



GRANT GUIDELINES

IF/THEN® Fund at Texas Women's Foundation

November 2020

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Introduction

Texas Women's Foundation (TXWF) works to advance the lives of women and girls by investing in their economic security and leadership. Lyda Hill Philanthropies is guided by the belief that "science is the answer" to many of life's most challenging issues. The IF/THEN® Fund at the Texas Women's Foundation establishes a new collaboration between the two organizations that advances gender equity for today's young girls and builds future equity and leaders across North Texas.

Background & Purpose of Grant Funds

IF/THEN® is designed to activate a culture shift among young girls to open their eyes to STEM careers. IF/THEN® seeks to further advance women in science, technology, engineering and math (STEM) by empowering current innovators and inspiring the next generation of pioneers. Rooted in a firm belief that there is no better time to highlight positive and successful female professional role models, IF/THEN® is designed to activate a culture shift among young girls to open their eyes to STEM careers by: (1) funding and elevating women in STEM as role models, (2) convening cross-sector partners in entertainment, fashion, sports, business and academia to illuminate the importance of STEM everywhere, and (3) inspiring girls with better portrayals of women in STEM through media and learning experiences to pique their interest in STEM careers.

The IF/THEN® Fund at Texas Women's Foundation will award up to a total of \$500,000 to nonprofits and schools to facilitate the utilization of the IF/THEN® Collection to increase the visual representation of women in STEM and inspire the next generation of STEM pioneers in North Texas with their interest in STEM.

What is the IF/THEN® Collection?

The IF/THEN® Collection is the largest free resource of its kind dedicated to increasing access to authentic and relatable images of real women in STEM. The Collection is part of the [IF/THEN® Initiative](#), a national effort sponsored by [Lyda Hill Philanthropies®](#) to inspire young girls to pursue STEM careers while creating a culture shift in how the world perceives women in STEM. The Collection features 125 female STEM innovators selected by the [American Association for the Advancement of Science \(AAAS\)](#) and Lyda Hill Philanthropies® to be [AAAS IF/THEN® Ambassadors](#), all serving as high-profile role models for girls.

The IF/THEN® Collection intends to:

- Shift cultural perceptions of who works in STEM,
- Inspire middle school girls to pursue STEM careers by exposing them to content that presents STEM as exciting and relatable,
- Provide museums, educators, nonprofit organizations, parents and students with high-quality STEM content for use free-of-charge, and
- Empower AAAS IF/THEN® Ambassadors by providing to help them better share their stories.

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Resources

Free access to high quality, dynamic photo, video and other educational assets from the IF/THEN® Collection is a unique opportunity for organizations and the communities served. The following resources are available to learn more about the Collection and how it can be utilized to promote gender equity in STEM.

View the IF/THEN® Collection

Applicants can access the IF/THEN® Collection to explore, imagine and plan on how to best utilize the assets in their work. Access to the collection is free and the grants to be awarded provide the financial support to make those ideas, projects, and strategies a reality. For example, updating exhibits, lobby imagery, or marketing materials, printing banners, or purchasing new technology to enable digital curriculum all require financial investment to meaningfully leverage assets from the IF/THEN® Collection.

View the [IF/THEN®Collection](#).

IF/THEN® Gender Representation Toolkit

The [IF/THEN® Gender Representation Toolkit](#) is a resource to help organizations maximize their use of the Collection assets. The Toolkit is a great starting point to help educators and administrators collect baseline data on the visual representation of gender across their learning environments and organizations.

View the [IF/THEN®Collection Video](#)

View the [IF/THEN® Fund at Texas Women's Foundation Announcement Video](#)

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Priorities

Funding priorities center on the innovative and creative use of the IF/THEN® Collection to increase the visual representation of women in STEM and inspire the next generation of STEM pioneers:

- The expansion, innovation and development of new or existing projects that utilize video or photography assets from the IF/THEN® Collection to transform physical and digital space, enhance and update STEM strategies such as:
 - Printing images to be used in exhibits, classrooms or program materials,
 - Using or embedding assets on websites, social media, online resources and/or in digital marketing materials like e-newsletters or digital learning tools,
 - Integrating assets into programs,
 - Use of the assets for educational and other non-commercial purposes related to STEM fields,
 - Increase STEM career awareness for girls, and/or
 - Featuring or involving AAAS IF/THEN® Ambassadors from the Collection in custom ways (subject to Ambassadors' interest or availability)

- Projects specifically designed for middle school girls, especially girls of color and girls in historically underfunded communities. Although middle school girls are the priority, consideration will be provided to proposals targeting early learners, high school students, and other special populations and communities to:
 - Highlight women in STEM careers,
 - Promote gender representation of women of color in STEM industries and careers, and
 - Educate and influence stakeholders on the educational success of middle school girls.

- Organizations that demonstrate a history of cultural competency and effectiveness in program delivery and organizational leadership.

Competitive Proposals

Competitive proposals will include the following:

- A project plan that incorporates a visual representation component, such as the use of photos and/or videos, especially media from the IF/THEN® Collection
- A clear description and explanation for how the proposed project will have a maximum impact on the organization's learning environment(s) and content including reaching a significant portion of the organization's audience and having a lasting impact beyond the duration of the twelve month grant period
- A project that includes a physical component in your organization's content, such as an exhibit panel, pop-up banners, posters, videos on screens, etc.

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Grant Awards

All grants to be awarded are for a twelve-month period (i.e. March 2020 – March 2021) but we expect that, often, the presence and impact of the imagery will last long beyond the grant period
Grants will be awarded in the range of \$5,000 - \$30,000 with special consideration for big idea grants significantly outside this range (see Q&A).

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Eligibility

The goal of the partnership is that the IF/THEN® Collection is available to as many young girls as possible through partnerships with grantees who:

- Have a current 501(c)(3) status
- Accept grant payment by Electronic Funds Transfer (EFT)-ACH Authorization
- Have operations that are consistent with the Texas Women's Foundation mission, vision, values and core competencies (visit www.txwf.org)
- Only one proposal per organization will be considered and accepted thru the request for proposal process
- Programs serving Dallas, Collin, Denton and Tarrant Counties, or the immediate surrounding North Texas area.

Texas Women's Foundation understands that applicant organizations have diverse structures and/or founding histories, therefore organizations are encouraged to forward any questions regarding eligibility to TXWF staff before beginning the online application.

All grant recipients agree to enter into a contract with the Foundation governing the expenditure of grant funds and recognition of funding. Grant recipients agree to provide a final report 30 days after the grant period including a summary of the project; outcomes and impact; lessons learned; a final budget detailing expenditures on the use of assets; and depending on the project scope the number of individuals (or schools, teachers, nonprofits, etc.) benefitting from the message of the assets. Final reports are submitted through the online grant portal.

Timeline

Information email goes live	October 29, 2020
Request for grant portal logins accepted	October 29, 2020
Notification emails distributed	November 16, 2020
Grant guidelines & online application are available	November 18, 2020
Last day to request logins	January 12, 2021 at 5 pm
Grant application is due	January 13, 2021 at noon
Notification of site visit or elimination from consideration	January 27, 2021
Virtual site visits (if needed) and continued review	January 28, 2021 - February 24, 2021
Grant award letters & declination letters are distributed	March 15, 2021
Final Reports Due	by May 2022

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Ineligible Requests

The Foundation does not fund:

- Individuals
- Campaigns to elect public officials or for partisan political projects
- Programs which promote religious activities, proselytize or require adherence to a particular religion
- Projects or expenses which take place before the grant is awarded
- Projects inconsistent with federal, state and local nondiscrimination ordinances and laws including discrimination on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of services.
- Grants that ultimately go wholly to another agency other than the applicant (pass through)

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Using the Online Grant Portal

A user account is required to access and create an online grant application.

Questions regarding accessing existing user accounts, providing access for contract grant writers or general problems with creating a user account should be directed to Roselle Tenorio at rtensorio@txwf.org or to IFTHEN@Txwf.org.

Note that the links below are solely for grant application submission. The user account created for submitting a grant application is not the same as the login created by individuals when making online donations to the Texas Women's Foundation or registering to attend Foundation events or purchasing event tickets/tables.

Creating a **NEW** user account:

1. Access the [online application portal](#)
2. Select the “**Register**” link to create a new user account.
3. Select “**Grant Applicant**” under the Portal Access section when creating a new user account.
4. Search for and select the appropriate organization. If the organization is not listed, select “**Create a new organization**” and provide the necessary information.
5. Once the registration request is submitted, allow 1 business day for approval and access to the online application system.
6. The last day to request a user account is provided in Grant Guidelines.

Creating a **NEW** application

1. Have your organization's Employer Identification Number (EIN/Tax ID#) available to you prior to beginning the online application
2. Log on to [the application portal](#) with the user account
3. Select “Available Grants” from the menu located on the left side of the page.
4. Select “IF/THEN® FUND AT TEXAS WOMEN'S FOUNDATION ”
5. Add information to the application
6. “Save” the application during the process of data entry or to log out and return to the application at later time

Accessing a **SAVED** application

1. Log on to [the application portal](#) with the user account
2. Select “My Saved Applications” from the menu located on the left side of the page
3. Select the appropriate application to continue working on an application

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Using the Online Grant Portal (continued)

Uploading attachments

1. Navigate to the "Attachments" tab of the online application.
2. Select the "Upload File" button to select a file for uploading to the application.
3. Select the "Open" button once the file is selected to successfully attach it.
4. Successfully attached files will have their file names displayed under the corresponding attachment header.
5. Files can also be removed if an incorrect file is attached.
6. Each file must be individually uploaded and attached.

Submitting an online application from the "Submission Page" tab

1. Verify that all fields are completed and all attachments are included on the application.
2. Complete the fields requiring the name of the executive officer, board chair or approving official for the organization and their official title.
3. Complete the required check box that the organization's approving official certifies that the application is complete and is approved.
4. Complete the required check box that confirms the organization's contact information and payment authorization.
5. Print/save a hard copy of the application using the "Printer Friendly Version" link at the top of the page.
6. Click the "Submit" button located at the bottom of the page.
7. A confirmation message will be displayed once the application is submitted.
8. An email will be sent to the user to confirm receipt of submission.
9. Submitted applications will also be available under "My Saved Applications" on the grant application portal.

Tips

- Google Chrome is the preferred browser for accessing and completing the online application.
- For ease of completion, information can be composed in WORD and then cut and pasted into the online application.
- The system is limited to counting characters and not words in the text boxes. Characters counted include spaces, punctuation marks and paragraph returns.
- Have all attachments available for uploading before submitting the application.
- Only PDF files will be accepted.
- For ease of retrieval after submission, begin file names with the name of the organization (Org XYZ - IRS 501C3 determination letter; Org XYZ - Statement of Financial Position, etc.)

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Texas Women's Foundation Contacts

Lisa de la Garza
Vice President – Programs
ldelagarza@txwf.org

Mary Valadez
Assistant Vice President – Grants
mvaladez@txwf.org

Roselle Tenorio
Grants and Programs Coordinator
rtenorio@txwf.org

Questions regarding accessing the online portal or general questions regarding the IF/THEN® Fund at Texas Women's Foundation may also be directed to IFTHEN@txwf.org

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Questions & Answers

Q: Will applying to the IF/THEN® Fund at Texas Women's Foundation my organization from applying to other Texas Women's Foundation opportunities?

A: Applicants to the IF/THEN® Fund at Texas Women's Foundation remain eligible to also apply for a Texas Women's Foundation Resilience Grant.

Q: If my organization is currently funded by Texas Women's Foundation are we still eligible to apply for a grant from the IF/THEN® Fund at Texas Women's Foundation?

A: Current Texas Women's Foundation grantee are eligible to apply for a grant from the IF/THEN® Fund at Texas Women's Foundation.

Q: My national or regional organization is not based in Dallas, Collin, Denton or Tarrant County, however one of our programs serves girls in these counties, is my organization eligible to apply?

A: The organization is eligible to apply if the program is primarily focused on the stated geographic areas.

Q: If my organization has a project to submit and the budget to utilize the assets exceeds the range of \$5,000 - \$30,000 can it still be submitted and considered?

A: Yes, we encourage innovative, and creative use of the assets and understand that for the purpose of quality and scale some projects founded on a big idea can significantly exceed the identified range. These big idea proposals are welcomed and will be seriously considered. A detailed budget breakdown of expenses focused on use of the assets will be necessary to review the project.

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Application Overview

Must be completed and submitted on the Texas Women's Foundation Online Grant Portal

Organization Legal Name and DBA, if applicable:

Proposal Contact Name:

Proposal Contact Position or Title:

Proposal Contact Email:

Proposal Contact Phone:

Executive Director or President:

Executive Position or Title:

Executive Email:

Executive Phone:

Organization Mailing Address:

City:

State:

Zip Code:

Organization Physical Address:

City:

State:

Zip Code:

Date Founded:

Organization Tax ID Number:

Organization Website:

Organization Main Phone:

Organization Mission Statement (1,000 characters):

Program/Project Name (if applicable):

Amount of Request:

Total Program/Project Budget:

Current Operating Budget:

Brief Description

Provide a brief description of the grant request and how the proposed project(s) will address visual representation of women in STEM at your organization. **(1,000 characters).**

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Proposal Details

Items to address in the narrative:

1. Background on the organization's focus on education, STEM, careers and if relevant, the impact on girls, particularly girls from historically underserved communities.
2. What target communities/schools/neighborhoods/population will be served with the proposed project(s) and the organization's cultural competence in delivering this program/project.
3. Description of how the IF/THEN® Collection will be utilized and the project timeline for implementation.
4. How the organization plans to address current and historical barriers to gender equity in science in its work and on this project and how it plans to utilize the IF/Then® Gender Representation Toolkit to better understand its visual representation of women in STEM.

Note: *This section is limited to a maximum of 8,000 characters. Bullets, empty lines, spacing, parenthesis, etc. all count as characters. The narrative will be evaluated on content, not visual presentation. (8,000 character limit)*

Goals

Goals should relate to the specific grant proposal (See Funding Priorities section above). Please only include the top three goals for funding to utilize the IF/THEN® Collection to promote STEM and STEM careers for girls. (500 characters per goal)

Goal 1:

Goal 2:

Goal 3:

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Attachments

Please label each page of the attachments with your organization name (abbreviations are fine) and format all pages to print. Only PDF files will be accepted.

For All Applicants:

1. 501c3 IRS determination letter
2. Project Budget – including line items on how funds will be expended to incorporate the Collection's assets. Please note allowable expenses include, but are not limited to: materials, production costs, and staff time. Grant funds may not be used for indirect charges or administrative overhead.
3. Organizational budget for current fiscal year
4. Names and titles of key staff including diversity demographics for senior leadership
5. Board list and affiliations including diversity demographics

For Applicants with proposals exceeding \$10,000, please submit these additional reports

6. Most current Statement of Financial Position (Balance Sheet)
7. Most current Statement of Financial Activities (Income/Expense Report)

Note that additional information may be requested for proposals exceeding \$30,000

Submission Page

- Name of Executive Officer, Board Chair, or Approving Official
- Title of Approving Official
- Proposal certifications:
 - A. By checking the box, I certify that this proposal is complete and is approved by the individual indicated above (applicant selects "agree" to complete submission).
 - B. By checking the box, I understand that all correspondence, including payment of an awarded grant, will be by digital means to the contacts provided in this proposal and to the entity information provided in the ACH transform form to accompany this proposal (applicant selects "agree" to complete submission).