



POVERTY TO PROSPERITY GRANTMAKING GUIDELINES

In 2003, the Community Foundation identified and began addressing the most pressing needs in Newaygo County. These efforts intensified in 2011 when the Board of Trustees adopted a strategic framework to guide its community investments and outreach. One of these areas was reducing poverty. In 2012, the Community Foundation began research on local poverty to inform and guide its poverty efforts, with an eye toward shifting poverty to empowerment through revitalized community values and connections. They hired a research fellow to conduct research and develop a framework.

Based upon these inputs, the Community Foundation's Poverty to Prosperity Committee identified an overall goal and framework which will drive grantmaking with the intention of moving people upward and out of poverty throughout Newaygo County. In November 2013 the Board of Trustees approved this goal to: **reduce the poverty rate in Newaygo County below the national average over the next 10 or more years**. The following grantmaking guidelines reflect the Poverty to Prosperity framework and support the realization of this goal.

Grantmaking Guidelines for Poverty to Prosperity

Proposals that demonstrate proactive and/or proven approaches to systemic change and long-term impact are encouraged. Applicant organizations should provide a rationale for their approach based on past program success and/or relevant local, regional and national data. Proposals that align with one or more of the following priorities will be most competitive.

- **Self-sufficiency** (Develop efficient pathways to increase the level of self-sufficiency of individuals with potential by building on strengths)
 - Example of an appropriate outcome – improved wraparound services*
 - Example of an appropriate measured benchmark – average self-sufficiency level*
 - Example of a targeted strategy – wrap-around services meeting basic needs plus tailored personal development/skill-building support*
- **Asset Development** (Develop efficient pathways to help individuals build personal assets)
 - Example of an appropriate outcome – built financial capital/monetary resources*
 - Example of an appropriate measured benchmark – level of financial literacy*
 - Example of targeted strategy – savings program with financial counseling*
- **Social Capital and Empowerment** (Increase opportunities for individuals to build social networks, supportive relationships, self-esteem, self-efficacy, and sense of empowerment)
 - Example of an appropriate outcome – increased mentoring and relational support*
 - Example of an appropriate measured benchmark – level of self-esteem*
 - Example of targeted strategy – peer support and mentoring/advocacy social networks*

To be competitive, proposed activities must demonstrate:

- A clearly defined need in the community connected to self-sufficiency, asset development, self-esteem and empowerment
- Desired goals, how those goals meet desired outcomes, and methods for measuring progress towards those outcomes must be outlined
- A clear plan for sustaining the project after initial funding

Public data will be tracked over time to indicate overall community improvement. Measures will include unemployment rates, poverty rates, number of residents living below self-sufficiency wage level, and education attainment from resources like the Opportunity Index at Opportunity Nation: <http://www.opportunitynation.org>