

UPROOT!

A Primary Prevention Newsletter from the Texas Association Against Sexual Assault

Preventioneer

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n. One who, through innovative and pioneering means, seeks to create lasting social change with the intent of preventing sexual violence

Special Edition

We recognize that resources, and particularly money, are a major, major (did I mention major) concern facing preventioners across Texas. This edition of *Uproot!* is dedicated to providing you with some resources and information to help you increase the financial support of your primary prevention programming, with a particular focus on grant writing and foundations. Future quarterly editions of *Uproot!* will include a focus on a whole range of capacity building topics, such as grassroots fundraising, building community support and utilizing volunteers. We will continue to provide updated information about foundations who may support your prevention efforts. If you have any particular needs, or want to provide feedback on the information and resources we distribute, please [contact us](#).

New Work, New Opportunities

by Tim Love

For most of us, our primary prevention efforts represent a significant change in the type of work we do and the way we do it. My duties and the content and focus of my work looked a whole lot different five years ago when I was a sexual assault prevention educator at a local center than they do for most of you now. This shift in focus also means that the foundations who are interested in funding our work might be different. Following are some different strategies that various foundations support - strategies that are now a part of the work being done to implement the state primary prevention plan across Texas.

Abuse and/or Violence Prevention – Some foundations are looking to fund programming that is designed to prevent abuse or violence. Even if foundations tend to fund broader violence prevention work rather than focus specifically on sexual violence prevention efforts, a focus on the risk factors for sexual violence is likely to impact many broader forms of violence that share some of the same risk factors. Therefore, any primary prevention programming being done in centers is likely to fit into this funding focus. For foundations who have always funded child abuse and sexual violence prevention work, your shift to a primary prevention approach may be marketable as an innovative approach to an issue they've been focused on for some time - something that foundations seek out when reviewing proposals.

Capacity Building – Although most foundations prefer to fund direct programming and tend to shy away from administrative costs, capital campaigns and facilities costs, there are a few foundations that will fund these capacity building costs. In addition, some foundations provide funding for strategic plan development, program evaluation and organizational assessment. If this fits in with your prevention programming needs, you may be able to develop a strong application.

Civic Engagement or Participation – Foundations are very often interested in funding programs that do two things; 1) include the recipients of programming in the process of developing, evaluating and implementing programming, and 2) become sustainable by getting the community at large to understand and support the program. Along these lines, the community work groups that folks pulled together to do their needs and resources assessments and to inform the development of their prevention programming can be a real asset to an application. In addition, foundations that focus on civic engagement are looking to support programming that moves program recipients and community members (particularly marginalized community members) past awareness of an issue to a point of becoming active participants in increasing the health and safety of their own communities. Programs that have any prevention programming designed to get participants active in addressing the risk factors for sexual violence may be a good fit.

Community Mobilization – Foundations funding this sort of work are looking for efforts similar to those with a civic engagement focus. The primary difference is that community mobilization programming is very intentional about moving a group of community members to collective action regarding a specific issue or risk factor that impacts that community, whereas civic engagement may stop at giving individuals or small groups of folks the skills to act on their own specific issue. Again, the primary difference with community mobilization is a larger scale, collective and focused action related to a specific issue or risk factor. If community mobilization is a part of your prevention program, then you may be a good candidate for these foundations.

Policy Work – Some foundations are focused on supporting programming to develop strong and effective policies that address a number of social problems. You may be a good candidate for these foundations if part of your prevention programming includes policy work. Prevention policy work might range from getting a strong, prevention-based anti-bullying policy in local schools to getting local businesses to sign on to a policy preventing the use of objectifying images of women in their advertising to getting a city ordinance passed that prevents government events from being held at hotels that provide pornography.

Social Change/ Social Justice – Some foundations seek to support efforts to create positive social change or address inequality (or build equality) in communities. Foundations supporting this work often support efforts to work with marginalized people within communities. If your prevention programming includes efforts to work with youth, women, people of color, people who identify as LGBTQ or other marginalized folks, or includes efforts to increase equality for any of these groups, you may be a good fit for such foundations. Any program taking on any of the societal level goals from the state plan, or that are addressing the attitudes, beliefs and behaviors supportive of sexual violence is likely to be a strong proposal.

Youth – Education – Foundations looking to support this type of work are not always focused just on formal education. Many of them talk about whole child education, which includes social skills and competencies as well as learning to read, write and do math, and include efforts to create healthy and safe learning environments. Prevention programming that is focused on working with entire schools, or other youth-serving organizations, to support student social development (social competencies, civic engagement, etc.) and

to create supportive learning environments (anti-bullying, teacher and school administrator training, etc.) may be a good fit for such foundation initiatives.

Youth – Health – Foundations looking to support youth health initiatives support programs ranging from healthy sexuality to reproductive health and rights to parenting programming to help create supportive home environments. There are many examples of prevention programming that are focused on precisely these approaches, from educational sessions with youth to parenting programming.

Youth – Leadership – Many foundations are looking to support programming that provides skills and opportunities for youth leaders to impact the overall health and safety of their own communities. Prevention programming, such as TAASA's Texas PEACE Project, that engages youth as leaders and helps them develop leadership skills may be a good fit.

Potential Grant Resources

We'd like to thank our executive director, Annette Burrhus-Clay, for providing us with the following list of foundations and endowments that are currently funding programming that may match up well with the primary prevention programming your organization and community are engaged in. Under each foundation we've indicated the general type of programming that it funds, using the categories from the article [New Work, New Opportunities](#) above. We suggest that you take the time to check out each website and learn more about the foundation and the efforts it has recently funded before you contact them. Some foundation web pages may indicate that they are not accepting letters of inquiry or proposals – we suggest that you try anyway. *(The website links in the list below are inactive. Please click on this link - [foundation descriptions.pdf](#) - for this same list of foundations with active links to their websites.)*

Albert & Ethel Herzstein Charitable Foundation

www.herzsteinfoundation.org

no submission deadline
Abuse and/or Violence Prevention
Youth – Education
Youth – Health
Youth – Leadership

Hard Rock Café Foundation

www.hardrock.com

no submission deadline
Abuse and/or Violence Prevention
Civic Engagement or Participation
Social Change/Social Justice
Youth – Education

Harriet H Samuelsson Foundation

www.samuelssonfoundation.org

submission deadlines - 3/31 & 9/30
Youth – Education
Youth – Health
Youth – Leadership

Beaumont Foundation of America

www.bmtfoundation.org

no submission deadline
Youth – Education
Youth – Leadership

RGK Foundation

www.rgkfoundation.org

submission deadlines - 3/4, 6/10, 9/16 & 12/2
Abuse and/or Violence Prevention
Capacity Building – (limited)
Youth – Education
Youth – Leadership

Charles Stewart Mott Foundation

www.mott.org

no submission deadline
Capacity Building
Civic Engagement or Participation
Youth – Leadership Development

Ford Foundation

www.fordfoundation.org

no submission deadline
Abuse and/or Violence Prevention
Civic Engagement or Participation
Community Mobilization
Policy Work
Social Change/Social Justice
Youth – Education
Youth – Health
Youth – Leadership

ATT Foundation

www.att.com/gen/corporate-citizenship?pid=7736

no submission deadline
Community Mobilization
Youth – Education

Bank of America Charitable Foundation

www.bankofamerica.com/foundation/

no submission deadline
Civic Engagement or Participation
Community Mobilization
Youth – Leadership

Marguerite Casey Foundation

www.caseygrants.org

no submission deadline
Capacity Building
Community Mobilization
Social Change/Social Justice
Policy Work
Youth – Leadership

Robert McCormick Tribune Foundation

www.rmtf.org/default.aspx

submission deadlines – 12/1 for over \$50,000, no
deadline for under \$50,000
Abuse and/or Violence Prevention
Civic Engagement or Participation

The Annenberg Foundation

www.annenbergfoundation.org

Other Fundraising Resources

These organizations and books can provide you with additional information, suggestions and, in some cases, assistance with preparing your grants or developing a plan to help sustain your primary prevention programming.

The Foundation Center - www.foundationcenter.org

This website has a wide variety of resources available - many that are free of charge and some that require membership. Resources include lists of foundations, free webinars you can watch at any time and online training courses.

Texas Non Profits - www.txnp.org

This organization's website includes a range of resources from a list of foundations and grants to sample forms and checklists to blogs and articles. Many of the resources are free, but some require membership.

Texas Association of Non-profit Organizations - www.tano.org

This organization's website also has a host of resources for non-profits and for non-profit management, including fundraising tips and resources. Some resources are free and some require membership.

Non-profit Guides - www.npguides.org

This website includes tips on grant writing, including sample proposals.

Fundraising for Social Change - by Kim Klein - www.kleinandroth.com

One of the most used and highly regarded books providing guidance on fundraising for efforts to create social change and norms change. Kim Klein and her consulting partners continue to provide resources, consulting and information for organizations looking to sustain their programming. You can order the book from this website.

Save the Date: 2011 TAASA Primary Prevention Institute

Go ahead and mark it on your calendars! A must-experience event so huge that we want to make sure you don't schedule anything else on these dates even though it is still seven months away. The 2011 TAASA Primary Prevention Institute will be Monday and Tuesday, Aug. 8 and 9, 2011 at the Sheraton Austin Hotel at the Capitol in downtown Austin. Details on registration and institute agenda will follow this spring. Don't miss it - all the cool preventioners will be there!

For more resources and informative articles on various prevention topics, check out the [TAASA prevention page](#), which includes an archive of past editions of Uproot! Also, check out TAASA's blog - [Speaking Out](#) - for discussions of social justice issues, resources and current events that relate to prevention efforts.