

January 9, 2012

Dear Napa Valley Nonprofit Leader,

In 2008, determined to make more a meaningful difference our community, we refined our giving strategy. Planning to invest deeply in more targeted grantmaking, with the goal of enabling our grantees to produce more significant outcomes, we were eager to implement this approach. However, almost immediately, our plans were temporarily put on hold so we could assist those most affected by the economic crisis.

Over the past year we began efforts to move forward and are delighted to announce that we are now making those plans a reality. Working with LFA Group: *Learning for Action* and csb consulting, chosen for their expertise in strategic grantmaking, research and evaluation, we took those plans from strategy to grantmaking model. Over the next few years we will transition to this refined model comprised of 1 to 2 multi-year strategic initiatives as well as a Community Support Fund to provide core operating assistance to organizations working in the areas of Community Health and Children's Education.

Strategic initiatives will be funded significantly, approximately \$1 million a year for three to five years, with an acknowledgement that achieving meaningful community impact may require support for five to ten years depending on the initiative. Our expectation is that these initiatives will be managed by a lead agency but will most likely include a collaboration of organizations.

The NVV's first strategic initiative under this model will focus on closing the educational achievement gap in Napa County. LFA Group will conduct landscape research over the first four months of 2012 to assist us in directing our efforts where we can make the most impact, understanding assets, gaps, and areas of strength and development. The research may include focus groups, analysis of national and local models and best practices, and evaluation of local organizations capacity and activities. A request for proposals should be available mid-year for this first initiative.

As resources shift to the strategic initiatives we will fund approximately 50% of our current number of grantees with Community Support Fund grants. Organizations whose programs are long term grant recipients of ANV but no longer fit eligibility and selection criteria may be eligible for phase-out grants in 2012 and 2013. The process for applying for Community Support Fund and phase-out grants will follow the approximate timeline of our past grant selection process - starting in March with grant selection notification in late September. On the following pages you will find the eligibility and selection criteria for the Community Support Fund as well as information on the phase-out grants.

NVV will also continue to participate in the capacity building pooled funding grants as long as there is interest from the other local funders.

In order to answer any questions we will host an informational meeting prior to the start of the application process. As always, thank you for your continued efforts to make our community a better place.

Sincerely,

Kathleen Heitz Myers, President
Napa Valley Vintners Board of Directors