



# 2023 Grant Seeker Session

**United Way of  
Greater Atlanta**



**COBB COMMUNITY  
FOUNDATION**

YOUR LEGACY STARTS NOW

# 2023 Grant Seeker Session



## Co-Presented By: Cobb Community Foundation & United Way of Greater Atlanta



*Shari B. Martin,  
President & CEO,  
Cobb Community Foundation*



*Nicole Lawson Doll,  
Northwest Regional Director,  
United Way of Greater Atlanta*



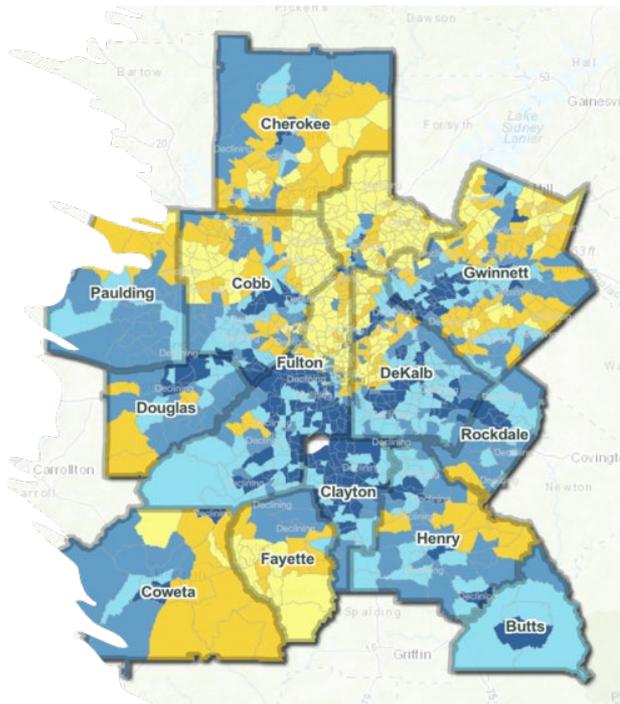
*Shelly L. Owens,  
Director of Nonprofit Services,  
Cobb Community Foundation*

United Way of  
Greater Atlanta



## What United Way Uniquely Does

United Way of Greater Atlanta connects teams of people, companies, nonprofit partners, government agencies, and community groups to work together to identify and break down barriers within the community through program development, strategic investments, and community service.



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### **We connect.**

United Way networks with hundreds of nonprofits, county and local governments, businesses and community leaders, across 13 counties assuring they're connecting, coordinating, and aligning.

### **We use data to drive our investments.**

Data guides the work of United Way to assess gaps in services and understand the unique needs of our region as a whole and within each zip code. We recently updated our Child Well Being Index and Map.

### **We engage and fundraise.**

We engage businesses, individual donors and volunteers, community leaders, foundations and government to drive investments of time, talent and funds in child well-being.

# Who is Cobb Community Foundation?



**We want our community and everyone in and around it to thrive,**

**so we help those who give and serve make a greater impact.**



**We are a convenor.**

We foster collaboration and create capacity for long-term impact.



**We are a grantmaker.**

We magnify generosity by pooling resources to address community needs.



**We are a philanthropist creator.**

We create charitable funds tailored to the donor's objectives.



# 2023 Thrive Grant Programming

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# CCF Grantmaking History



## 1993

- CCF founded as local fund of Community Foundation for Greater Atlanta.
- Founders included Jim Rhoden, Johnny Isaakson, Conley Ingram, Otis Brumby, Jr., John Williams and others.

## 2005

- Cobb Community Foundation becomes a standalone 501(c)(3).

## 2014

- Under the leadership of Cobb Board of Commissioners Chair Tim Lee and CCF Executive Director Tommy Allegood, Cobb BoC and CCF partner to create the Cobb Community Impact Grant.

## 2015 – 2017

- Cobb Community Foundation awards \$225,000 - \$250,000 annually in Impact Grant funded by Cobb County.
- In 2017, BoC approves neither Impact Grants nor Cobb County Nonprofit Grant.

## 2018

- Cobb Community Foundation's 25<sup>th</sup> Anniversary
- CCF raises \$100,000 to give away as Impact Grants in 2019.

## 2019

- \$100,000 in Impact Grants awarded.
- Nonprofits ask "What is your focus?"
- CCF engages GCN to conduct Cobb Needs Assessment and Asset Mapping studying.

## 2020

- Planned build of grants program around results of Cobb Needs Assessment
- COVID hits
- \$322,000 awarded in COVID-19 grants and \$27,000 awarded through Operation Meal Plan

## 2021

- COVID continues
- \$96,000 balance remaining in COVID-19 Fund and \$62,000 balance in Operation Meal Plan fully distributed
- \$30,000 in Jump Start Grants awarded

## 2022

- Creating a new normal
- \$105,000 in Thrive Grants awarded
- \$55,000 in Capacity Building Grants awarded
- \$76,000 in Strategic Impact Grants awarded

# 2023 Thrive Grant Distribution



## Total 2023 CCF Grant Pool: \$300K

- Atlanta Braves Designated Grant: \$50K
- Childcare Focused Grants: \$50K
- Strategic Grants: \$35K
  - Circles Cobb
  - Cobb Collaborative Resilience Program
- Community Resource Grants: \$33K
- Awards/Other: \$32K

Remaining Grant Pool of \$100K, provided in partnership with United Way, will be dedicated to competitive, capacity building opportunities:

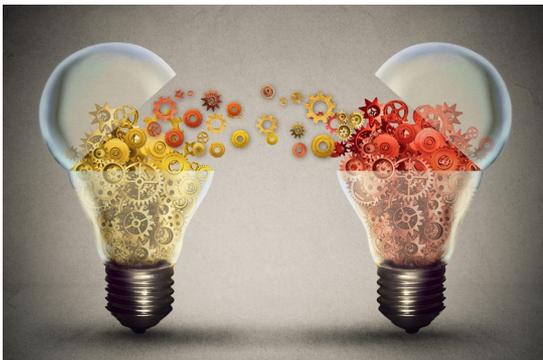
- CCF Nonprofit Roundtable 9 gatherings in 2024
- Cobb Thrives Gift Guide 30 selected
- CNP Credential & Completion Grant 5 selected

# 2024 CCF Nonprofit Roundtable Series



- A monthly educational and networking opportunity, for nonprofit organizations serving Cobb County and the immediately surrounding areas; brought to you by CCF & UW
- Different educational topic each month
- Practical support for Cobb's nonprofit community & opportunities for connection and collaboration
- Sign-ups open starting in January 2024; \$20/per event

**2024 Roundtable Meeting Dates (excluding January, June, & July).  
All meeting times are 9am – 11 am at the Cobb Chamber.**



- 2/29 • 5/08 • 10/22
- 3/28 • 8/28 • 11/21
- 4/24 • 9/18 • 12/11



# Competitive Grant Opportunity #1

## *Cobb Thrives Gift Guide*

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# 2023 Cobb Thrives Gift Guide



- Creation of a print and online “catalog” highlighting needs of nonprofit organizations either located in Cobb County or serving residents of Cobb County
- Intended to support nonprofits with those “harder to fund” items and raise visibility for your organization
- Thirty (30) total nonprofits will be selected for inclusion in the 2023 Cobb Thrives Gift Guide. Selected organizations may submit:
  - 3 “Holiday Wish” items or groups of items
  - Cumulative request cannot exceed \$7,500

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# Cobb Thrives Gift Guide Distribution



Print copy direct mailed to over 500 CCF Fund Holders, board members, and community supporters

OFFICIAL DISTRIBUTION PARTNERS:



# Gift Guide Eligibility



## Eligible organizations

- Classified by the U.S. Internal Revenue Service under Section 501(c)(3) of the I.R.S. code as a nonprofit, tax-exempt organization OR have a fiscal sponsorship
- Registered with the Georgia Secretary of State as a nonprofit
- Minimum of one-year operating history after the date of receipt of its 501(c)(3) classification
- Based in Cobb County and/or serving residents of Cobb County
- Annual operating expenses between \$25,000 and \$1 million as reflected in the most recently filed I.R.S. Form 990
- Faith-based organizations are eligible for non-proselytizing activities
- Individual schools are not eligible to apply. However, district-wide programs, supporting an entire school system, are eligible.

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# Gift Guide Eligibility

## Eligible Requests

Resources for program participants or organizations:

- Tangible items such as equipment, clothing, grocery store gift cards, and toys
- Programmatic resources such as videos or training materials
- Capitol items such as office equipment including laptops, tablets, furniture, and kitchen appliances
- Scholarships for program participants

## Ineligible Requests

- Items that have already been purchased or services that have been contracted prior to application
- Items that cumulatively cost more than \$7,500
- General operating expenses such as salaries, rent, or employee benefits
- Support for organizational or program endowments

# FAQs & Schedule



- Intentionally manageable application – but share your narrative!
- No reporting required
- Finalists selected by community reviewers
- Gift Guide “Fund” will be created for each participant
- Donation tracking
- Excess gifts above and beyond \$7500
- Donations distributed to nonprofits by 1/31/24

## Cobb Thrives Gift Guide Schedule:

- Thurs 9/14: Applications open
- Thurs 10/5: Submission deadline
- Tues 10/17: Notifications
- Wed 11/15: Gift Guide released
- Wed 11/22: MDJ Distribution
- Fri 1/5/24: Gift Guide closes
- Wed 1/31: Funds transferred



# Competitive Grant Opportunity #2

## *CNP Credential & Completion Incentive*

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# CNP Credential & Completion Incentive



- KSU's Wellstar College of Health and Human Services partners with the Nonprofit Leadership Alliance (NLA) to offer the credential of Certified Nonprofit Professional (CNP)
- The only nationally recognized credential in nonprofit management
- CCF will select 5 individuals to receive:
  - Enrollment and tuition for KSU's 6-month online CNP program, Jan – June 2024
  - Enrollment into KSU in-person cohort workshops for CCF's CNP candidates
  - Completion grant (to be awarded July 2024 upon successful completion of the CNP program) to the organization represented by the CNP candidate: \$10,000 unrestricted



- Eligible organizations: no maximum operating budget
- Eligible individuals: Education & Experience
  - Bachelor's degree + 5 years field experience
  - OR 20 years field experience
- Grant intent is to grow & strengthen *organizations*: seeking candidates who desire longevity with their current nonprofit
- Some reporting requirements for CNP candidates
- Unrestricted grant awarded to leadership of organization





## CNP & Incentive Grant Schedule:

- **Thurs 9/14:** Applications open
- **Wed 11/1:** Applications close
- **Mon 11/13:** Finalist Notification
- **Fri 12/1:** Finalist in-person interviews
- **Fri 12/1:** Winners notified
- **Fri 12/15:** CNP Recipients Presentation & Photo Op
- **Jan 2024:** Online CNP course begins
- **Feb 2024:** KSU in-person cohort begins
- **July 2024:** Completion grants awarded



# Application

A complete GLM application includes :

- Organizational Profile
- Completed application

You can find a link to the Organizational Profile along with the application and other documents relevant to the application process at [cobbfoundation.org](http://cobbfoundation.org).



Q&A

