community. In 2018, we awarded over \$60,000.00 to community partners that assisted in reducing health disparities, artistic enrichment, and to provide high school diplomas for those who are most vulnerable.

Our grant application process is competitive and we are only able to fund a small percentage of the proposals that we receive. Before you apply, please review all the guidelines. Late or incomplete applications will not be reviewed. Please email Grants@AtlantaPride.org with any questions or for clarification. Applications must be submitted in English. Applicants who do not write in English as their primary language are encouraged to contact APC for assistance and/or resources. The online application is located at <https://atlantapride.wufoo.com/forms/m1j0m4941ka0dcq/>. Paper applications are not accepted.

As the oldest LGBTQ+ organization in Georgia and the largest Pride organization in the Southeast, one of Atlanta Pride's [strategic priorities](#) is to increase our Community Reinvestment to seven percent (7%) of the organization's annual budget by 2020 – we are committed to meeting this goal early. To this end, Atlanta Pride Committee, Inc. (APC) has committed over \$100,000.00 towards Community Reinvestment Grants to projects serving gender and sexually diverse populations in the region including more than \$10,000.00 already allocated in 2019. The Community Reinvestment Fund also makes small, responsive grants throughout the year and provides subsidized or free Atlanta Pride Market and Parade entries to groups who cannot afford registration fees.

Purpose and Values

The main purpose of the Atlanta Pride Committee, a 501(c)(3) organization, is to advance unity, visibility and self-esteem among lesbians, gay men, bisexuals, and transgender and queer persons and to promote a positive image in the Atlanta area and throughout the Southeastern United States through community activities and services. We value social justice, culture, self-esteem, history, health, and wellness as tools for building community and resilience.

The Call

According to the [Campaign for Southern Equality](#), more than one-third (1/3) of LGBTQ+ identified people in the US live in the South, but LGBTQ+ organizations in the South are chronically underfunded. While the percentage of funding allocated to the South is rising, most funds are still going to large organizations in metropolitan areas. Atlanta Pride's Community Reinvestment Fund – along with the organization's on-going programming – is intended to share attention and funds raised through the annual Atlanta Pride Festival with under-resourced organizations in the region with a focus towards smaller organizations, innovative programs, and proposals addressing intersectional concerns.



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As we approach Atlanta Pride's fiftieth (50th) anniversary in 2020, APC seeks to fund projects and programs that build upon the legacy of fifty (50) years of Atlanta Pride and will carry LGBTQ+ and allied communities into the next fifty (50) years.

Dates to Remember

- November 8th, 2019 – Call for applications released.
- November 30th, 2019 – Applications due by 9PM.
- December 13th, 2019 – Grant recipients notified via email and postal mail.
- January 2020 – Community Reinvestment Grant Reception.

Funding will be processed no later than December 31st, 2019.

Available Funding

- Atlanta Pride may grant up to \$100,000.00 before December 31st, 2019.
- APC reserves the right to fund less than \$50,000.00 in Community Reinvestment Grants if there are not enough qualified applicants in this funding cycle. APC may offer partial funding of a project or program based either on the availability of funding and/or fit with our strategic vision.
- Community Reinvestment Grants typically range from \$2,000.00 to \$5,000.00. It is the expectation that most grants will be in this range. Applicants requesting \$2,500.00 or more may be asked to submit additional application documents and answer supplemental questions.
- Applications for up to \$10,000.00 per organization will be considered. Collaborative applications that name two (2) or more participating organizations may request up to \$20,000.00 per program or project.
- APC does not provide multi-year funding commitments, but we encourage applicants to reapply.

Funding Priorities

- Organizations that lack access to traditional funding resources including organizations led by Black or PoC individuals, Transgender or Non-Binary persons, immigrants, people with disabilities, youth, elders, women, and other marginalized communities.
- Programs or projects meeting immediate needs with plans to affect long-term change.
- Programs or projects led by members of the communities they serve.
- Sustainable organizations engaged in capacity building through strategic planning, regular evaluations of programs, and active fundraising.
- Organizations who will partner with APC to develop year-round educational or social justice programming. (These programs are not expected to be included in the grant budget.)
- Organizations that articulate challenges and goals, develop innovative solutions and partnerships to address them.

What We Do Fund

APC Community Grants fund a variety of organizations and projects, but we prioritize community-led, grassroots organizations and projects that do not generally have access to mainstream funding or a variety of funding opportunities who can benefit from general operating support to develop and maintain an organization as it pursues its mission. This type of grant is flexible and gives the grant recipient the ability to use the funds where they are most appropriate.



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What We Don't Fund

Grants are not awarded to:

- Individuals or for-profit entities.
- Political causes or candidates.
- Endowments or capital campaigns.
- Fundraising, recognition events, debt retirement, or marketing (excluding educational campaigns).
- Organizations that have discriminatory policies and/or practices on the basis of age, class, creed, disability, or health status (including HIV status), educational background, gender identity and expression, income, marital status, national origin, parental status, race, religion, sex, sexual orientation, work experiences, and other dimensions of diversity.
- Private and/or publicly funded schools (K-12), institutions of higher learning, or academic research. Student-led groups may apply.
- Activities, projects, or programs that will be completed before funding becomes available or with objectives that cannot be measured before December 1st, 2020.
- Organizations that require participation in religious services and/or education as a condition of receiving services. Faith-based organizations who are fully inclusive of LGBTQ+ people and who do not require participation in religious activity in order to receive services may apply.

Eligibility and Requirements

Atlanta Pride Committee, Inc. Community Reinvestment Grants are directly aligned with our mission to advance unity, visibility, and wellness among persons with widely diverse gender and sexual identities through cultural, social, political, and educational programs and activities. Formal and informal organizations, as well as 501(c)(3) non-profit organizations are encouraged to apply provided they meet the following criteria:

- Applicants must serve LGBTQ+ communities in the South. Priority is given to organizations operating in Georgia. National organizations and their affiliates will only be considered if they are filling a specific need not filled by a local organization AND have a meaningful staff or volunteer presence in the region.
- Applicants must work to advance unity, visibility, and wellness among persons or communities with widely diverse gender and sexual identities.
- Applicants must be not-for-profit organizations. Organizations who do not have 501(c)(3) certification shall obtain a fiscal sponsor. Atlanta Pride is not able to serve as a fiscal sponsor. In some instances (such as when there is an emergent need and an organization is in the process of applying for non-profit status), APC may be able to make grants of up to \$1,500.00 to groups without 501(c)(3) status or a fiscal sponsor. In such cases, the organization must have a bank account in the organization's name. Checks may not be written to individuals or for-profit entities.
- Previous grant recipients must be in good standing including submitting Impact Reports for previous grants.
- Grant recipients will be required to use the APC name and/or logo on materials related to the project funded by the Community Reinvestment Grant and list APC as a funder on their webpage and/or social media pages for a period of no less than one (1) year. All use of the APC logo is subject to approval by APC.
- Grant recipients are expected to cohost a program or event with APC in the 2020 calendar year. These programs will be collaboratively designed after grants are awarded and may take place at the annual Atlanta Pride Festival or at any other time during the year. Funding for these programs is not expected to come from the initial award.



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Impact Reports

All grant recipients are required to write and submit an Impact Report. For grants of \$5,000.00 or more, a report is required midway through the completion of the objective unless the objective is less than thirty (30) days in duration.

The Impact Report should include what the grant funded, how many members were engaged as a result, if the grant provided enough support to complete the entire objective sought, and successes and challenges, both programmatically and in general. Additionally, each grant recipient will be asked to reflect on how their organization's mission-related activities have advanced impact area metrics during the grant period and the results achieved within the grant period as outlined in their plans.

The Impact Report due date depends on when the objective for obtaining the grant funding is completed. Once the objective has been executed, grantees have thirty (30) days to provide the Impact Report unless an extension has been approved by APC. Extensions may be requested in cases where funding and impact cannot be determined in thirty (30) days. All reports are due no later than December 1, 2020.

We also welcome all pictures from the grant-sponsored objective for showcasing on our website, social media, and Annual Pride Guide. You grant permission to the Atlanta Pride Committee, Inc., to use all pictures, impact reports and other materials, at our discretion, to publish in the public realm. Before providing pictures to APC, please obtain consent and all necessary releases from persons photographed unless the event takes place in a public space where confidentiality is not assumed (e.g. an outdoor event in a park).

Evaluation Criteria

APC Community Reinvestment Grant applications are evaluated by APC members and volunteers in a multi-step process. In the initial review, APC will prioritize organizations that show clarity in mission and vision. After considering how strongly a proposal fits our mission and aligns with our core values, we then evaluate eligible applications according to the following criteria:

Eligibility. Does the organization and project clearly meet the stated criteria? (Organizations that are found to be ineligible will not be considered beyond the eligibility screening.)

Project Fit (25%). Does the project further the mission of the Atlanta Pride Committee, Inc. and the call to build upon fifty (50) years of the Pride movement? How will this project build community or improve lives as we move into the next half century of the Pride movement?

Innovation (20%). How will this project promote structural and institutional change that eliminates long-standing barriers to opportunities and resources for LGBTQ+ people into the next half century of the Pride movement?

Capacity (20%). Does the organization have the resources necessary, sound fiscal management practices, and demonstrated past successes to implement this project? Are members of the communities served represented in the organization's leadership?

Impact (35%). Who will benefit directly from this project, and what are the longer-term impacts of the project? Will this project address emerging and critical issues that threaten the safety,



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livelihood, and wellbeing of LGBTQ+ individuals and families across our region? How will this project reduce disparities and inequities with an emphasis on supporting people who remain most invisible and vulnerable?

FAQs

Q: What is the deadline for submission?

A: Applications and supporting materials must be submitted by 9PM on November 30th, 2019.

Q: Can an organization submit more than one (1) application?

A: No, each organization may only submit a single application per grant period. Multiple events or programs may be named in the application.

Q: Is there a maximum grant amount?

A: Yes, for 2019, grants for exceptional proposals are limited to a maximum of \$10,000. Most grants awarded will range between \$2,000.00 and \$5,000.00.

Q: Can two (2) or more organizations apply for a joint grant?

A: Yes. Collaborative applications should explain the expertise each organization brings to the project and how the grant will be managed. Collaborating organizations have accountability and responsibility to each other and shall provide a plan for the distribution of funding, if awarded. If you apply for a joint grant with other organization(s), you cannot also apply for a Community Reinvestment Grant as an individual organization. Joint grant requests may not exceed \$20,000.00.

Q: Is grant-writing ability taken in consideration when choosing grant recipients?

A: No, our goal is to assist community organizations to start and continue successful projects that align with our strategic vision and goals. Your ability to write grants will not be considered – do the best that you can to complete the application.