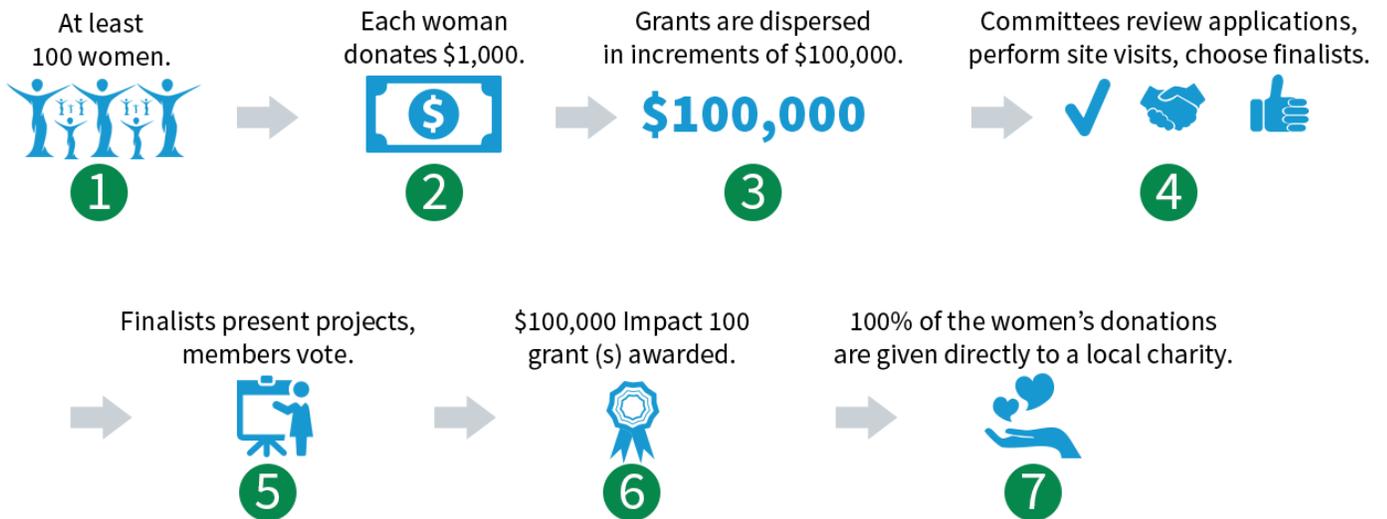


The Impact 100 Model

We understand that women transform communities through the power of collective giving with Impact 100. **The model is simple:**



The Impact 100 model was created by Wendy Steele in the summer of 2001. Later that year, Wendy invited a group of women in Cincinnati, Ohio, to help lead and implement the model for the very first time.

By early 2002, Impact 100, Inc. received nonprofit status from the IRS and made their first grant in the amount of \$123,000 in the fall of that year. In January of 2003, People Magazine published a story about Wendy and Impact 100. Her simple model began to spread.

The Basic Impact 100 model:

At least 100 women each donate \$1,000.
100% of member's donations are given directly to charity.
Grants distributed in increments of \$100,000
No time commitment required from members, but participation is encouraged

Grant Applications solicited in each of five Focus Areas:

Arts & Culture
Education
Environment, Recreation & Preservation
Family
Health & Wellness

Committees review applications, perform site visits and choose a Finalist

At the Annual Meeting:

Finalists present their projects
Members Vote
Grants are awarded

The Impact 100 model is designed to be inclusive and encourage philanthropy, empower women to see themselves as philanthropists and overcome the objections women had to community involvement. It is also designed for transformational grant making, with a minimum grant size of \$100,000.

The Impact 100 Model in Detail

At least 100 women each donate \$1,000

- For most people, a gift of \$1,000 is a “stop & think” gift. For many of our members, it represents sacrifice and intentional budgeting to make a charitable gift of this size. That is by design. The goal is that each member feels connected to their giving – and to the transformational grants that are a result of their gifts.
- The Year One launch goal is to have at least 100 women giving \$1,000. The longer-term goal is to have at least 500 women give at this level so the organization can give one grant in each of the five Focus Areas.
- We value diversity. Impact 100 seeks to include women of every age (minimum age of 18), faith, marital status, race and ethnicity. We seek members who work outside the home in every profession and who are staying home with their families. Women who live in every neighborhood. Women who are experienced givers and those who have never given at this level before joining Impact 100.
- If a woman can afford to donate \$5,000, she cannot buy five votes, she can buy five years of membership or provide matching grant scholarships to women in need.

100% of members' donations are given directly to charity

- The \$1,000 donation goes directly into the grant-making pool, without any administrative costs taken from it.
- We ask (but do not require) women to give “110%” to Impact 100. When they give \$1,100, the first \$1,000 goes to the grant. The additional \$100 (10%) goes to help cover administrative expenses.
- Other ways to cover administrative expenses include gifts from members, family and corporate foundations, men, corporate matching gifts, sponsorships, in-kind donations, and donations from Friends of Impact 100.
- Friends of Impact 100 can be men, women or companies. These are non-voting supporters who give in any dollar amount.
- Impact 100 is run by volunteers. If paid staff is needed, (Part-time database management/administration is the need most commonly staffed) those expenses are covered by special grants obtained expressly for that purpose.
- Leaders serve 2 or 3 year terms in their role (may be longer on the board – but in multiple roles). It is important that an Impact 100 group's leadership changes, especially the President(s).

Grants distributed in increments of \$100,000

- The minimum grant size is \$100,000.
- For every increment of 100 members, the organization gives an additional grant.
- The idea is to connect each member to these transformational grants. She should feel a part of something significant. There are other organizations who make smaller grants. That's not who we are.
- This means some finalists will walk away without any grant money. We distribute Wish Lists from all of our finalists to our members and our friends.

- Nonprofits repeatedly tell us that they gain so much – even if they are not our grant recipient. The ripple effect is real. Wish lists get filled and they gain a network of passionate, connected women in the community.

No time commitment required from members, but participation is encouraged

- There are lots of ways to get involved in Impact 100
- We know that member participation results in a better experience, but no time commitment is required.
- We are a “no guilt” organization

Grant applications solicited in each of five Focus Areas:

Arts & Culture

Education

Environment, Preservation & Recreation

Family

Health & Wellness

- The way the calendar is designed, there is a period where the organization recruits members for the given grant year. Once the membership deadline has passed, the Impact 100 group announces how much money they have to give away to the nonprofits in the community.
- Impact 100 holds nonprofit information sessions where the grant process is explained.
- Grant requests are welcome for any purpose allowable under the IRS rules. In other words, we allow requests for capital, endowment, operating, etc. The members may not vote the request forward, but we try not to discourage applicants who need funds for these purposes.
- We do have financial thresholds for our nonprofits. They must be large enough to absorb a grant of \$100,000 or more.
- We do not place a revenue ceiling limiting larger nonprofits from applying for our grants.
- Nonprofits from around the region are invited to learn about Impact 100 and apply for a grant.
- Each nonprofit selects the Focus Area they believe most closely aligns with the organization and the project/program for which they are seeking funding. They may name several areas by rank as well.
- Each nonprofit may only apply to one Focus Area per grant cycle.
- The Focus Areas are designed to be broadly interpreted, so that nonprofits addressing every need in your community may apply.

Committees review applications, perform site visits and choose a finalist

- Members who choose to be involved can serve on one of the Focus Area Committees.
- These committees review the grant applications. Members learn to vet the applications, ask discerning questions and complete site visits.
- Ultimately, the Focus Area Committees narrow their applicant pool to a Finalist(s) that is presented to the voting members.
- All members receive an executive summary on each Finalist along with their invitation to attend the Annual Meeting.

At the Annual Meeting:

Finalists present their projects and Members Vote

- All members receive an executive summary outlining each finalist and their grant request prior to the Annual Meeting.
- All members also receive Wish Lists from each Finalist. These lists include in-kind needs of each finalists and often outline other ways to assist the organization and its mission.
- Members who are not able to attend the Annual Meeting can vote by absentee ballot.
- At the Annual Meeting, Finalists are asked to present for 10 minutes (or 6 minutes) with only a microphone and a podium. No more than two presenters are allowed for each Finalist. No hand-outs, no power points or other technology is allowed. Also no one under 18 and no animals.
- We meticulously mandate a level playing field among our Finalists.
- Members cast a confidential ballot that ranks the finalists in preferential order (1st choice through 5th choice).
- Ballots are counted and validated by an outside CPA group or similar.
- The grant recipient(s) are announced.

Grants are awarded

- Grant Awards are typically distributed over no more than 24months.
- On-going communication and stewardship between Impact 100 and the grant recipient to ensure funds are used as described and agreed upon.
- Grant recipients must file timely reports as directed by Impact 100.
- Grant recipients must wait two years before re-applying for another grant.
- Finalists who are not selected may re-apply to Impact 100 without restriction.