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/iywtagult
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:

<table>
<thead>
<tr>
<th>County</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boone</td>
<td></td>
</tr>
<tr>
<td>Ogle</td>
<td></td>
</tr>
<tr>
<td>Stephenson</td>
<td></td>
</tr>
<tr>
<td>Winnebago</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Evaluation of Result #1 - Program/Project/Event</th>
</tr>
</thead>
</table>
| **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

#### 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

<table>
<thead>
<tr>
<th>Additional Results Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Personal Story</strong></td>
</tr>
<tr>
<td>If you have a personal story that illustrates the effectiveness of your charitable activity, please share.</td>
</tr>
</tbody>
</table>

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. |

CFNIL Grantee Orientation – January 2023
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

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

Upload a file [2 MB 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
Upload a file [2 MB allowed]

Publicity Document 2
Upload a file [2 MB 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
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 report 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 ".
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 in 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 p...
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
815-839-2965
4450 North Rockton Ave
Rockford, IL 61103 United States

Organization:
Milestone, Inc.
36-2769001
815-639-2600
4050 McFarland Road
Loves Park, IL 61111 United States

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

<table>
<thead>
<tr>
<th>FORM NAME</th>
<th>ASSIGNED TO</th>
<th>AWARD / INSTALLMENT</th>
<th>DUE DATE</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Report - Community Grants Program Fall 2020 Application</td>
<td>Arles Hendershott</td>
<td>Overall Award</td>
<td>03/01/2022 05:00 PM CST</td>
<td>Assigned</td>
</tr>
</tbody>
</table>

Edit
Keep In Mind:

- Report is due March 1, 2024
- Preview the report
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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
PEOPLE REMEMBER STORIES
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](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](mailto:jsmith@cfnil.org)) when distributing press release
OUR VISION
A healthy, sustainable Northern Illinois supported by partnerships fostered by CFNIL.

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

GROWING CONNECTIONS
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
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:
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](https://canva.com)

- **Linktree:** Connect audiences to your content with just one link. *Super useful for Instagram.* [https://linktr.ee](https://linktr.ee)

- **PDF2Go:** Free online PDF editor and converter. [https://pdf2go.com](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](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](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](https://transjournalists.org/style-guide)

- **Black Illustrations**: “Beautiful illustrations of Black people for your next digital project”. [https://blackillustrations.com](https://blackillustrations.com)

- **Nappy**: Free stock images of Black and Brown people. [https://nappy.co](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](https://affecttheverb.com/disabledandhere)
DON'T PANIC
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!
ANNOUNCEMENTS!

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  - Thursday, July 20, 4-7 pm
  - CFNIL backyard
  - Bigger and better!

- 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
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!

James Patterson
Senior Program Director
779-210-8206
jpatterson@cfnil.org

Lisa DeLang
Program & Admin. Associate
779-210-8210
edelang@cfnil.org

Heather Rapp
Program Associate
779-210-8209
hrapp@cfnil.org

Jennifer Smith
Engagement Director
779-210-8204
jsmith@cfnil.org

Sarah Lambert
VP of Programs & Comm. Investment
779-210-8207
slambert@cfnil.org
You Guac Our World!