

Concept Brief

TODAY'S DATE:

INSTRUCTIONS

The initial step in the Women's Fund of Mississippi (WFM) grant process is the preparation of a *Concept Brief* for review by the Grants Committee.

After obtaining this 4-page form, feel free to contact us (601-326-0701)

to brainstorm your project concept, as we have found greater success with those applicants who sought feedback before formally submitting *Concept Briefs*. Follow the guidelines below in generating this single-sheet cover (*Concept Brief*) and the following parts for submittal:

- A. *Program Summary,*
- B. *Anticipated Social Change,*
- C. *Implementation & Evaluation.*

1

Save this form to your hard drive and reopen in Adobe Acrobat. Using the information fields of this PDF form, fill-in *all* items of all four pages (this cover sheet plus parts A, B, and C).

2

Make a copy for your files and deliver your 4-page *Concept Brief* to the Women's Fund of Mississippi.

BY EMAIL:
jamie@womensfundms.org

OR

BY FAX:
601-326-0702

OR

BY MAIL OR HAND-DELIVERY:
Women's Fund of Mississippi
120 N. Congress St., Suite 903
Jackson, MS 39201

Concept Briefs
are accepted

July 1, 2011 - August 31, 2011

NAME OR
TITLE OF
PROGRAM:

About Your Organization

YEARS IN OPERATION:

NAME OF
ORGANIZATION:

MAILING ADDRESS:

WEBSITE:

CONTACT
NAME:

CONTACT
EMAIL:

CONTACT
TELEPHONE
& FAX:

TOTAL ORGANIZATIONAL BUDGET:	IRS 501 (C) (3) NON-PROFIT:	YES NO	TOTAL NUMBER OF STAFF:	TOTAL NUMBER WOMEN ON STAFF:
TOTAL NUMBER ON BOARD OF DIRECTORS:	TOTAL NUMBER NON-WHITE BOARD MEMBERS:		TOTAL NUMBER WOMEN BOARD MEMBERS:	

THE MISSION OF THE ORGANIZATION (UP TO 50 WORDS):

About Your Program

START DATE:

TOTAL PROGRAM BUDGET:	TOTAL PROGRAM COST (\$):	AMOUNT REQUESTED FROM WFM:
MISSISSIPPI COUNTIES SERVED:		
AGE-RANGE SERVED (INDICATE ALL THAT APPLY):	GIRLS WOMEN	TEENS (HIGH SCHOOL) ELDERLY
TOTAL NUMBER OF WOMEN / GIRLS DIRECTLY SERVED BY THIS PROGRAM:	TOTAL NUMBER OF WOMEN / GIRLS INDIRECTLY SERVED:	AVERAGE % OF TOTAL WOMEN / GIRLS SERVED THAT ARE LOW-INCOME :

PLEASE INDICATE WHICH OF THE FOLLOWING AREAS OF FOCUS BEST DESCRIBES THE **PRIMARY** FOCUS OF THE PROPOSED PROGRAM (WITH A "1") AND, IF APPLICABLE, THE SECONDARY FOCUS (WITH A "2"):

ECONOMIC SECURITY
 EARLY CHILDHOOD CARE/EDUCATION
 PREVENTING TEEN PREGNANCY
 PREVENTING VIOLENCE AGAINST WOMEN
 VULNERABLE CHILDREN

Concept Brief

TODAY'S DATE:

PART

A

This is your opportunity to distinguish your program from others, by telling us about it as only you can, with clarity, understanding and enthusiasm.

Consider this a "statement of need" when you tell us *why* the Women's Fund of Mississippi should support your organization with a grant.

NAME OR
TITLE OF
PROGRAM:

1. What do you want us to know about your program?

2. Why should we fund your program? (STATEMENT OF NEED)

3. What will be the impact of your program beyond its direct participants?

Anticipated Social Change

PART

B

We are interested in how your proposed program attempts to permanently change the conditions and systems that adversely affect women and girls in Mississippi.

To assist you in you defining your program in terms as it relates to our grant philosophy of investing in and creating social change, we offer the following reference:

INDICATORS OF SOCIAL CHANGE

1

Shifts in definition or reframing of issues:

The issue is defined differently in the community or larger society.

For example, "going green" becomes a mainstream definition as the result of environmental awareness and action.

2

Shifts in individual or community behavior:

People behave differently in the community.

For example, people recycle at greater rates and buy energy efficient appliances.

3

Shifts in critical mass or engagement:

People in the community are more engaged in your issue.

For example, people attend talks and information sessions on environmental issues.

4

Shifts in policy:

Specific organizational, local, regional, state or national policy has changed.

For example, the local school district enacts a "no idling" policy for school buses.

5

Maintaining or holding the line: Earlier progress on the issue has been maintained in the face of opposition.

For example, a bill to ease clean water standards is defeated.

NAME OR
TITLE OF
PROGRAM:

1. What is the long term social change impact you will make in two to five years?

2. Describe the indicators of social change (LISTED AT LEFT) that best apply to your work and how. (MOST PROJECTS ONLY INCORPORATE ONE OR TWO INDICATORS AT A TIME.)

