



napa valley vintners

## NAPA VALLEY VINTNERS GRANT PROGRAM FOR FUNDS FROM AUCTION NAPA VALLEY 2010 FUNDING GUIDELINES

### Overview

In 2008, the Napa Valley Vintners embarked on a new strategic direction to better meet its mission and objectives. In the coming years the organization will shift 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, have a high potential for sustainability and generating other donor interest, and include well-designed evaluations will be of greatest interest. Over time more targeted grantmaking is expected to include grants that may be larger in size and scope and multi-year and, consequently fewer in number.

### 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. Programs and services that affect the greatest number of individuals will receive priority; thus, individual scholarships grants will not be considered.
- Requests must demonstrate how they have led to and will continue to lead to measurable community improvement by incorporating evaluations showing program and services impact and successes in reaching their objectives based on quantitative and qualitative data.
- *Programs and services*, rather than capital projects, are of most interest.
- Programs and services that serve mainly at risk populations will receive priority.
- Organizations that serve similar populations that work collaboratively or that have merged or consolidated their programs and services to increase efficiency, reduce costs and avoid duplication or those that show definitive steps taken to do so, will

receive priority over organizations working alone to address funding priorities in the same areas of need.

- 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 operational funding that creates more capacity and lasting community change will be considered.

### **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 for 2010**

Consistent with needs assessment findings, ANV will continue to fund in the areas of health, children and youth, and housing focused on the disadvantaged in Napa County,

**Because of the continued economic situation, ANV's emphasis for the 2010 grant cycle will again focus on near-term basic needs under the below priorities. ANV will fund its longer- term priorities as economic conditions begin to improve.**

#### *Health and Wellness*

##### ***2010 - providing basic health care for individuals in need***

- 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*

##### ***2010 – promoting success in school***

- 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*

##### ***2010 – helping to keep people in their homes and to avoid homelessness***

- 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.