



# CREATING SHARED VALUE CAPACITY-BUILDING GRANT

2019 APPLICATION GUIDE



APPLICATIONS DUE: FRIDAY, NOVEMBER 8, 2019, 5:00 PM CST

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# OVERVIEW

## CURRENT FINANCIAL LANDSCAPE

Established in 1899, Equifax has served as a global leader driving progress by blending data, analytics, and technology to advance the economic wellbeing of their consumers and communities. As an extension of this mission, the Equifax Foundation is charged with innovatively investing in the support of growing economically healthy communities. This fall, the Equifax Foundation partnered with local graduate students to collaborate on a grant aimed at supporting the sustained growth of quality organizations.

The Equifax Creating Shared Value Grant (CSVG) 2019 is a one-time capacity building grant that aims to strengthen the organizational infrastructure for nonprofits working to enhance financial capability in St. Louis City. St. Louis, like many American cities, has an insidious and racialized wealth-gap where 64% of the Black population lives below the poverty line as compared to 25% of the White population. Without organizations dedicated to enhancing financial capability and inclusion, it is difficult to imagine altering this disparity and promoting racial and economic equity.

The Equifax CSVG 2019 understands that many of the organizations doing this work are often limited by their own capacity needs. Funding core capacities and organizational infrastructure has been shown to create higher performing, more sustainable organizations, with a greater impact on the communities that they serve. For this reason, the CSVG 2019 is open to funding any out of a broad spectrum of capacity-building projects (examples listed below). Ultimately, the Equifax CSVG 2019 seeks to drive change and deepen the impact of organizations doing financial education work, by supporting a one-time capacity building need. Preference will be given to new organizations in North St. Louis City, who have been incorporated for five years or less. The grant will prioritize organizations that conduct financial education work in communities that have traditionally been left out of the banking industry. One applicant will be selected to receive the one-time \$25,000 grant.

### Eligible Organizational Capacity-Building Projects

- + Board/Staff Development**
- + Strategic Planning**
- + Communication & Marketing**
- + New Equipment**
- + Technology Improvements**

<sup>1</sup> (2017). "St. Louis City, MO Data." Data USA. Retrieved from <https://datausa.io/profile/geo/st.-louis-city-mo/>

# AWARD & ELIGIBILITY

## RFP OVERVIEW

The one-time award of \$25,000 will be given to a single newly-incorporated grantee. The award will provide capacity building support over a one-year term that begins early 2020. The award will be disbursed in one installment. During the one-year term, grantees will have access to the Equifax corporate social responsibility leader, David Stiffler.

## ELIGIBILITY REQUIREMENTS

Organizations must have 501(c)3 status and operate within St. Louis City. Funding preference will be given to organizations that serve marginalized populations living within North St. Louis City. The organization must have been incorporated for ten years or less, preference will be given to organizations incorporated for five years or less.

Organizations must provide financial education programming. This may include, but is not limited to: credit counseling sessions, financial education workshops, homeownership workshops, fintech education workshops, and more.

The organization must be applying for a one-time capacity building need. Examples of capacity building projects are as follows:

- Strategic planning
- Technology improvements
- Communication & Marketing
- Board and/or staff development
- New equipment

# SELECTION CRITERIA

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Applications will be reviewed by a committee of Brown School Students in partnership with Equifax. The committee consists of diverse individuals with varied backgrounds and knowledge to ensure a holistic analysis of each grant application. Applications should be written in a way that an everyday person can understand. Professional writing will not be highly scored in the review of each application. If acronyms are used, be sure to spell them out the first time they are used. Applications will be scored on how well the proposed project and the overall organizational mission aligns with the stated preferences and goals of the RFP. Scores will also reflect whether or not questions have been answered in their entirety.

# EXCLUSION CRITERIA

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Any application that meets an item on the exclusion criteria below will not be considered:

- Organizations cannot have been a recipient of Equifax funding in the previous fiscal year.
- The grant will not accept requests from individuals, political, social or fraternal organizations.
- The grant will not accept requests in furtherance of sectarian religious activities, impermissible lobbying, legislative or political activities.
- The grant will not fund the following:
  - Endowments, special events, arts programs, international programs, or capital campaigns.
  - Loans, startup expenses, seed-capital funding for private businesses, or scholarships requested by individuals.
- Organizations that discriminate on the basis of race, creed, gender, national origin, age, disability or sexual orientation in policy or in practice will not be funded.

# PROPOSAL DOCUMENTS

The online application will be available beginning Friday, October 11, 2019. The deadline for proposals is Friday, November 8, 2019, by 5:00 PM CST. Decision will be communicated on November 22, 2019 to all applicants.

To access the application please download the attached docx titled Equifax CSVG 2019 Application. The finished application and requested documents can be submitted via email to [ECSVGrant2019@gmail.com](mailto:ECSVGrant2019@gmail.com).

The following is a list of the questions and requested documents that will be asked within the application.

## **1.1. Cover Sheet**

### **2. Narrative**

#### Section A: Organizational Narrative

Q1: Briefly describe your organization's mission and history. (250 words maximum)

Q2: How do you do financial education work? Please include the specific population served as well as an estimated percentage of clients who reside in North City (if possible, provide zip codes served). (250 words maximum)

#### Section B: Diversity, Equity, & Inclusion

Q3: List any internal or external efforts your organization is currently undertaking to incorporate diversity, equity, and/or inclusion (DEI) into its policies and practices. Are there ways that your organization strives to incorporate the perspective of the community/clients your organization serves? (300 words maximum)

Q4: How are the demographics of the community/clients your organization serves reflected in the composition of your staff, board, and/or volunteers? (250 words maximum)

## 2. Narrative (Cont.)

### Section C: Grant Rationale & Request

Q5: Please clearly define the capacity gap that your organization faces. (300 words maximum)

Q6: How will the capacity building initiative address the gap outlined above? (300 words maximum)

## 3. Required Attachments

- Copy of the current IRS Letter of Determination indicating tax-exempt status.
- If applicable: Memorandum of understanding or contract between the organization and the fiscal agent/fiscal sponsor.
- Financials
  - Internally prepared income statement for current fiscal year.

### ***AND***

- Organization's most recently filed Form 990, plus internally prepared financial statements for the past two (2) years. Must include:
  - \* Statement of activities (income statement)
  - \* Statement of financial position (balance sheet)
  - \* Statement of cash flow



# TIMELINE & COMMUNICATION PLAN

- **October 11, 2019:** RFP Formally Released
- **October 11- November 8:** Application Live
- **November 8:** Applications Due by 5:00 PM CST, email to [ECSVGrant2019@gmail.com](mailto:ECSVGrant2019@gmail.com) with all required attached documents
- **November 22:** Award Decisions Communicated

## CONTACT INFORMATION

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For any additional questions as well as formal submissions, please contact us at:



[ECSVGrant2019@gmail.com](mailto:ECSVGrant2019@gmail.com)



**Q: Who is conducting this grant?**

A: The Equifax CSVG 2019 is comprised of graduate students who have partnered with Equifax through a course on grantmaking and the practice of building financial capability in communities. Following the conclusion of this course, grantees will have access to the Equifax corporate social responsibility leader, David Stiffler.

**Q: Our organization is not housed in St. Louis City, but we provide services and programs for St. Louis City residents. Are we eligible to apply?**

A: Any organization that serves residents in St. Louis City is eligible to apply for this grant.

**Q: My organization has received funding from Equifax in the past, but not in the past fiscal year. Is my organization still eligible to apply?**

A: Yes. If your organization does not currently have Equifax funding or has not received Equifax funding in the previous fiscal year, you are still eligible to apply.

**Q: What areas are considered North St. Louis City?**

A: North St. Louis City is defined as the area north of Delmar Boulevard. Zip codes included in this definition of North St. Louis City are 63101, 63102, 63103, 63106, 63107, 63108, 63112, 63113, 63115, 63120, 63136, 63137, and 63147.

**Q: What type of projects will this grant NOT cover?**

A: Funding for capital campaigns, construction, and/or program needs will not be considered.

**Q: I'm having difficulty accessing the application. What should I do?**

A: Please email us at [ECSVGrant2019@gmail.com](mailto:ECSVGrant2019@gmail.com) and we will send it to you directly.

**Q: What are some examples of organizational capacity-building projects?**

A: Examples include:

- Strategic planning
- Technology improvements
  - Software upgrade for office, database, website, etc.
- Communication & marketing
  - Development of communications strategy
  - Design and staff training for newsletter, brochure, annual reports, etc.
- Board and/or staff development
  - Plans to recruit new board members and/or train existing board members
  - Management and leadership training for staff
- New equipment
- Fundraising
  - Development and implementation of fundraising strategy

**Q: The application asks for an estimated percentage of clients per zip code. Why is this information necessary and how will it affect our application?**

A: Applicants will not be disqualified for not being able to provide zip codes. However, providing zip codes to the best of your ability will help us better understand the impact and reach of your organization in North City.

**Q: My organization's mission and primary focus is not directly related to financial capability, but we provide some financial education programs as a component of our services. Am I still eligible to apply?**

A: Yes, if your organization does financial education programming then you are eligible to apply. However, priority will be given to organization's whose mission most directly aligns with the stated grant priorities of supporting financial education in North St. Louis City in communities with minority populations who have traditionally been left out of the banking industry.