

# Ben & Jerry's Foundation: National Grassroots Organizing Grant Program – 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.

[Note: in the section below titled “Before we proceed...” we explain the character limits and why we offer the maximum character count. Please use the guide for length within each question.]

*Character Limit: 10000*

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

### • Grant Program Information:

- The focus of our grant program is to support grassroots activists working in their communities to achieve clearly defined social and environmental justice objectives. We are inspired by the Civil Rights legend John Lewis' admonition: “Speak up, speak out, get in the way. Get in good trouble, necessary trouble, and help redeem the soul of America.”
- The following questions are designed to help you tell us more about your work, specifically, how you are making “good trouble.”
- The grant program is highly competitive. We are able to fund only about 7% of the requests we receive, so please answer each question as precisely as possible.
- If you haven't yet, please be sure to read through our funding priorities and restrictions, and to take the [Eligibility Questionnaire](#) to determine if your organization and work is a good fit for the grant program - this step saves everyone time and effort.
- While we recognize the importance of direct service programs for those impacted by poverty and inequity, our priority is to support grassroots organizing activities that address the causes of those inequities. We do not fund requests to support direct services to individuals.
- We only fund organizations with an annual budget of \$350,000 or less.
- We do not fund organizations located or working outside of the United States.
- The Ben & Jerry's Foundation is a non-profit organization, separate and distinct from the ice cream company Ben & Jerry's Homemade, Inc. As such, we do not necessarily focus our funding on the company's current social mission campaigns.

- 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](#) 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 each response.** You may use bullet points as appropriate.
- Each of the questions in this application form have been thoughtfully developed based on our funding priorities, and in the aggregate are designed to help our employee grantmaking committee members learn about your organization and effectively evaluate your request. The committee members will thoroughly read your entire application. Therefore, **please avoid providing redundant information when composing your answers to each question.**
- **The form contains logic** - Please note, not all questions are shown below. Based on how you answer select questions, 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, you will see ALL of the questions.** There is one question that is phrased differently depending on previous responses, but when printed or the PDF is generated, appears to be duplicative. This question appears with this symbol: (~)  
\*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.

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

Choices

- Yes
- No

#### Location 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.*

- *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.
- Outside of the U.S. and Territories

→ 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 per year for this two-year 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 an overview of your finances in the formats that you normally work with, based on your financial year documents. Upload your documents as requested in the fields below.

**What we are we looking for?** We are looking for your organization's annual operating budget in whatever format or documentation you normally use.

**Why do we ask?** We wish to have an **overview** of the organization's financial health.

If anything is unclear, or you are uncertain of what specific budget we are looking for, *please* do not hesitate to call Dana Jeffery on 802-495-1378.

### Current Annual Operating Budget with Actuals Year to Date \*

Please attach your organization's current annual operating budget including a YTD Actuals column for this fiscal year.

Be sure to include both **income and expense** sides of the budget.

*Character Limit: 10000 | File Size Limit: 3 MB*

### Income Sources \*

Please list individually all income sources (including grants, donations, fee for service, contracts, etc.) for your organization as well as this request.

Please be sure to include amounts and whether *received, committed or projected/pending*. You may upload a file or type the information here.

*Character Limit: 1000 | File Size Limit: 2 MB*

### → **Over our Limit** [This appears based on budget written in as \$350,001+]

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. While we ask here for the fiscal sponsor contact details, the remainder of the questions in this application are focused on the applying organization.

*Character Limit: 1000*

## **Introduction and Background of Organization**

### **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

### **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

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Agriculture/Food Systems       | <input type="checkbox"/> Health Care                            | <input type="checkbox"/> Transportation      |
| <input type="checkbox"/> Civic Engagement               | <input type="checkbox"/> Homelessness/Houselessness             | <input type="checkbox"/> Violence Prevention |
| <input type="checkbox"/> Climate Change/Climate Justice | <input type="checkbox"/> Housing                                | <input type="checkbox"/> Water               |
| <input type="checkbox"/> Criminal Justice               | <input type="checkbox"/> Hunger                                 | <input type="checkbox"/> Women's Justice     |
| <input type="checkbox"/> Disability Rights              | <input type="checkbox"/> Immigrant Justice                      | <input type="checkbox"/> Workers' Justice    |
| <input type="checkbox"/> Economic Justice               | <input type="checkbox"/> Indigenous Justice                     | <input type="checkbox"/> Youth               |
| <input type="checkbox"/> Education                      | <input type="checkbox"/> LGBTQ+ Justice                         | <input type="checkbox"/> Other               |
| <input type="checkbox"/> Employment practices           | <input type="checkbox"/> Racial Justice/Equity                  |  |
| <input type="checkbox"/> Energy                         | <input type="checkbox"/> Senior/Elder Justice                   |  |
|   | <input type="checkbox"/> 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

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

### Year Organization was Founded\*

Character Limit: 4

### Organization Founding\*

We'd like to know how you got started. Please tell us your founding story. Are your founders still involved?

**What are we looking for?** We are hoping to gain a brief understanding your founder(s)' 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 or two paragraphs.

Character Limit: 10000

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

## → **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**

Briefly describe how your organization works\*

Please help us understand the day-to-day operations of your organization. How many paid staff members do you have?

What are the responsibilities of your board, staff, volunteers and members if applicable?

*Character Limit: 10000*

How do you make “Good Trouble?” What activities/strategies are used for your campaigns?\*

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

\*Please note that if you print out this form, two nearly identical questions will appear below. However, when you fill in the form online, only one question will appear based on your responses to previous questions.

### → **Describe Your Request**

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

(~) Please tell us about your work, looking out over the next two years.

**What are we looking for?** How and why are you making “good trouble”. Tell us what you’re up against, what’s at stake for your community and what you hope to achieve. Tell us about progress you’ve made, what remains in the way, what are your future goals, and how our grant would help.

**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 with about a 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\*

(~) Please tell us about your work, looking out over the next two years.

**What are we looking for?** How and why are you making “good trouble”? Tell us what you’re up against, what’s at stake for your community and what you hope to achieve. Tell us about progress you’ve made, what remains in the way, what are your future goals and how our grant would help.

**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.

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We recommend responding with about a half page narrative. Feel free to use bullet points.



Character Limit: 10000

## **Movement Building**

### **Movement Building & Collaboration\***

Please briefly describe how and with whom your organization is engaged in a larger movement for social justice. Tell us who you have enlisted as allies in your struggle and how you are broadening your outreach and strengthening your efforts.

**What are we looking for?** We would like you to list the names of organizations, networks, coalitions and alliances with whom you partner and collaborate in a meaningful way -- local, state, regional, and national -- and describe the nature of your partnerships.

**Why do we ask?** We understand that true progressive systems change requires organized people power to shift entrenched power and cannot be achieved through the efforts of one organization alone. We believe that building multi-issue, multi-racial movements are essential to transforming systems.

We recommend keeping your answer to one paragraph. Feel free to use bullet points when listing your partners.

Character Limit: 10000

## **[Optional] Other Supporting Materials**

### **Additional Information [Optional]**

Is there anything else you think we should know? Feel free to use this space to detail any other information you wish to share about your work. You may also use this section to upload supporting documents, or to provide media links that you wish to share.

(Suggested narrative length: No more than 1-2 short paragraphs are recommended).

Character Limit: 10000 | File Size Limit: 8 MB

### **Additional Upload Field [Optional]**

You may include your most recent annual report or other materials to support your work, if applicable.

File Size Limit: 5 MB

### **Links [Optional]**

You may provide links here that reflect the work you seek funding for. This might include a copy of your publication, articles, video or audio work, or any media links applicable to this request.

Link 1

Character Limit: 2000

Link 2

Character Limit: 2000

## **Thank You & Next Steps**

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

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### **Next Steps:**

As we have a rolling process, the Ben & Jerry's Foundation collates incoming applications on an ongoing basis. Invitations for a video conversation with our Employee Grantmaking Committee are sent out every other month.

We will be sending notifications of whether or not your organization is invited for a conversation, to the email address you have used for your log in. It is our intent that you should hear back from us within 1-2 months of your application submission, however, should a large volume of requests create delays, we apologize in advance.

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.

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