

# ADVANCING OPPORTUNITY AND PROSPERITY

A Grantmaking Program of the WD-40 Company Foundation  
FY2019 Request for Proposal



The San Diego Foundation invites nonprofits receiving this request for proposal to apply for the WD-40 Company Foundation's Advancing Opportunity and Prosperity grant program. The WD-40 Company Foundation is a donor advised fund at The San Diego Foundation.

This program seeks to improve self-sufficiency for low-income San Diegans through improved access and raised awareness for services, resources, training, and other supports that can increase their level of self-reliance. For this grant cycle, the WD-40 Company Foundation seeks initiatives focused on promoting the economic stability and prosperity of San Diegans via support to the following broad areas:

- **Food security:** access to enough healthy food for a healthy and active life, necessary to enable people to flourish and reach their full potential: children can concentrate on school and adults on parenting and work.
- **Workforce development:** access to the skills, learning and opportunity for viable work, tied to the prosperity of our region. Workforce development imparts both hard and soft work skills and connects people's capabilities with the specific needs of industry.
- **Family economic success:** a comprehensive and holistic anti-poverty strategy that supports low-income families in earning more, saving more and investing over time, ultimately protecting and growing their financial stability and prosperity.

With this grant cycle, the WD-40 Company Foundation seeks organizations that are working in at least one of the areas listed above, but whose work potentially also produces outcomes in one or both of the other two areas, whether alone or with a partner. Approaches that involve collaboration between two or more organizations, and include a solid plan for tracking results and measuring outcomes related to Advancing Opportunity and Prosperity, will be given highest priority during the selection process.

## RATIONALE

Nationally, 37% of households live in the financial red zone of "liquid asset poverty," meaning they do not have enough in liquid savings, such as cash or assets that are easily converted to cash, to replace income at the poverty level for three months if they are without employment.<sup>1</sup> Moreover, deep and enduring wealth disparities across gender, ethnic and racial lines heighten the seriousness of financial fragility affecting many lower income individuals and families. According to research by the Center on Policy Initiatives, a third (33%) of working age families in San Diego County can't make ends meet.<sup>2</sup>

<sup>1</sup> Prosperity Now. (2017). *On Track or Left Behind? Findings from the 2017 Prosperity Now Scorecard*. Retrieved from: [https://prosperitynow.org/files/PDFs/2017\\_Scorecard\\_Report.pdf](https://prosperitynow.org/files/PDFs/2017_Scorecard_Report.pdf)

<sup>2</sup> Center on Policy Initiatives. (2017). *Making Ends Meet*. Retrieved from: <https://www.cpisandiego.org/reports/making-ends-meet-2>

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Creating solutions that help people to pull themselves permanently out of poverty involves going beyond siloed approaches that focus on deficiencies, to those that build on strengths and increase capabilities. Incorporating complementary programs such as financial literacy, workforce training and food security offers improved prospects for effective results that advance opportunity and prosperity.

Addressing poverty in our community is a complex challenge, requiring many stakeholders to work together on building effective solutions. The WD-40 Company Foundation believes collaboration is critical for enduring impact and change. This grantmaking program seeks to result in independence from support organizations over time, to improve conditions for San Diegans.

## PROGRAM AND ELIGIBILITY CRITERIA

Minimum grant amount is expected to be \$20,000, with the potential opportunity for multiyear funding.

### Mandatory Criteria

- Program/project must serve persons or populations within San Diego County.
- Eligibility is limited to 501(c)(3) Public Charities in good standing with the IRS (inclusion in Publication 78).
- Eligible organizations will have a Gold level certified profile on GuideStar.\*

### The San Diego Foundation will look favorably on those applications that demonstrate:

- An understanding of the current challenges and conditions of low-income families and individuals;
- The capacity to design community- and family-focused strategies that can help families and individuals become more self-reliant;
- Projects that demonstrate collaborative efforts, on their own or through partnership(s), to address one or more of the three grantmaking program focus areas.
- A Platinum level certified profile on GuideStar.

To complete a GuideStar profile, go to:

<https://learn.guidestar.org/update-nonprofit-report?search=false&search=false>

To view an archived webinar on how to earn GuideStar Platinum, go to:

<https://www.youtube.com/watch?v=Y3blvNZYyPY&feature=youtu.be>

For PowerPoint slides about GuideStar Platinum, go to: <https://cdn2.hubspot.net/hubfs/733304/Webinar%20Files/2016-05-24-platinum-work-session-slides.pdf>

Applications must be submitted online at the following link on the Smarter Select platform:

<https://app.smarterselect.com/programs/52846-The-San-Diego-Foundation-Community-Impact>

### Late or incomplete applications will not be accepted.

\*Applicants need not have Gold level at the time of application, but, if selected for funding, would need to have earned it by the time that the award is made.

**The deadline for submitting completed applications is 5:00 p.m. (PST) on Friday, November 30, 2018.**

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## ADVANCING OPPORTUNITY AND PROSPERITY FY19 GRANT CYCLE TIMELINE

- Monday, October 1, 2018: RFP released.
- Friday, November 30, 2018 by 5:00 p.m.: Proposals are due.
- February 2019: Semi-finalists are notified.
- March 2019: Site visits are conducted.
- April 2019: Finalists are notified, and presentations take place.
- July 2019: Grantees are announced.

For program questions, please contact Heather Rossetti at [heatherr@sdfoundation.org](mailto:heatherr@sdfoundation.org)

For technical questions regarding the online application, please contact Kerri Favela at [kerri@sdfoundation.org](mailto:kerri@sdfoundation.org)

To access the online application, please click on the following link:

<https://app.smarterselect.com/programs/52846-The-San-Diego-Foundation-Community-Impact>