



2021 Atlanta Pride Grants Call for Applications

Purpose and Overview

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 - and we know that this work cannot be done without the partnership of other LGBTQ+ serving organizations. Our ongoing Community Reinvestment Grant Fund and our new Pride in Action Fund help us to identify organizations that are programming and providing services that carry forth our mission. These organizations define the very term 'grass roots' - they need support, funding, and resources to help elevate the work they provide for the community.

As the oldest LGBTQ+ organization in Georgia and the largest Pride organization in the Southeast, our goal was to increase our Community Reinvestment from less than two percent (2%) of our budget in 2015 to seven percent (7%) of the organization's annual budget by 2020. We met the goal of over seven percent (7%) in 2019, but the Community Reinvestment Fund went into hiatus in 2020 as we navigated the COVID-19 pandemic and turned our support to ongoing partners. For 2021, APC will return to our community funding priorities with two (2) types of grants for 2021:

- **Pride in Action Fund** - Prior to the COVID-19 pandemic, the Atlanta Pride Festival and Parade provided a place for hundreds of thousands of people to connect with one another and with necessary services from LGBTQ+ serving organizations. This year's cancellation of the in-person Atlanta Pride Festival and Parade means that community organizations will need to rethink how they reach community members who need their services, and the Pride in Action Fund endeavors to financially support community organizations in that work. Examples of successful Pride in Action fund applications may include creating ways for elders, youth, transgender and gender non-conforming individuals, or families to build community in COVID-19 safer formats; promoting LGBTQ arts or sports events; or providing wellness counseling or testing that would normally take place at the Atlanta Pride Festival. These will be rapid turnaround funds. Applications are due September 15, 2021 and successful applications will be funded on September 18, 2021.
- **Community Reinvestment Grants** - Atlanta Pride's Community Reinvestment Grants are our on-going program that makes small grants to organizations that align with our mission and strategic goals. These funds can be general operating support and/or event sponsorships. For 2021, CRG applications will take into consideration how an organization's funding has been impacted by COVID-19 and how the demand for the organization's services has been impacted by the ongoing pandemic. Ongoing CRG funding priorities include:
 - Organizations that lack access to traditional funding resources including organizations led by Black or POC individuals, Transgender or gender expansive 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 that articulate challenges and goals, develop innovative solutions, and partnerships to address them.
- 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.)

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.

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 sexual orientation, gender identity, race, ethnicity, national origin, age, disability, sex, marital status, familial status, religion, genetic information, or political beliefs.
- 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 October 1, 2022.
- 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 beginning with December 2018 grant recipients.
- 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. All use of the APC logo is subject to approval by APC.
- Grant recipients are expected to co-host a program or event with APC in the 2022 calendar year. These programs will be collaboratively designed after grants are awarded and may take place at the annual Atlanta Pride Celebration or at any other time during the year. Funding for these programs is not expected to come from the initial award.

Impact Reports

All grant recipients are required to write and submit an Impact Report. For grants of \$4,000.00 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 October 1, 2022.

We also welcome all pictures from the grant-sponsored objective to showcase 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

Pride in Action Fund

In order to facilitate the fast turnaround of these funds, applications will be reviewed by APC staff on a rolling basis between September 3, 2021 to September 15, 2021. Staff will recommend those programs they believe would best support the community after the cancellation of the 2021 event, and those recommendations will be presented to APC's grants subcommittee no later than September 16, 2021 for approval.

Community Reinvestment Grants

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? 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, 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 vulnerable and invisible?

FAQs

Q: What is the deadline for submission?

A: Pride in Action Grant Applications are due by 5pm on September 15, 2021. Community Reinvestment Grant applications and supporting materials must be submitted by 5PM on October 8, 2021.

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

A: Each organization may only submit a single application per grant period per fund. Multiple events or programs may be named in the application.

Q: Is there a maximum grant amount?

A: Pride in Action Grants are limited to \$2,000 each. For 2021, Community Reinvestment Grants for exceptional proposals are limited to a maximum of \$7,500. Most grants awarded will range between \$1,000.00 and \$3,000.

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 Grant as an individual organization. Joint grant requests may not exceed \$10,000.00.

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 will be considered – do the best that you can to complete the application. Applicants who need accommodations in order for the process to be accessible should contact info@atlantapride.org for assistance.