

We Raise Foundation Theory of Change



If We Raise Foundation ...

- Partners with nonprofits (“NPOs”) that are:
 - U.S. based, Christian, and aligned with WRF mission
 - Innovative (new programs)
 - Looking to grow/scale
 - Working at the intersection of poverty, violence, and inequality
 - In Chicago, St. Louis, Milwaukee or Oakland/San Francisco
- Preferences the following issue areas as well as organizations that serve communities of color in its grantmaking –particularly
 - Workforce (adults)
 - Education (K-8)
 - Criminal Justice (ex-offenders, legal services)
- Offers one larger, multiyear grant:
 - \$100,000 over three years
- Provides value added support and services as part of the grant in the form of:
 - Resource Development Assessment
 - Incentivized Online Fundraising Campaign
 - Prospect research on like-minded foundations
 - Wealth Screenings for up to 10,000 names
 - Webinars, at no cost to grantees, to build their knowledge and skills in fundraising
 - \$2,500 in capacity building funds each year of the grant term
- Takes risks on new organizations and programs
- Vets grantees in such a way that a WRF grant is “seal of approval” for smaller orgs
- Take a relational, invested approach with grantees
- Honors a Lutheran motivation for its work as grace in action

STRATEGIES AND VALUES

THEN ...

Grantee organizations will...

- Have an analysis of their organization’s strengths and areas for growth in terms of their fund development capacity
- Build their skills and tools around fundraising
- Leverage more financial resources; Have increased access to capital
- Be capable of partnering with WRF to articulate and evaluate the outcomes of their work.
- Have increased information on potential funders and donors
- Feel affirmed in their work
- Have increased confidence
- Take risks to create new programs – have a general culture of innovation
- Have increased capacity to serve clients in new ways
- Feel as though they have better mission attainment
- Have increasing equity in their board and staff leadership
- Build a network in their local community

Donors will...

- Understand and support WRF’s key issue areas
- Appreciate the distinctive approach of WRF grantee partners

IMMEDIATE OUTCOMES

WHICH WILL LEAD TO ...

Grantee organizations that...

- Can sustain new programs beyond the life of the WRF grant
- Have a diverse revenue mix
- Are organizationally sound (i.e. effective leadership, financially sustainable, etc.) and well-positioned to collaborate with other NPOs
- Are replicating or scaling funded programs beyond the life of the WRF grant
- Can report client level outcomes to WRF (see below)
- Are leaders in the local NPO network – increasingly working at a systems or community level

And have client populations/communities that...

- Have greater access to opportunity
 - Workforce = good jobs (living wage, benefits)
 - Education = schools and after school programs
 - Criminal Justice = preventative help, clean records, reintegration through jobs/housing

Donors will...

- Increase their financial support of WRF
- Act as champions for WRF as it continues to grow its work

INTERMEDIATE OUTCOMES

WHICH WILL IN TURN LEAD TO ...

People free from poverty, violence, and inequality.

LONGER-TERM IMPACT