

CFNIL Community Grants Program | Grantee Orientation
January 2023

Agenda

- Scholarships/IYWT
- Reporting
- Communicating with CFNIL
- Publicity
- Closing / Q&A



In Youth We Trust Adult/Nonprofit Grants Application Opens March 2nd



cfnil.org/grants/iywtadult



CFNIL Scholarships
application closes
February 1st

Questions? Contact Heather Rapp!
hrapp@cfnil.org 779-210-8209

Volunteer Opportunities *with* CFNIL

Advisors (CFNIL's term for volunteers) are an essential part of CFNIL's work.

SCHOLARSHIP ADVISORS

Recommend recipients for scholarship funds by reviewing and scoring applications based on a set of criteria established by the fund's donor.

Scholarship Advisors typically commit 15-20 hours to the scholarship process in the spring.

PROCESS:

- Attend an introductory “Advisor Recruitment” meeting to learn more about CFNIL and the scholarship program.
- Review and score batch of applications online.
- Attend one in-person meeting to discuss scores with small committee and recommend recipients.



Bringing Reporting into



FOCUS



Why is
reporting
on grant
activity
important?

Why is Reporting Important?

- Results are what matter most
- IRS Compliance
- Stewardship
- Program Development
- Hard evidence
- Legacy for the charitable activity
- Promotional opportunities
- We use this data



Key Elements of Progress & Final Reports

- Demographic data
- Description of the charitable activity as implemented
- Evaluation of the proposed results
- Share a story
- Lessons learned and unanticipated outcomes
- Itemized list of expenses
- Photos and publicity documents



Demographic Data

Numbers Served by Demographic:

For each category below, enter the actual number of individual clients served during the year that corresponds to this report. **These numbers are specific to this request**, not your organization's unless the charitable activity impacts all your clients. **Enter the number, not the percent.** Each section total must equal "Total number of unduplicated people" stated above. If demographic data the categories listed, please use your best estimate to divide the data into matching categories. Enter 0 if none.

County:

Boone*

Ogle*

Stephenson*

Winnebago*

Other*



Demographic Data

- Actual numbers to the extent possible
- Not percentages
- Plan ahead



Activity Description As Implemented

Charitable Activity As Implemented*

In no more than two sentences, explain how the funds were used and what has improved as a result of the charitable activity. Be as precise and economical as possible in your answer. It will be used for reports and other communication pieces.

1,000 characters left of 1,000

Charitable Activity As Implemented Detailed*

Describe the charitable activity as implemented in greater detail. If implementation varied from the proposal plan, provide an explanation.

5,000 characters left of 5,000



Activity Description As Implemented

- One-Paragraph Description
 - Used for reports and publications
 - Elevator speech to impress a donor
- Detailed Description
 - Don't just provide changes from application
 - Tell your story!



Evaluate Your Results

▼ Evaluation of Result #1 - Program/Project/Event

Result 1

The change or improvement that a charitable activity is intended to produce. (This field is being pre-populated from your application. It is read-only, and provided for your reference.)

1,000 characters left of 1,000

Indicators of Success 1

The data collected to show evidence of change as a result of the proposed activity. This may include outputs and outcomes. Outputs may be used in an instance when measuring outcomes during the months) would be impractical. (This field is being pre-populated from your application. It is read-only, and provided for your reference.)

1,000 characters left of 1,000

Targets 1

This does not refer to your target population. The target is expressed as a number or percentage. It is the quantity of the data that you are tracking in the Indicators of Success listed above that you would consider the Result met. (This field is being pre-populated from your application. It is read-only, and provided for your reference.)

1,000 characters left of 1,000

Methods for Measurement 1

How you will collect the data that shows evidence of change. (This field is being pre-populated from your application. It is read-only, and provided for your reference.)

1,000 characters left of 1,000

Actual Results #1*

Compare your actual results to your targeted results. Compare based upon the indicators, targets, and measurements listed above.

2,500 characters left of 2,500



Evaluate Your Results

✓ Evaluation of Results - Capital/Commodity

Positive Impact

How will this purchase/improvement positively impact the way you serve your clients? (This field is being pre-populated from your application. It is read-only, and provided for your reference.)

4,000 characters left of 4,000

Criteria for Success

What are your criteria for success? How will you demonstrate successful completion of this project? (This field is being pre-populated from your application. It is read-only, and provided for your reference.)

4,000 characters left of 4,000

Actual Result - Capital/Commodity*

How did this purchase/improvement impact your clients? Did you meet your criteria for success?

4,000 characters left of 4,000



Evaluate Your Results

- Report on the results & indicators you identified in your application
- Critical to start with a solid evaluation plan
- Revising result statements
- Start collecting data from the start
- Demonstrate impact
- If no longer applicable, let's talk!



Anecdotal Evidence & Program Development

▼ Additional Results Information

Personal Story

If you have a personal story that illustrates the effectiveness of your charitable activity, please share.

5,000 characters left of 5,000

Unanticipated Results

List and explain any unanticipated results that were realized.

3,000 characters left of 3,000

Anything Learned?

Please describe anything that you or your organization learned from implementing this charitable activity. Consider aspects such as planning, execution, recruitment, collaboration, and budgeting.



Anecdotal Evidence & Program Development

- Not all impact easily translates to structured outcomes
- The power of an individual story
- Not all great results are anticipated
- When things don't go as planned



Additional Context

▼ Attachments

Itemized Expenses*

Attach an itemized list of expenses illustrating how the funds from CFNIL were used.

[2 MiB allowed]

Use the fields below to include any weblinks for publicity that was generated by this charitable activity.

Publicity Link 1



Publicity Link 2



Use the fields below to upload any publicity documents that you'd like to share. (You may combine pdfs if you have more than two documents.)

Publicity Document 1

[2 MiB allowed]

Publicity Document 2

[2 MiB allowed]



Additional Context

- Obligation to verify funds used charitably
- Consistent with proposed budget?
- You are encouraged to share your good work with the community and our donors



Additional Context

▼ Photos

You may provide up to ten photos that demonstrate the impact of your charitable activity. Photos must be in JPG, PNG, or PDF format. Follow these instructions:

1. Label each file you intend to upload with the following format: "{Organization Name} - {Project Title} - {Photo Number}". Example: "ABC Tutoring - Read! Event - 1". All reports must be in the same folder. Using this format will identify your photos from the photos of other organizations.
2. [Click this link to access our dropbox.](#)
3. Click "Choose from computer" and select the photos you would like to include. After you choose your first file, you have the option to upload multiple files at once by clicking "Add more files".
4. Once you've added all your files, click "Upload". You'll know the upload is complete when you see a message saying "Finished uploading."

Please Note: CFNIL uses photos that you provide, credited to your organization, in reports, and other types of printed and digital communications. Uploading photos here and signing this application indicate your permission to use pictures in this manner. If, for any reason, you would like to provide a photo to support your grant that you would NOT like us to post, please include the word "no" at the end of that photo's file name.



Additional Context - Photos

- A picture is worth a thousand words!
- Using Dropbox
- JPG, PNG, or PDF
- Format: {Organization Name} – {Project Title} – {Photo Number}
- “DO NOT USE”



Keep In Mind:

- Report is due March 1, 2024
- Preview the report
- Be specific
- Avoid industry jargon
- Failure is an option



Preview Your Report

Applicant Dashboard

Learn more about managing your Applicant Dashboard with this quick instructional video: [Your Applicant Dashboard](#)

 Public Profile

Applicant:

Mrs Arles Hendershott
arles@milestone-inc.org
815-639-2965
4450 North Rockton Ave
Rockford, IL 61103 United States




Organization:

Milestone, Inc.
36-2769801
815-639-2800
4060 McFarland Road
Loves Park, IL 61111 United States



[Contact Email History](#)

 If your organization information does not appear correct, please contact the funder. Thank you.

Active Requests **1**

Historical Requests **0**

Medical Equipment upgrade

Process: Community Grants Program Fall 2020 Application

Application	Submitted	08/31/2020
Decision	Approved	12/15/2020

[View Application](#)

[View Details](#)

Follow Up Forms

FORM NAME	ASSIGNED TO	AWARD / INSTALLMENT	DUE DATE	STATUS	EDIT/VIEW
Final Report - Community Grants Program Fall 2020 Application	Arles Hendershott	Overall Award	03/01/2022 05:00 PM CST	Assigned	Edit



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Keep Us In The Loop!

- We are here as a resource!
- Submit while it's fresh
- Don't submit until complete
- Report extensions
- Grant Amendments
- Interim Reports
- Grant News & Events



Publicizing your CFNIL grant



Don't Panic

Why we ask you to publicize your grant:

- Inform the community about your work
- Build credibility for your programs and projects
- Recognize the donors who helped make these grants possible (collectively and/or specifically)
- Inspire continuing support





Publicity Timing

- Use your judgment
 - Event
 - Physical improvement/investment
 - Program
- Unexpected coverage
- Reporting results



How to publicize your grant: Press Release

- Media contact list and sample press release: <https://cfnil.org/current-grantees>
- Use your own media contact list or one provided (be selective!)
- Refer to the Community Grants Program ***and the fund specified in your award letter***
- Use provided CFNIL “boilerplate” language**
- Find the “S”: a Story, a Statistic, a Soundbite
- Want help with composition or editing? Please ask!
- Copy Jennifer (jsmith@cfnil.org) when distributing press release

OUR VISION

A healthy, sustainable
Northern Illinois
supported by
partnerships fostered
by CFNIL.



**GROWING
CONNECTIONS**

OUR MISSION

To inspire endowment
and promote
philanthropy for the
current and future
needs of the people of
Northern Illinois.

How to publicize your grant: Your Established Audiences & Channels

- Newsletters (print and/or digital)
- Annual Reports
- Donor communication
- Project-specific, tangible pieces:
 - Signs/plaques
 - Programs
 - T-shirts



How to publicize your grant: Social Media

- Tag CFNIL in your posts!
Remember the “@”
- Add CFNIL as co-host on a Facebook event (or at least let us know when the event date is confirmed!)
- Use photos, sized for specific channels



@CFNIL



TheCFNIL



@the_cfnil



@the_cfnil



How to publicize your grant: Social Media



@CFNIL



TheCFNIL



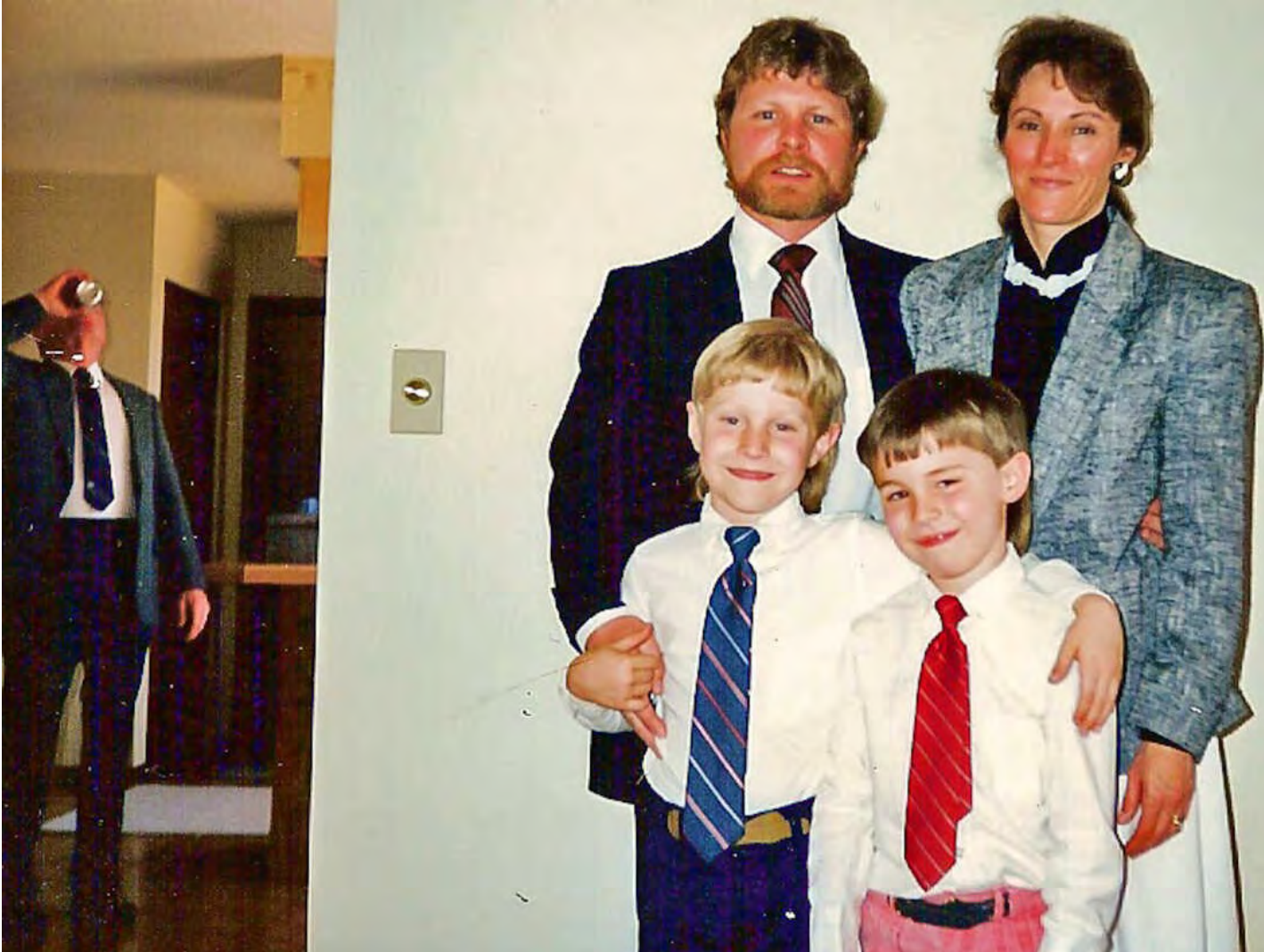
@the_cfnil



@the_cfnil



A Word About Pictures











Logo Usage Guidelines

- PNG versions available at <https://cfnil.org/grant-resources>
- Use the version of the logo that makes sense for your need
- JPG/Vector/alternate versions available: jsmith@cfnil.org
- Do not alter or stretch logo:



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Press Conferences, Photo-Ops, & More



A Few Resources:

- **Canva:** Cloud based, simplified graphic design tool. Nonprofits can get professional account for free. Utilize brand colors/fonts. Resize content for multiple applications. <https://canva.com>
- **Linktree:** Connect audiences to your content with just one link. *Super useful for Instagram.* <https://linktr.ee>
- **PDF2Go:** Free online PDF editor and converter. <https://pdf2go.com>
- **Facebook Sharing Debugger:** Help predict what image Facebook will pull when sharing a direct link (to your website or otherwise) and get a developer-view of what it's "crawling" to do so <https://developers.facebook.com/tools/debug>



HELLO

MY PRONOUNS ARE

_____/____

A Few (more) Resources:

- **Pronouns Matter:** Explaining the what, why, and how of using personal pronouns. <https://pronouns.org>
- **Trans Journalists Association's Style Guide:** Insight into the appropriate language, common shortcomings, and steps content creators can take to make their coverage of the trans community better. <https://transjournalists.org/style-guide>
- **Black Illustrations:** “Beautiful illustrations of Black people for your next digital project”. <https://blackillustrations.com>
- **Nappy:** Free stock images of Black and Brown people. <https://nappy.co>
- **Affect the Verb / Disabled and Here:** Stock images and stories celebrating disabled Black, Indigenous, People of Color (BIPOC). <https://affecttheverb.com/disabledandhere>



DON'T
PANIC



A black clothespin is hanging a white rectangular card from a thin, dark string. The card is centered and has the text "Any Questions?" written on it in a large, black, sans-serif font. The background is a solid, light gray.

**Any
Questions?**



ANNOUNCEMENTS!



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- **Community Grants Cycle Shift:**
 - **OPENS JUNE 20**
 - **CLOSES AUGUST 15 (815 Day!)**
 - **AWARDS ANNOUNCED Week of November 20**



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- **Nonprofit Happy Hour Returns!**
 - **Thursday, July 20, 4-7pm**
 - **CFNIL backyard**
 - **Bigger and better!**



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- **Black Winter**
 - **Saturday, February 25, 6-9pm, Rockford Art Museum**
 - **Celebration of Black excellence in scholarship**
 - **Fundraiser for scholarships established to support Black students**
 - **Black Tie Suggested, *Fabulous Expected***
 - **<https://bit.ly/blackwinter2023>**



ANNOUNCEMENTS!

- **Spring ArtScene at CFNIL, Friday and Saturday April 21-22:**
dual purpose event will also be celebrating and thanking CFNIL volunteers



Get In Touch!



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You Guac
Our
World!

