

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
 - Serving under-resourced communities
 - In Chicago, St. Louis, or Milwaukee (preference)
- Preferences the following issue areas in its grantmaking, particularly:
 - Workforce Development (adults)
 - Education (K-12)
 - Reentry (formerly incarcerated individuals)
- Offers one larger, multiyear grant:
 - Minimum of \$50,000 over two years
- Provides value-added resources and services as part of the grant such as the following or other beneficial resource tailored to fit the needs of the organization:
 - 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 grant is “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 can...

- 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 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’s key issue areas
- Appreciate the distinctive approach of We Raise grantee partners

IMMEDIATE OUTCOMES

WHICH WILL LEAD TO ...

Grantee organizations that...

- Can sustain new programs beyond the life of the We Raise 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 grant
- Can report client level outcomes to We Raise
- 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 Development = living wage jobs, benefits
 - Education = schools and after school programs
 - Reentry = reintegration through jobs, housing, resources, etc.

Donors will...

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

INTERMEDIATE OUTCOMES

WHICH WILL IN TURN LEAD TO ...

People thriving and living out their God-given potential.

LONGER-TERM IMPACT