



# Call for Letters of Inquiry: 2022 Fundraising

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Deadline: February 11, 2022

(revised: 11.Jan.2022)

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## **1. Background on The MaripoSA Difference**

*The mission of The MaripoSA Difference is to transform lives of those at-risk or who have been affected by human and sex trafficking.*

The MaripoSA Difference works to fulfill its mission by raising awareness and raising funds to support nonprofit agencies that strive to prevent exploitation of those most at-risk of trafficking, or to provide survivors with restoration, transformation, and sustainability.

There is no single decision-maker within The MaripoSA Difference. Each year, our entire Board is involved in the process of selecting an area nonprofit that provides services to those most at-risk of being preyed upon or exploited by human traffickers, and/or works to transform the lives of those who have been affected by trafficking.

Our team members serve on our Beneficiary Selection Committee. The Committee will review Letters of Inquiry, select applicants, review grant applications, conduct site visits, and then make recommendations to the full Board on The MaripoSA Difference's annual Grants.

Once chosen to be the recipient of a Grant, the beneficiary should expect to make a brief presentation to attendees as part of our annual gala. The beneficiary should be aware that messaging behind The MaripoSA Difference's gala highlights the work of The MaripoSA Difference as a fundraising grantor and is designed to garner additional community recognition and support for our own work. Therefore, the event should not be viewed by the beneficiary as an opportunity to approach attendees for direct donations. The beneficiary is there to receive the Grant awarded by The MaripoSA Difference.

In addition, we ask that the beneficiary organization cooperate with The MaripoSA Difference in providing its logo and other copyrighted material, promoting the fundraising event on its website and social media outlets pursuant to the schedule set out in the "press packet" provided to the beneficiary by The MaripoSA Difference. The beneficiary shall also supply volunteers for setup, cleaning and tear-down at the fundraising event.

## **2. Selection Criteria**

**Eligible nonprofit organizations and ministries address a critical need for those at risk of or affected by human trafficking or sex trafficking in San Antonio and surrounding areas.**

**The MaripoSA Difference seeks to collaborate with organizations that have the following characteristics. Those items listed below that are followed by an \* are required.**

- Nonprofit organization holding 501(c)(3) status or ministry or program falling under the umbrella of a 501(c)(3) organization\*
- At least 50% of services must be provided in San Antonio\*
- Make a presentation to our Board of Directors\*
- Committed to using outcomes measurement/evaluation to provide effective programs\*
- Committed to providing a closing report in a clear format, as to use of funds awarded\*
- Strong and passionate leadership
- Have a long-term perspective on its impact on the client population
- Collaborates with other nonprofits
- Organizations should demonstrate a track record of successful service implementation, making measurable impacts on populations served and/or issues addressed

**Recognizing that organizational infrastructure is a necessity, The MaripoSA Difference welcomes requests for general operating support, or specific program/project support.** The MaripoSA Difference does not fund requests for endowments or capital campaigns.

### **3. Funding Levels**

In general, a beneficiary of The MaripoSA Difference may expect to receive between \$10,000 and \$100,000 in funding. Funding levels are based on the needs of the beneficiary and the available resources raised by the efforts of The MaripoSA Difference. Each beneficiary will benefit from support tailored to its unique situation and should expect to receive different funding levels than other beneficiaries.

### **4. Frequently Asked Questions**

What can you say about your beneficiaries? What are their characteristics?

The organizations that The MaripoSA Difference desires to fund are those providing services to survivors of or individuals at risk of falling prey to human trafficking. We support nonprofit campaigns dealing in awareness, prevention, and providing restoration and hope through programs serving the foster care population and those aging out of foster care; individuals dealing with substance use and behavioral and mental health challenges; those at risk of or experiencing homelessness, including runaways; individuals suffering in poverty and those subjected to domestic violence; and persecuted youth of varying gender identification.

Programs or projects presented for funding should be efficient with a long-term perspective on their impact on the target population. The nonprofits are committed to developing or enhancing program evaluation and measuring outcomes.

What kind of people do you look for in the beneficiaries you fund?

The MaripoSA Difference's ideal beneficiaries are led by collaborative, passionate leaders with vision and ideas about effecting change and solving the social ills in our community which lend to vulnerability for victimization and exploitation. They value volunteer involvement in their organizations and have a mechanism to work meaningfully with volunteers.

How large are the individual awards available from The MaripoSA Difference?

Awards can range from \$10,000 - \$100,000 per year. The MaripoSA Difference's awards are typically unrestricted funds, unless project-specific funding is requested.

### What criteria will The Mariposa Difference apply to choose beneficiaries?

The Mariposa Difference seeks potential beneficiaries with strong leadership, a proven track record and bold ideas that have begun to achieve success, people with vision to have a broader, growing impact on the community, and measures of performance.

### How many beneficiaries will The Mariposa Difference select each year?

The Mariposa Difference will most likely select one beneficiary to work with each year. Assuming the relationship is strong, and benchmarks are achieved, The Mariposa Difference may support the same beneficiary under two subsequent grant applications, not necessarily consecutive, following the initial year's funding.

## **5. Letter of Inquiry Process**

To be considered for support, organizations should submit a Letter of Inquiry (LOI) electronically **by 5:00pm on February 11, 2022**. LOIs should not exceed four pages and should include **only those attachments requested herein**. Font may not be smaller than size 11 and margins should be one inch.

### **The Letter of Inquiry must include the following information:**

- Your organization's name, address, and website, along with a contact name, email address and phone number.
- One paragraph summarizing your organization's mission and history.
- A summary of your organization's specific activities. Please include details around the population you serve, the geographic distribution and number served, and how you address one or more of the focus areas The Mariposa Difference will fund.
- A summary of your three-year outlook toward projected organizational goals, if any, to meet increased demand.
- A description of how you measure meeting your organizational objectives and, if applicable, program objectives.
- Provide a copy of your organizational chart or an outline of your overall employee team, and if project-specific support is requested, describe also the team aligned with that project.
- Please include a copy of a recent organization or board assessment, if available.
- Budget figures: a) the amount of financial support requested from The Mariposa Difference in the current year; b) the organization's total operating budget for the year. **Please note:** *A line-item budget is not necessary for the LOI process. Simply state, for example, "We are requesting \$15,000 in general operating support from The Mariposa Difference. Our total agency budget for this year is \$330,000."*
- If project-specific support is requested, the total budget for the project, and a clear description of how funds will specifically be used and in what time frame.
- An overview of your organization's in-community fundraising objectives for the calendar year or your fiscal year, including projected or typical dates of your annual gala, special events, etc. that fall during the months of July through December.

**Please submit Letters of Inquiry by 5:00pm on February 11, 2022 via email**, attached in PDF format (attachment file named the same as your organization's name) to [themariposadifference@gmail.com](mailto:themariposadifference@gmail.com). Questions and comments may also be sent to this email address.

## **6. Timeline for 2022 Prospective Beneficiaries**

- February 11, 2022, 5:00pm: Letters of Inquiry Due
- February 25, 2022: All applicants notified of finalist results
- February 28-March 11, 2022: Site Visits Conducted
- March 14, 2022: Full Proposals Due from Finalists
- March 22, 2022: Prospective beneficiaries present to Mariposa board
- April 8, 2022: Beneficiary notified of selection for 2022 fundraising