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MW&A eNews

Winter 2021

Dear Friends and Colleagues,

Happy New Year--2021 has to be a better year!

While it's easy and expected to give a withering assessment of 2020, at MW&A we believe that as bad as it was we also saw seismic positive shifts for the nonprofit community. For example:



- Diversity is now a non-negotiable. Large and small nonprofit organizations and grantmakers have made an inclusive workplace a top, if not THE top priority.
- Many of the largest foundations are increasing their payouts and tapping into their corpus funds to meet unprecedented needs during what has arguably been a financial crisis topping even the 2008 global recession.
- Nonprofit organizations were in many ways more poised to pivot to meet changing and increasing demand for services than the for-profit sector.

We all want to move forward. A vaccine is well into phase one of public release, competence and compassion are back on the agenda, and we know we can unite to make 2021 a year of health, success, and caring.

[Let us know](#) how we may help you in your endeavors.

Warmest Regards,

NEW FUNDING MW&A raised over \$1 million in grant funding in 2020!

Here's a look at what we achieved from January - December 2020.

MW&A obtained the following grants for clients through [Foundation outreach and grant proposal development](#).

\$107,000 (New Jersey)
David C. and Margaret R. Clare
Foundation

\$100,000 (NYC)
Leona M. and Harry B. Helmsley Trust

\$75,000 (NYC)
JPMorgan Chase Foundation

\$75,000 (Los Angeles)
Weingart Foundation

\$50,000 (Los Angeles)
California Wellness Foundation

\$50,000 (Los Angeles)

Capital Group Companies

MW&A Clients who Pivoted Quickly to Support their Communities

COVID 19 Threw Every Nonprofit Into a State of Uncertainty

Four of our clients, providing essential human services and education programs, learned two lessons immediately: 1) think quickly and act swiftly in terms of program delivery and fundraising, and 2) engage MW&A to identify new foundation funding partners and key staff positions.

First Star is a national program partnering with universities and child welfare agencies to make a long-term investment in foster youth. First Star refused to retrench during the pandemic and instead doubled-down on creative program development.



The pandemic shined a brighter spotlight on the issues their foster youth scholars face--racial injustice, tech inequity, and learning loss. First Star responded by establishing the virtual National STEAM Academy, which seeks to increase teenage foster youth engagement in STEAM careers through a series of interactive "Tech Talks" led by STEAM professionals. First Star's objective is to drive more foster youth toward exciting STEAM careers with increased earning potential, helping to break the cycle of poverty that plagues foster youth.

After two previous and highly successful foundation outreach and grant development contracts, First Star is again working with MW&A to identify foundation support for this project across the county.

Caterina's Club was already admired for being the first nonprofit to feed nightly meals to homeless "motel children" in Southern California. Pre-pandemic, their Feeding the Kids program served up to 5,000 children each night at 90 sites.

A week into the pandemic's initial "shelter in place order" made it clear that Feeding the Kids must now become Feeding the

Families. Caterina's Club quickly responded, purchasing two new vans, expanding deliveries and partnerships, and creating safe protocols for drive-through meal and grocery pick-ups. Over nine months, they served close to 2 million meals to 200,000 people struggling due to this year's economic fall-out.

Caterina's Club's signature one-day Pastathon event sponsored by KFI AM became a two-week on-air campaign. The extended event raised \$750,000 (almost double the amount raised in 2019) and received over 48,000 pounds of community-donated pasta.

In addition to the success of the Pastathon, MW&A secured record-breaking foundation funding for Caterina's Club in 2020, doubling the amount granted in 2019.

\$50,000 (Orange County)
Croul Family Foundation

\$50,000 (Orange County)
Pacific Life Foundation

\$45,000, \$22,500 & \$20,000
Anaheim Community Foundation

\$30,000 (Orange County)
Allergan Foundation

\$30,000 (So. California)
Sharon D. Lund Foundation

\$30,000 (Los Angeles)
S. Mark Taper Foundation

\$25,000 (Orange County)
Argyros Family Foundation

\$25,000 (So. California)
DevTo Support Foundation

\$25,000 (So. California)
The Larry and Helen Hoag Foundation

\$20,000 & \$15,000
Orange County Resilience Fund

\$20,000 (Orange County)
The Ueberroth Family Foundation

\$15,000 (Los Angeles)
Albert and Elaine Borchard Foundation

\$15,000 (Orange County)
John Curci Family Foundation

\$15,000 (So. California)
Stanley W. Ekstrom Foundation

\$15,000 (Los Angeles)
The Green Foundation

\$15,000 (Los Angeles)
George Hoag Family Foundation

\$15,000 (Orange County)
Ueberroth Foundation

\$10,000 (Orange County)
SEMPRA Energy Foundation

\$10,000 (Orange County)
Linda Irvine Smith Foundation

Click below for a complete history of the grants we have secured for our clients since 1994.

works with low-income immigrant and first-generation youth in the Washington Heights neighborhood situated between Harlem and the Bronx.

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The pandemic created what FYI called "COVID clarity" -- an urgent reaffirmation to fulfill their mission and the realization that poverty in their community had never been so starkly apparent.

COVID-19 changed FYI. It reinforced existing commitments such as the need to address the community's low literacy rates and depressed academic performance and heightened their understanding that they needed to work much more closely with entire families to address multiple needs.

Early on in the pandemic, virtual learning took its toll with FYI's students exhibiting further educational delays and emotional distress. FYI's new Academic Coach model where students receive one-to-one support from FYI staff has led to a recent surge in student achievement. Students who previously said they "didn't like" school are now logging in early to their FYI Zoom lessons.

The pandemic brought their families' challenges to the forefront. FYI responded with new services and the creation of a Family Outreach Team that delivers emergency food and provides counseling and social services.

FYI had to pivot its fundraising strategy during COVID as well. The challenge was to raise money to pay for their new programs while making up for lost special event revenue. With nonprofits across the city (and the country) making similar pandemic appeals, they honed their messaging to educate potential donors about the dire struggles that their specific community faced. FYI had success, attracting 250 new individual and corporate donors through direct appeals made by board members and through social media requests.

Part of FYI's COVID clarity also included an internal understanding that it was necessary to identify new potential foundation funders. MW&A secured invitations from 17 new foundations for FYI and assisted in the development of new grant proposal language that highlighted their augmented services.

**LIBERTY
IN
NORTH
KOREA**

Liberty in North Korea (LiNK) As an international human rights organization, LiNK was brought face-to-face with constant uncertainty this year. Would they be able to continue their work on-the-ground helping North Korean refugees in their escape and beginning new lives in freedom? Could they raise enough funds to ensure their work could continue post-pandemic? One of the biggest pivots they made was the decision to

galas to an online format while maintaining their ambitious goal of raising \$1 million.

LiNK's supporters jumped at the opportunity to host small "house parties" or "virtual tables" and created fundraising pages with elements of friendly fundraising competition between the east coast and west coast teams. People tuned in and joined the gala activities from around the world--from Singapore to Australia, Brazil, and the UK. Thanks to an incredibly hard-working and creative team, along with the immense hustle and support of their board and gala committee, they were able to pull off a successful event raising over \$1 million from 1,080 donors, 75% of whom were new donors.

Growth remains on the menu at LiNK--MW&A has launched the search and recruitment for LiNK's new Chief Growth Officer charged with fortifying their fundraising and marketing efforts.

Foundation Outreach: MW&A's Successful Strategy to Increase Grant Funding

Many of the grants we have secured for our clients resulted from MW&A's unique services in [foundation outreach](#).

Through our long-term and vast network of professional connections with foundations locally, regionally, and nationally, we identify potential new funders, speak with program officers, and gain entrée for clients to apply.

Our Potential Funders Report summarizes feedback from program officers, including key areas of interest, suitable request amounts, and optimal timing for submitting an LOI or proposal.

Over the last 24 months, MW&A has conducted foundation outreach for thirteen clients throughout the country. In total, we identified over 200 foundations willing to accept their proposals, with request amounts totaling between \$3.5 million and \$8 million.

Contact MW&A if you would like us to assess your current grants program, introduce your organization to new potential foundation funders, or create compelling proposals.

Active Executive Searches

We are currently conducting a search for the following position:

Chief Growth Officer
Liberty in North Korea (LiNK)

[Click for Position Profile](#)

[Visit our website](#) to see a full list of active executive searches.

MW&A

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