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**Giving Tuesday Matching Challenge**

**2020 Guidelines and Application**

# **Vision and Mission**

The Community Foundation for Loudoun and Northern Fauquier Counties was founded in 1999 to benefit the towns, countryside, and citizens of Loudoun and Fauquier Counties and surrounding areas. We grow community giving. As part of our COVID-19 relief efforts, the Community Foundation offers a Giving Tuesday Matching Challenge opportunity to five human services nonprofits.

# **About the Donors**

Funding for the Giving Tuesday Matching Challenge is provided through donations made to the Community Foundation’s Community Emergency Relief Fund. The Community Emergency Relief Fund was established in March 2020 to accept and strategically disburse funding to address COVID-19 emergency response and relief efforts in Loudoun and Northern Fauquier Counties.

## **Giving Tuesday Matching Challenge Guidelines**

The Community Foundation will select five human services nonprofits that can demonstrate significant hardship due to COVID-19 to participate in the Giving Tuesday Matching Challenge. As many organizations have lost revenue during the pandemic due to cancelled fundraisers, reduced fees for services, or funders changing grant priorities, the Giving Tuesday Matching Challenge is designed to help catalyze fundraising efforts for nonprofits and energize their donors to support their work during this difficult time.

Selected organizations will commit to raising at least $5,000 during Giving Tuesday, and in return, the Community Foundation will grant up to $5,000 in general support funding per organization matched from the Community Emergency Relief Fund. Giving Tuesday is a nationally recognized day of giving to nonprofits, and takes place this year on December 1, 2020.

Selected nonprofits will coordinate their own fundraising campaigns to meet the minimum $5,000 fundraising challenge. Donations received by the selected nonprofits between Tuesday, November 24 and Tuesday, December 8, 2020 may count towards the minimum $5,000 fundraising challenge. Gifts made online or mailed may be included; pledged gifts are not included unless received by the organization during the timeframe noted.

**A Pre-Application Workshop**

An optional pre-application workshop will be held on Friday, September 25, 2020 at 2:00 p.m. You must register to attend; registration to attend the pre-application workshop can be found here: <https://us02web.zoom.us/meeting/register/tZAqduusqjkiG9L50yOKg_JTNQUApVLRLhHh>

**Eligibility Requirements for Applicant Organizations:**

* Must be a 501(c)(3) nonprofit public charity;
* Must be a human services provider and a member of the Loudoun Human Services Network as of September 15, 2020;
* Must have a physical location in Loudoun County and directly serve its residents;
* Must be able to demonstrate financial hardship related to COVID-19;
* Must commit to conducting a fundraising campaign to raise at least $5,000 during Giving Tuesday (gifts received between Tuesday, November 24 and Tuesday, December 8, 2020 may count towards the minimum $5,000 fundraising challenge).

The review committee will select applicants that reflect a diverse array of services and organizational sizes, and that can demonstrate capacity to successfully conduct the fundraising campaign.

# **Application Submission and Review**

Application and supporting documents must be **submitted electronically via email** to Nicole Acosta at nicole@CommunityFoundationLF.org **on or before Monday, October 5, 2020, 5:00 p.m.** (subject line: Giving Tuesday Matching Challenge Application). The Community Emergency Relief Fund Grants Committee will review applications and recommend final selections to the Community Foundation’s Board of Directors.

##### **Program Timeline, Selection and Final Reporting**

Applicants will be notified of final selections by Friday, October 16, 2020. Selected organizations will provide a final financial report to the Community Foundation by **Tuesday, December 15, 2020**, demonstrating that the fundraising challenge was met**.** As part of the final financial report, organizations will be required to provide a list of gifts received for the challenge between Tuesday, November 24 and Tuesday, December 8, 2020 (identifying information about donors is not to be shared; however, a list of gift amounts and dates received is required). Gifts made online or mailed may be included; pledged gifts are not included unless received by the organization during the timeframe noted. Once final reports are submitted and the challenge requirements are met the Community Foundation will grant the matching funds to the organization. Should a participating organization not succeed in meeting the $5,000 match, the organization will be matched for funds raised. Unmatched funds will be returned to the Community Emergency Relief Fund.

### Application Instructions

An application should include the following components:

1. **Application Cover Form**
2. **Proposal Narrative** (no more than three pages total)
   * **Organizational Background, Mission, Vision**—Describe when your organization was founded, your board composition, staffing and volunteer systems, programmatic mission, and vision of the organization, core programs, demographics of people served, etc. Please also include race, ethnicity, and gender data for your program participants, as well as for your staff, management and leadership, and Board of Directors.
   * **COVID-19 Impact**—What financial hardships has COVID-19 presented for your organization? Have you had to cancel fundraising events, lost program fees, etc.? How has this impacted your programming?

**Fundraising Campaign**—Provide an outline of your fundraising campaign plan to achieve the Giving Tuesday Matching Challenge fundraising goal. Describe what resources your organization will use to ensure you meet your challenge goal. How will your Board be involved? This is your opportunity to demonstrate your capacity to meet the challenge requirements.

* + **Give Choose and Giving Tuesday History**—list amounts raised in Give Choose and/or Giving Tuesday over recent years (up to three years, if possible).

### (3) Support Materials—Please provide a copy of the following materials (attach each item separately):

* List of board of directors and their affiliations
* Most recent Form 990 or 990EZ
* Most recent audit, review, compilation, or financial statement
* IRS letter of determination
* Current Fiscal Year Organizational budget

***Submit all application documents electronically via email by Monday, October 5, 2020, 5:00 p.m. to:***

Nicole Acosta; [nicole@communityfoundationlf.org](mailto:nicole@communityfoundationlf.org)

Community Foundation for Loudoun and Northern Fauquier Counties

Subject Line: Giving Tuesday Matching Challenge Application

For more information or questions, contact Nicole Acosta, Director of Grants and Nonprofit Programs at 703-779-3505, ext 3 or email at [nicole@communityfoundationlf.org](mailto:nicole@communityfoundationlf.org).

**Giving Tuesday Matching Challenge**

**COVER FORM ~ 2020**

Organization \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Mission Statement \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Current Fiscal Year Budget $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What percentage of your board make financial contributions to your organization? \_\_\_\_\_\_\_\_\_\_\_\_\_

**Giving Tuesday Matching Challenge**

**PROPOSAL ~ 2020**

(include proposal narrative here, no more than three pages)