

Choosing to Apply for Project of Operational Funding Application

In 2021 we revised our applications. We now ask applicants to select whether they want to apply for General Operating Funds OR Project Funds. **Each organization can submit only one request.** The Circle does not favor one type of application over the other. Rather, grants are awarded for operating funds or projects that best embody the Circle mission and community needs. Organizations should assess which form of support best advances their mission.

Here is some guidance to help you decide which application to use. Again, it bears repeating here. The Circle does not favor one type of application over the other. You should assess which form of support best advances your mission.

You may select Operational Funding if you are seeking funds to:

- Sustain/maintain or even expand your current basic program service offerings. This grant money could pay for your staff salaries, utilities, rent or mortgage payments and program supplies, etc.
- Expand your basic services to a different age group of women or women from a different community, such as the immigrant community. For example, you are planning to offer the same services in another location or to a younger or older cohort of participants.

Note: Operational funding provides more flexibility to support your current or expanded program services.

You may select Project Funding if you are seeking funds to:

- Launch a new service or program activities you have never offered before. This money could be used for hiring new staff, purchasing new program delivery supplies, outreach efforts, etc.
- Launch or sustain a program aimed to specifically support women when your organization's mission provides services to the community at-large. For example, you are offering a workforce training program for women when your organization generally provides food support to the community at-large
- Experiment with an innovative program delivery approach or an new initiative that may require different types of staff than you currently have or additional space, equipment or software, for example.

Note: a project typically has a separate budget from your operations expenses that shows the discrete costs to implement the project.