

# OUR VISION IS TO BE A CATALYST FOR CHANGE



## Let's partner together...

Since 1963, the Wilson Foundation has sought to be a catalyst for change for children, youth, and families.



## ...to impact our community.

In recent years we have pursued the single mission of increasing housing stability and trauma-responsiveness for the youth and families of our community of Rochester, New York.

## We are listening...

to collective action initiatives, like the Rochester-Monroe Anti-Poverty Initiative (RMAPI) and the Commission on Racial and Structural Equity (RASE);

to our grantee partners, many of whom are grassroots organizations doing the work in their own neighborhoods; and

to youth and families who live with the consequences of decisions too often made without their voices at the table.

## ...and we heard you, loud and clear.

Equitable and Just Systems Change is Needed in our Community Now, More Than Ever.

# TOGETHER WE CAN CHANGE OUR COMMUNITY

Because of the remarkable, intentional work happening throughout our community as well as a high degree of interest in partnering with us, we have updated our application process. Our goal is to use time and resources wisely by ensuring there will be a strong likelihood of funding for those completing our application process.

To learn if you are eligible to apply for funding, we encourage you to schedule a meeting with us. You may then be invited to go through the following steps so we can get to know one another better:

- 1. Statement of Intent** Submit a short statement of intent that summarizes your proposal and tells us more about you. We will ask you to identify how you would employ one or more of our **Strategic Framework** approaches and how well your work aligns with our specific funding priorities. After our review, you will learn if your proposal moves to the next step.
- 2. Application** Apply for a grant addressing our application questions, either through a 30-minute recorded interview, or by written answers, as you prefer.
- 3. Award Notification** Learn whether your grant is funded and what information you must later provide to help us comply with our duties as a foundation.

## OUR STRATEGIC FRAMEWORK

**CAPACITY BUILDING - Opportunities for organizations to learn and grow with high-quality, sustainable solutions.** Examples:

- Staff, board, and/or client training with an organizational outcome goal
- Leadership or professional development for staff or volunteers

**ADVOCACY - Opportunities for awareness building, community education, policy development, and collective action.** Examples:

- Public awareness and community campaigns to help drive policy and/or systems change
- Creation or support for policy agendas for city, county-wide, and/or state-level change

**PREVENTION - Opportunities to avoid and build resilience to adverse experiences.**

Examples:

- Prevention programs shown by high-quality evidence to deliver desired outcomes
- Reducing barriers that stall otherwise proven prevention programs

**COLLABORATION - Opportunities for outcome-driven collaborations and resource connections.** Examples:

- Learning collaboratives with outcomes for sector-wide knowledge building
- Convenings to meet specific goals
- Collaborative work toward systems redesign

## LET'S TALK

If there is a link between your organization and our mission, we will work together to increase housing stability and trauma responsiveness for youth and families in our community.

Contact Executive Director Rachel Sherman  
[rsherman@wilsonfdn.org](mailto:rsherman@wilsonfdn.org)

To schedule a meeting:

<https://calendly.com/wilsonfdnrjs/communitymeeting>