

## **NAPA VALLEY VINTNERS GRANT PROGRAM FOR FUNDS FROM AUCTION NAPA VALLEY 2008 FUNDING GUIDELINES**

### **Overview**

Beginning in 2008, Napa Valley Vintners plans to embark on a new strategic direction to better meet its mission and objectives. During the past year, the organization has been engaged in a review of its grantmaking over the past 10 years and the impact these funds have had in the community. In addition to the lessons learned, needs assessments related to health, youth development and housing have informed us about priority needs and provide a useful baseline from which to measure improvement.

Grantee focus groups, discussions with community leaders and local funders, and in-depth reviews of community indicator data, have convinced us of the value in shifting some ANV resources towards more targeted grantmaking. The organization believes that investing in community improvement in a more focused way will lead to more significant impact in Napa County. Projects that have longer-term outcomes, add to local capacity, have broad community reach and have a high potential for sustainability and generating other donor interest will be of greatest interest. More targeted grantmaking is expected to include grants that may be larger in size and scope, multi-year and include well-designed evaluations.

### **Mission Statement and Objectives**

The NVV's mission for its community fundraiser, Auction Napa Valley, is to utilize the worldwide reputation of Napa Valley wines to enhance the well-being of Napa County residents.

ANV's objectives are to:

1. Periodically assess and prioritize the unmet needs in Napa County related to health, youth development and housing.
2. Take a leadership role in responding to unmet needs in health, youth development and housing in Napa County by funding appropriate programs, services and infrastructure in accordance with the resources available.

### **Funding Guidelines**

Consideration for funding will be given to requests that meet the following guidelines:

- Delivery of services and benefits must be for the residents of Napa County.
- Approaches must demonstrate how they will lead to measurable community improvement.
- *Programs* and *services* are of most interest, and those that serve mainly disadvantaged populations receive priority.

- Programs and services that affect the greatest number of individuals will receive priority; thus, individual scholarships grants will not be considered.
- Efforts that result in county-wide policy and systems change are desired.
- Collaborations that maximize the strengths of partner organizations are encouraged.
- Programs traditionally funded by taxes or bond revenues are not of interest to ANV, however a taxing or bonding authority may be a project site or part of a collaboration of agencies.
- Projects where ANV funds represent no more than 50% of the philanthropic funding sources that support the proposed program will receive priority.
- Basic physical infrastructure projects that create more lasting community change will be considered in a limited number.

### **Eligibility**

Non-profit organizations delivering services in Napa County communities are eligible to apply for funding. ANV may consider grant requests from foundations provided the funds are restricted to specific projects within ANV's funding priority areas.

### **Funding Priorities**

ANV will continue to fund in the areas of health, children and youth and housing focused on the disadvantaged in Napa County. Consistent with the 2007/2008 needs assessment findings, ANV intends to give preference to grants that are focused on the following priorities while continuing to be responsive to other requests aligned with its mission.

#### *Health and Wellness*

- Promoting *wellness through* prevention and early intervention.
- Providing healthcare screening and treatment services.
- Providing accessible mental health services to promote positive social and emotional development.

#### *Children and Youth*

- Intervening early to improve very young children's and families' psychological and social functioning.
- Building the base for lifelong learning through early childhood literacy and other efforts to help children succeed in school.
- Supporting efforts that increase high school graduation and college entrance rates and narrow educational attainment disparities.
- Reducing risk behaviors, including substance use and supporting early efforts that foster positive youth development, with an emphasis on middle-school age youth.

#### *Housing*

- Enabling organizational capacity necessary to seek available public or other funds for safe, affordable housing.
- Supporting programs that provide outreach, education and advocacy for better housing choices and conditions.
- Creating more options for local workforce housing.