



— THE —
**WELL
FUND**

2023 Program Guidelines



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THE WELL FUND



About the WELL Fund

The WELL Fund is a grant program that supports BIPOC-led nonprofits who serve Detroit youth (ages 5-24). The fund will provide direct grants of up to \$75,000 to approximately five organizations to provide:

- general operating funding,
- technical assistance,
- capacity building and leadership development, and
- support for wellness activities

Co.act Detroit administers the WELL Fund, which was shaped through a community-centered and participatory strategy.

What does the WELL Fund Stand For?

WELLNESS

In 2022, **Co.act Detroit**, the **Skillman Foundation**, **Black Executive Directors Alliance of Detroit (BEDAD)**, and **Youth Development Resource Center (YDRC)** came together around a critical question: how best to support BIPOC-led nonprofits historically excluded from funding opportunities.

Recognizing the connections between wellness, capacity and funding, the WELL Fund was shaped collaboratively by the experiences of local BIPOC leaders, including BEDAD, YDRC, and an advisory group of local leaders.

What does the WELL Fund Stand For?

EQUITY

Through funding for capacity building and technical assistance provided by BEDAD and Opsidia, the WELL Fund will support BIPOC-led organizations which have faced inequities in funding compared to their white-led counterparts.

What does the WELL Fund Stand For?

LEADING & LEARNING

Through leadership coaching, the WELL Fund will support the growth of individual professionals and the sustainability of their organizations.

Award Details





Grant Structure

- Grantees will receive:
 - direct grants up to \$75,000
 - capacity building support from Opsidia and BEDAD
- All applicants will be connected to a network of technical assistance programs and capacity building resources.



Grants May Be Used For...

- **General operating expenses** (the day-to-day costs of running your organization, like payroll and rent)
- Individual staff or organizational **capacity building**
- Support for **wellness** activities

Capacity Building

Capacity building is a self-defined and self-driven process of developing and strengthening the skills, instincts, abilities, processes and resources that organizations and communities need to survive, adapt and thrive.

Examples include:

- Leadership coaching
- Attending a conference
- Purchasing new database software platform
- Hiring a consultant to create a fund development plan



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Wellness

Wellness is defined as programs and activities to improve overall mental, physical and social emotional wellness of young people, young adults or staff and community.

Examples include:

- Self-care event for employees
- Yoga event for youth
- Funds to support a staff mental health day



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Technical Assistance



Opsidia

Grantees will receive technical assistance services through **Opsidia**, a womxn led collective of diverse practitioners specializing in helping mission driven leaders build operational capacity.

After completing a needs assessment, participants will receive a detailed project plan along with a customized technical assistance scope created exclusively for their needs.

Requests to adjust the original approved scope post grant-award must be submitted by the grantee in writing for review and approval by the Co.act team.



BEDAD

In partnership with the **Black Executive Director Alliance of Detroit (BEDAD)**, grantees will receive individualized development support with executive coaching.

Individualized development support includes one-on-one coaching with an executive coach. It also includes support from executive directors in navigating unique personal, professional and organizational growth opportunities.

Grantees who identify as African American, or Black, will receive one-year free membership to BEDAD. BEDAD membership includes access to additional resources through participation in Alliance Meetings and the annual BEDAD Leadership Summit.



Co.act Detroit

All applicants will have access to a network of capacity building programs and resources through Co.act Detroit and program partners.

Eligibility Criteria



Organizations must meet all of the following criteria in order to be eligible:

- Primarily serve Detroit youth ages 5-24 years old
- Be located in Detroit, Hamtramck, or Highland Park*
- Be BIPOC-led, as defined by:
 - Executive Director/CEO identifies as BIPOC
 - 51% or more of staff (full and part time) identifies as BIPOC
 - 51% or more of board or advisory members identify as BIPOCC

* Organizations without a physical location are eligible to apply, provided they serve primarily Detroit youth



Organizations must meet all of the following criteria in order to be eligible:

- Have annual revenue that does not exceed \$300,000
- Have two or more full-time staff members
 - Can include full-time consultants and executive director or CEO
- Be in good standing with the State of Michigan & IRS
 - Non-501(c)(3) organizations may still apply with a fiduciary



Who is **not eligible** to apply?

- **Individuals**
- **Organizations that discriminate** on the basis of race, color, religion, gender, national origin, citizenship status, age, disability, sexual orientation or veteran status
- **Organizations that require membership in certain religions** or advance a particular religious faith. Faith-based organizations may be eligible if they welcome and serve all members of the community regardless of religious belief and meet all other eligibility criteria



Who is **not eligible** to apply?

- **For-profit organizations** or organizations operated to benefit for-profit organizations
- **Detroit Public Schools Community District (DPSCD)** schools are not eligible to apply*
- **Public entities** including city departments and quasi-governmental organizations (businesses within or under government entities)

*Academic Institutions, including nonprofit schools, may be eligible if they:

1. serve the broader community beyond degree-granting, instructional programs
2. meet all other eligibility requirements





Application Process

How to Apply

- Applications will open on Wednesday, April 5, 2023, and must be submitted online by 5PM ET on Wednesday, May 3, 2023.
- The application will begin with preliminary questions to determine eligibility.
- If you're eligible to apply, you will be directed to the full Phase I application, where you can submit your application (video or written).
- You can [submit written or video applications online](#), or drop off a paper application in person at Co.act Detroit.



Video Applications

The WELL Fund accepts video applications! If you prefer to answer application questions by video instead of writing them, here are a few things to keep in mind:

- Videos can be 7 minutes max*
- Please be sure that you answer each question and call out each question you are responding to before providing your answer (view questions on the next page)
- We will only consider the content of your video. So, don't worry too much about how it looks — you will only be scored based on your answers to the narrative questions

*Please note: file upload size limit per upload is 400mb. Please email your video to grants@coactdetroit.org, or get in touch with us if you think your files or submission will exceed these size limits.



Video Applications: Narrative Questions

1. How has your organization served Detroit youth? Please provide specific outcomes derived from a current or past program your organization executed to serve Detroit youth.
2. The WELL Fund is seeking catalytic proposals that will exhibit demonstrable change for an organization. Please explain how this grant award would support fulfilling your organization's mission and take your work to the next level. What would success look like at the end of the grant period? (Speak to your vision of organizational growth.)
3. How will this grant advance the wellbeing of your staff, organization, youth-served or broader community?
4. What role does youth-led decision-making play in your organization? (Speak to any current practices, or aspirational visions for practices you'd like to implement. If aspirational, what resources - people, money, time, etc. - would your org need?)



Paper Applications

To complete a paper application contact grants@coactdetroit.org.

Paper applications may be submitted each **Wednesday between 12PM and 4PM** until Wednesday, May 3:

Co.act Detroit
6568 Woodward Avenue
Detroit, MI 48202



Applicants must answer all required questions and attach...

- Annual organizational operating budget for their most recent fiscal year
- Total proposed budget for use of grant funds (use budget template provided in application)

Incomplete/partial applications will not be considered.

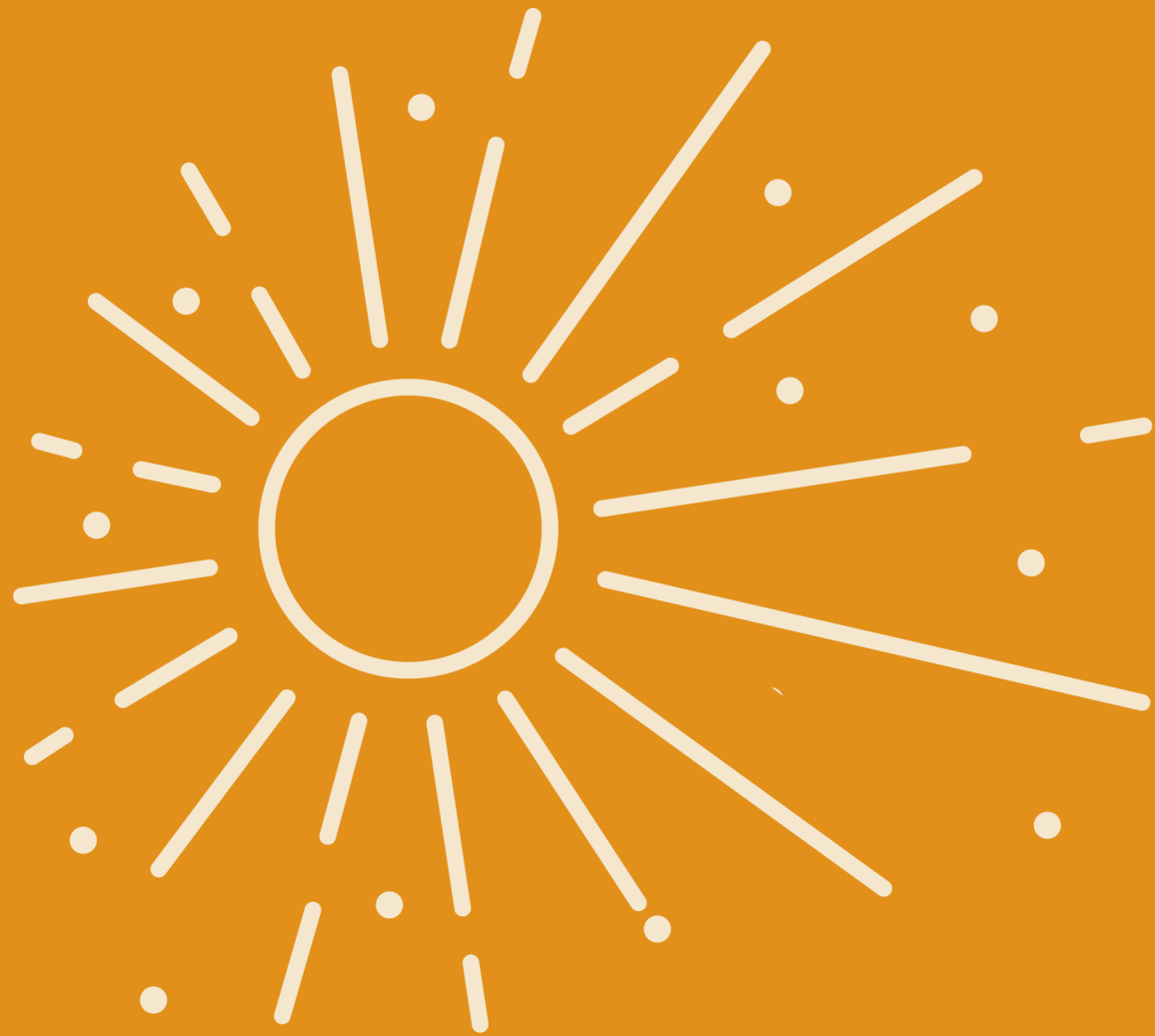


Application Assistance & Confirmation

Information sessions will be held during the application period. The information session schedule will be posted at www.coactdetroit.org/the-well-fund

Applicants will receive an automatic confirmation email after submission. It may take several days to process applications. Please note that an email address is required to receive confirmation that an application has been received.





Selection Process

Selection Committee

A diverse and representative committee of Detroit youth, Co.act and Skillman staff, and other community stakeholders will make up the selection committee. The committee will review applications and make recommendations for grant awards.

The committee may request additional information and/or ask clarifying questions prior to reaching a decision.

The Selection Committee

25%

Program Staff (Co.act + Skillman)

50%

Youth

25%

Community Stakeholders
(Advisory Group, Parents, Small Nonprofits)

Eligibility Review by Co.act Staff

Co.act Detroit will review each application to ensure good standing with the State of Michigan and IRS.

Any applicants that are deemed ineligible will not be considered but will be notified. We will also connect you with resources to support access to future funding opportunities.

Scoring

Grant awards are issued on a competitive basis due to finite resources.

Competitive applicants will:

- Demonstrate a history of impact serving Detroit Youth
- Demonstrate clearly how the WELL Fund will be catalytic to furthering their organization's ability to achieve their mission
- Value youth-based decision making
- Aim to advance the wellbeing of their organization, youth and/or broader community served

Scoring Criteria

Applicants will be scored by the Selection Committee based on **four** criteria:

- Impact
- Alignment with Program Goals
- Demonstrable and Catalytic Impact
- Commitment to Centering Youth

Scoring Rubric

<p>Impact: How impactful has the organization been serving Detroit Youth?</p>	Very impactful in serving Detroit youth	Demonstrates some history serving Detroit youth, but lacks key elements to demonstrate impact	Does not demonstrate any impact in serving Detroit youth or little to no programming serving Detroit youth
<p>Alignment with Program Goals: Does the proposal advance the wellbeing of the organization, youth or community served?</p>	Clearly demonstrates how funds will advance wellbeing	Somewhat demonstrates how funds will advance wellbeing	Does not demonstrate how funds will advance wellbeing
<p>Demonstrable and Catalytic Impact: Will this grant help the applicant to fulfill their organization's mission and take their work to the next level? Does the applicant demonstrate a need and capacity for growth?</p>	Articulates clear vision for organizational growth and how funds will help achieve those goals	Has some desire or plans for growth, some idea of how funds will help achieve those goals	Does not demonstrate clear need for funds, vision and/or desire for growth, or how funds will be impactful to achieving organization's goals and mission
<p>Commitment to Centering Youth: Does the applicant value youth-led decision-making, demonstrated through current or aspirational practices?</p>	Very committed to centering youth in organizational decision-making	Somewhat interested incorporating youth in decision-making	Disinterested or lacks clear vision for centering youth-led decision-making

Impact

How impactful has the organization been serving Detroit Youth?

- a) Very impactful in serving Detroit youth
- b) Demonstrates some history serving Detroit youth, but lacks key elements to demonstrate impact
- c) Does not demonstrate any impact in serving Detroit youth or little to no programming serving Detroit youth

Alignment with Program Goals

Does the proposal advance the wellbeing of the organization, youth or community served?

- a) Clearly demonstrates how funds will advance the wellbeing of the organization, youth or community served
- b) Somewhat demonstrates how funds will advance the wellbeing of the organization, youth or community served
- c) Does not demonstrate how funds will advance the wellbeing of the organization, youth or community served

Demonstrable and Catalytic Impact

Will this grant help the applicant to fulfill their organization's mission and take their work to the next level? Does the applicant demonstrate a need and capacity for growth?

- a) Articulates clear vision for organizational growth and how funds will help achieve those goals
- b) Has some desire or plans for growth, some idea of how funds will help achieve those goals
- c) Does not demonstrate clear need for funds, vision and/or desire for growth, or how funds will be impactful to achieving organization's goals and mission

Commitment to Centering Youth

Does the applicant value youth-led decision-making, demonstrated through current or aspirational practices?

- a) Very committed to centering youth in organizational decision-making
- b) Somewhat interested incorporating youth in decision-making
- c) Disinterested or lacks clear vision for centering youth-led decision-making



Grant Structure

The dollar amount of each grant award will be based on the selection committee's review of each application. However, Co.act Detroit will remain flexible and review grant adjustments on a case-by-case basis.

Requests to adjust the original approved scope post grant-award must be submitted by the grantee in writing for review and approval by the Co.act team.



Scoring Process

Every eligible application will receive at least two scores from the selection committee.

Applications with the highest scores will be considered 'finalists' and will be advanced for a final review by the committee.

The Selection Committee
25% Program Staff (Co.act + Skillman)
50% Youth
25% Community Stakeholders (Advisory Group, Parents, Small Nonprofits)



Final Selection

The committee will convene for a discussion and will recommend grantee selections to Co.act.

Co.act is committed to honoring the selection committee's recommendations, in particular youth committee members, but retains final decision-making authority over final awards.

Co.act is committed to ensuring diverse geographic representation of awards across eligible areas.



Notification

We anticipate selection of grantees and disbursement of grant funds by Summer 2023. All applicants will be notified whether or not they are selected.

Where possible, applicants will also be connected to additional resources at Co.act or through Co.act's network of capacity building partners.

Timeline

Info Sessions	April 2023
Grant Application Period	April – May 2023
Selection Committee Review	June 2023
Selection Committee Convening	June 2023
Grant Awards	July 2023
Grantee Kick Off	Summer 2023
Grant Period	July 2023 – July 2024

Confidentiality

Applicant proprietary and confidential data will not be shared beyond the purposes of review during the selection process and providing capacity building support. Applicant data will not be sold.

Disclaimer

The information contained herein is subject to the actual documents and the written terms and conditions of the WELL Fund program, as the same may be amended from time to time. Co.act Detroit reserves the right to make the final determination of any person's or organization's eligibility and/or qualifications for program benefits, and to make allocation of program benefits as it may, in sole discretion deem appropriate.

