



THE ATLANTA PRIDE COMMITTEE, INC.
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2022 Atlanta Pride Community Reinvestment Grants Are Now Open

PURPOSE AND OVERVIEW

The main purpose of the Atlanta Pride Committee, a 501(c)(3) organization, is to advance unity, visibility and wellness among lesbian, gay, bisexual, transgender and queer people 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. We know that this work cannot be done without the partnership of other LGBTQ+ serving organizations, and our ongoing **Community Reinvestment Grant Fund** helps us to identify organizations that provide services and programs that embody our mission. These organizations define the very term “grassroots,” they need support, funding, and resources at the source to help elevate the work they provide for the community.

In 2015, 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 to seven percent (7%) of the organization’s annual budget by 2020. We exceeded the goal 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. Following a return in 2021, we will continue to offer to our community funding priorities with grants for 2022.

COMMUNITY REINVESTMENT GRANTS

Atlanta Pride’s Community Reinvestment Grants are our on-going program that offer small grants to organizations that align with our mission and strategic goals. For 2022, applications will take into consideration how an organization’s funding and services impact our community’s most marginalized populations.

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 and/or a variety of funding opportunities that will 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. Prioritization will be given to organizations that are committed to work that increases health equity and is focused on queer and trans youth programming. Additional funding priorities include:

- Organizations that traditionally experience barriers to funding, with priority given to organizations led by Black and/or POC individuals, transgender or gender expansive people, youth, elders, women immigrants, people with disabilities, and other marginalized communities.
- Programs/projects addressing immediate issue areas with plans to affect long-term change.
- Programs/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 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 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.
- 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 with objectives that will be completed before funding becomes available or cannot be measured before October 1, 2023.

ELIGIBILITY AND REQUIREMENTS

Atlanta Pride Committee, Inc. Community Reinvestment Grants are directly aligned with our mission to advance unity, visibility, and wellness among people 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 if 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 people 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 also 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 2023 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, 2023.

We also welcome all pictures from the grant-sponsored objective to showcase on our website and social media. 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.

EVALUATION CRITERIA

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 50 years 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 50 years 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/o invisible?

COMMONLY ASKED QUESTIONS

Q: What is the deadline for submission?

A: Community Reinvestment Grant applications and supporting materials **must be submitted by 5PM on November 18th, 2022 for priority consideration.** Any applications received after this date may not be considered.

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

A: 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: For 2022, 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 another organization, you are ineligible to apply for a Community Grant as an individual organization. Joint grant requests may not exceed \$10,000.00.

Q: Is grant-writing ability taken into 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. Applicants who need accommodations in order for the process to be accessible should contact info@atlantapride.org for assistance.