

We Raise Foundation Theory of Change



If We Raise Foundation ...

- Partners with nonprofits (“NPOs”) that are:
 - U.S. based, Christian, and aligned with the We Raise Foundation 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 grant making, particularly:
 - Workforce (adults)
 - Education (K-8)
 - Criminal Justice (ex-offenders, legal services)
- Offers one larger, multiyear grant:
 - \$100,000 over three years
- Provides available value added support and services as part of the grant in the form of:
 - Resource Development Assessment
 - Incentivized online crowdfunding campaign
 - Foundation search to connect the organization to other like-minded grant makers
 - Wealth screenings for up to 10,000 names
 - \$2,500 in available capacity building funds each year of the grant term
- Takes risks on new organizations and programs
- Vets grantees in such a way that a We Raise Foundation grant is a “seal of approval” for smaller organizations
- Takes a relational, invested approach with grantees
- Honors a Christian 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 We Raise Foundation 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 We Raise Foundation’s key issue areas
- Appreciate the distinctive approach of We Raise Foundation grantee partners

IMMEDIATE OUTCOMES

WHICH WILL LEAD TO ...

Grantee organizations that...

- Can sustain new programs beyond the life of the We Raise Foundation 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 We Raise Foundation grant
- Can report client level outcomes to We Raise Foundation
- 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 We Raise Foundation
- Act as champions for We Raise Foundation 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