**Ben & Jerry’s Foundation: National Grassroots Organizing Grant Program – Pre-Application**

Request Title: General Support\*

Please write in General Support in the box below.

All funding from the Ben & Jerry's Foundation is for General Operating Support. However, it is worth mentioning that we only support organizations that carry out Constituent-Led, Direct-Action Organizing Campaigns for Systemic Change.

*Our questions are posed so that we can learn about the systemic change campaigns you are working on, rather than hearing about operational needs. If your organization is invited to submit a full proposal, we will be happy to learn about your operational needs at that time.*

*Character Limit: 15*

Brief Overview of Request\*

Please provide a brief elevator pitch of the work you are seeking funding for, being specific

about what the campaign goals are.

We are looking for a **one to two sentence** overview. Later in the form are opportunities to

expand on the work.

*Character Limit: 10000*

**Before we proceed, here are a few key details you need to know:**

• **Grant Program Information**:

* The focus of our grant program is on the ***grassroots organizing strategies organizations use to shift power and create systemic change for social justice and equity***.
* The grant program is highly competitive, as we receive far more applications than we are able to fund. On average, we invite only 7% of applicants to submit a full proposal.
* If you haven't yet, please be sure to read through our funding priorities and restrictions, and to take the [Eligibility Questionnaire](https://benandjerrysfoundation.org/eligibility-questionnaire/) to determine if your organization and work is a good fit for the grant program - this step saves everyone time and effort.
* We have a rolling process for the Pre-Application and we send invitations for Full Proposal submissions 10 months of the year.
* The Ben & Jerry's Foundation is separate and distinct from Ben & Jerry's Homemade Ice Cream, and we do not necessarily focus our funding on the company's current goals or priorities.

• **Pre-Application Information**:

* + All of the questions in this pre-application relate to the applying organization. If your organization has a Fiscal Sponsor, you will be asked to indicate that in the questions below, but **you should *not* apply under the name of your Fiscal Sponsor**, nor should your Fiscal Sponsor be the subject of any of your answers to these questions.
  + You may submit at any time, so feel free to click "Save" at the bottom as you work through the application and come back as needed. Remember, you will need to click "Submit" when you have completed the application and are ready to submit.
  + You may use the [Collaborate feature](https://support.foundant.com/hc/en-us/articles/4523887747223-Applicant-Tutorial-Collaborator) to share your work with others as you fill out the form; click on the blue "Collaborate" button at the top-right.
  + For ease of use, we have allowed the system's maximum character limits for each field. However, for the sake of your time and ours, please refer to our recommended length for reach response. You may use bullet points as appropriate.
  + Each of the questions in this pre-application form have been thoughtfully developed based on our funding priorities, and in the aggregate are designed to help our evaluation committee members learn about your organization and effectively evaluate your request. The committee members will thoroughly read your entire pre-application. Therefore, **please avoid providing redundant information when composing your answers to each question**.
  + The form contains logic - Based on how you answer select questions below, you may be asked to provide additional follow up information. We have notated which questions may result in follow up sections with this symbol (**+**). If you print the question list however, ALL questions will be included. \*These pages for our question list demonstration are generated as if you printed the question list, and so ALL questions do appear here in this case\*
  + For more information on using the system, including how you can create a pdf copy of your application, please see this tutorial.
  + Do get in touch with the foundation if you encounter any issues with the grant system: 802-495-1378.



Have you ever applied to the Ben & Jerry's Foundation before?\*

Choices

* Yes
* No

Location/Orientation of Organization\*

Please indicate where your organization is both physically located and where your work--programs, activities and the people whom you serve--is oriented and focused. (**+**)

***Why do we ask?*** *The Ben & Jerry's Foundation does not fund organization's that are either located or whose work is focused outside of the United States and its territories. The National Grassroots Organizing grant program is exclusively for organizations that are both located and whose work is focused within the U.S. and territories, but outside of the state of Vermont.*

*• Organizations located and focused in Vermont should apply to one of our Vermont grant programs.*

*• Organizations whose programming is focused outside of the U.S. and territories are not eligible for a grant, even if they they are physically located and incorporated within the U.S.*

*• Organizations that are located outside of the U.S. are not eligible for a grant, even if their work is focused within the U.S.*

Choices

* Within the U.S. and Territories, excluding Vermont.
* Within Vermont
* Outside of the U.S. and Territories

🡪Within Vermont

Unfortunately, Vermont organizations are not eligible to apply under the National Grassroots Organizing grant program, however, we do offer two grant programs for Vermont based organizations:

• Vermont Community Action Team

• Vermont Equity & Justice Grant Program

An organization can only apply under one grant program at a time, and can only be funded

once within the year. Please take a look at the links above to learn more about these grant

programs.

🡪Outside of the United States of America

Unfortunately, organizations that are based and/or focused outside of the United States and its Territories are ineligible to apply to the Ben & Jerry's Foundation grant programs.

We wish you much success as you seek out other funding sources.

**Budget**

Amount Requested\*

Please enter the amount you are requesting for this grant, not to exceed $30,000 per year.

*Character Limit: 20*

Total Organization Budget\*

Please enter the total amount of your organization's annual operating budget (total expenses) for the fiscal year for which you are requesting funds. (**+**)

**The National Grassroots Organizing Program only funds organizations with total annual operating budgets of $350,000 or less.**

***What are we looking for?*** *We are looking for the Expenses Total line item from your organization’s complete annual operating budget for the fiscal year for which you are requesting funding. We are not looking for the budget for a project or program of your organization, even if you are hoping to apply for funding solely for that project or program.*

***Why do we ask?*** *The Ben & Jerry’s Foundation limits its funding exclusively to organizations with total annual operating budgets of $350,000 or less. Organizations with larger operating budgets, but whose individual program or project budgets are under our cap are not eligible for funding from the Ben & Jerry’s Foundation. As a small foundation, with very limited resources, we believe that our small sized grants will make a greater impact with small sized organizations. We also know that smaller organizations do not have access to grants from many larger foundations and we seek to help address that need.  
Character Limit: 20*

**🡪Budget Outline**

Please Provide Budget Outline\*

Please provide a brief overview of your annual operating budget. This relates to the current fiscal year that you are working in and/or for when our funding may be used, if funded. Be sure to include both: **Income sources** (including grants by funder name, grassroots fundraising, and member support, etc.) and top line **Expenses**.

*Character Limit: 10000*

🡪**Over our Limit**

The Ben & Jerry's Foundation limits its funding to organizations with total annual operating budgets of $350,000 or less. Unfortunately, because your organization's annual operating budget exceeds our cap, it is not eligible for funding from the Ben & Jerry's Foundation.   
We wish you success as you seek out other funding sources.

**Fiscal Sponsor?**

Does your organization use a fiscal sponsor?\*

(**+**)

Choices

* Yes
* No

🡪Fiscal Sponsor Details

Fiscal Sponsor Name & Address\*

In the space below, please provide the name and address for the fiscal sponsor. Please note, that while we ask here for the fiscal sponsor contact details for accounting purposes, the entirety of the rest of the questions in this form are focused on the applying organization. Please do not apply for a grant under the name of your fiscal sponsor.

*Character Limit: 1000*

**Organization Details**

Issue Areas\*

What issue areas does your organization focus on? Please select all relevant choices. Choose at least one.

***Why do we ask?*** *While The Ben & Jerry's Foundation does not prioritize any specific issues areas for funding, we are interested in learning about the general focus of your work.*

Choices

* Agriculture/Food Systems
* Civic Engagement
* Climate Change/Climate Justice
* Criminal Justice
* Disability Rights
* Economic Justice
* Education
* Employment practices
* Energy

* Transportation
* Violence Prevention
* Water
* Women's Rights
* Workers’ Rights
* Youth Issues
* Other
* Health Care
* Homelessness/Houselessness
* Housing
* Hunger
* Immigrant Rights
* Indigenous Rights
* LGBTQ+ Rights
* Racial Justice/Equity
* Senior Rights Workers’ Rights
* Toxics/Pollution/Environmental Justice

Other Issue Area:

If you chose "other", please indicate here what issue or issues your organization is working on.

*Character Limit: 250*

Year Organization was Founded\*

*Character Limit: 4*

Description of Organization\*

Please provide a brief description of your organization.

***What are we looking for?*** *We would like to understand the type (i.e.: membership-based, coalition, or other type) as well as overarching purpose of your organization. This should not be your organization's mission statement.*

***Why do we ask?*** *We will use this description to help us understand the type of organization you represent and the work of the organization. We will also use this wording for our dockets and grant lists.*We recommend keeping this description to one paragraph.

*Character Limit: 10000*

Please indicate the best description of the region in which your organization works.\*

***Why do we ask?*** *We recognize that grassroots organizing looks different depending on the characteristics of the region and reach of the organization. Therefore, we are interested in learning how you would categorize the area(s) you organize within.*

Choices

* Rural
* Suburban
* Urban
* Mixed
* Statewide
* Regional (multi-state)
* National

Is your organization led by people most impacted by the problems you seek to address?\*

(**+**)

Choices

* Yes
* No

Is Your Organization Led by Black, Indigenous, and/or People of Color (BIPOC)?\*

(**+**)

Choices

* Yes
* No

**🡪Constituent Leadership**

In which roles does your constituency serve in leadership?\*

Please select all that apply:

Choices

* Staff
* Board of Directors
* Steering Committee
* Working Groups/Program Committees
* Membership

Organization Founding\*

Please provide a brief history of the founding of your organization, including: by whom, why, and how it was started.

***What are we looking for?*** *We are hoping to gain a brief understanding of the background of your founders and their impetus and rationale for creating the organization.*

***Why do we ask?*** *This information helps us evaluate the context within which your organization operates and the extent to which those impacted by the issues you address played a role in developing the organization.*We recommend keeping this narrative to one paragraph.

*Character Limit: 10000*

**🡪BIPOC Leadership**

In which roles do BIPOC members engage in leadership?\*

Please select all that apply:

Choices

* Staff
* Board of Directors
* Steering Committee
* Working Groups/Program Committees
* Membership

**Strategies Used**

What strategies are used by the organization most?\*

Please select up to five (5) organizing strategies your organization uses to reach its goals. (**+**)

***Why do we ask?*** *We are looking to understand how your organization builds people power to advance progressive change in systems, policies and practices, pursues racial and economic justice, and addresses inequity in our society.*   
Please select at least two (2) and up to five (5) of the top strategies used:

Choices

* Advocacy
* Arts & Media activities
* Base-Building
* Campaign Development & Mobilizing Constituents
* Civic Engagement/GOTV
* Coalition Building
* Community Building
* Community Development
* Community Outreach & Education
* Constituent Empowerment & Decision Making
* Direct Services/Support to Individuals
* Leadership Development of Constituents
* Litigation
* Non-Violent Direct-Action
* Root cause analysis & Power analysis
* Self-Advocacy
* Technical Assistance
* Other

Other Strategy:

If you chose "other" please indicate here which other strategy(ies) your organization uses to create systemic change.   
*Character Limit: 250*

**🡪Describe Your Request**

Please Describe the Grassroots, Community Organizing Campaign(s) for Which You Seek Funding\*

1. **What is/are the systems change goal(s)** your organizing campaign(s) is/are agitating for? Please be specific here. 2. Elaborating on the strategies checked above, **please tell us** **how your organization builds people power** in order to **shift entrenched power and challenge systems**, policies and practices that perpetuate inequity and injustice; pursue racial and economic justice, and contribute to a more just and equitable world? Please be sure to illustrate how you work by listing some examples of recent campaigns or initiatives.

***What are we looking for?*** *We want to learn how your work confronts, challenges and works to transform inequitable and unjust systems and helps society to reimagine, reshape and build more equitable and inclusive systems. We define systems change as the process of shifting the conditions (policies, practices, laws, institutions, and power) that hold a systemic problem in place, often by advantaging white and wealthy people and disadvantaging poor people, indigenous people, people of color, LGBTQ+ people, immigrants, people with disabilities, and other marginalized people. We believe realizing social justice will require that this systems change work be led by the vision, leadership and solutions developed by the communities most directly harmed by existing systems. Doing so requires shifting power, so we are interested in your approach to this work.****Why do we ask?*** *We believe in working toward a society in which everyone thrives because systemic racism and white supremacist culture and their consequences no longer exist. Neither incremental change by itself nor services to support individuals in navigating existing systems will create the transformations we seek. We believe social justice will be achieved through base-building, grassroots organizing movements that seek to transform power and change those unjust and inequitable systems.*We recommend responding in up to 400 words (half page narrative). Feel free to use bullet points. *Character Limit: 10000*

**🡪How Does Your Work Create Systemic Change?**

Please Describe How Your Organization Works to Create Systemic Change\*

1. **What is/are the systems change goal(s)** your organizing campaign(s) is/are agitating for? Please be specific here. 2. Elaborating on the strategies checked above, **please tell us how your organization builds people power** in order to shift entrenched power and challenge systems, policies and practices that perpetuate inequity and injustice; pursue racial and economic justice, and contribute to a more just and equitable world? Please be sure to illustrate how you work by listing some examples of recent grassroots organizing campaigns or initiatives.

***What are we looking for?*** *We want to learn how your work confronts, challenges, and works to transform inequitable and unjust systems and helps society to reimagine, reshape and build more equitable and inclusive systems. We define systems change as the process of shifting the conditions (policies, practices, laws, institutions, and power) that hold a systemic problem in place, often by advantaging white and wealthy people and disadvantaging poor people, indigenous people, people of color, LGBTQ+ people, immigrants, people with disabilities, and other marginalized people. We believe realizing social justice will require that this systems change work be led by the vision, leadership and solutions developed by the communities most directly harmed by existing systems. Doing so requires shifting power, so we are interested in your approach to this work.****Why do we ask?*** *We believe in working toward a society in which everyone thrives because systemic racism and white supremacist culture and their consequences no longer exist. Neither incremental change by itself nor services to support individuals in navigating existing systems will create the transformations we seek. We believe social justice will be achieved through base-building, grassroots organizing movements that seek to transform power and change those unjust and inequitable systems.*   
We recommend responding in up to 400 words (half page narrative). Feel free to use bullet points.   
*Character Limit: 10000*

Web Links

(Optional) Please provide a web link that shows the work of the organization to help support the narrative of this request.   
*Character Limit: 2000*

**Thank You & Next Steps**

Once you are satisfied you have fully completed the Pre-Application and are ready to submit, please hit the Submit button at the bottom of this page.

Next Steps:

As we have a rolling process, the Ben & Jerry's Foundation collates and reviews incoming applications in bi-weekly groupings. Invitations for a full proposal submission are sent out on a monthly basis, for specific review rounds. The Employee Grantmaking Committee meet each month, with the exception of August and December. We provide ~6 weeks to submit the full proposal from the date of invitation. We will be sending notifications of our decision to the email address you have used for your log in. It is our intent that you should hear back from us within a month of your pre-application submission, however, should a large volume of requests create delays, we apologize in advance for this. You may also log in and view the status of the request from the Applicant Dashboard.   
Thank you for your interest in our grant program.