



## REACH's High Impact Grant Guidelines/Application

Updated April 2025

The Real Estate Alliance for Charity (REACH) is a non-profit organization that raises money by hosting vibrant and distinctive events throughout the year that engage and celebrate the commercial real estate community. Our funds support organizations that are creative in providing services and places to allow children and families to feel safe, grow educationally, and get the support needed to succeed in life. REACH's goal is to have a significant impact on smaller organizations that may sometimes be overlooked by larger foundations and programs.

### 1. Introduction

Welcome to REACH's High Impact Grant program! This grant is designed to provide funding for unique, necessary, and high needs in Milwaukee and surrounding communities. Please read the following guidelines carefully to ensure your application meets all requirements. Applications are reviewed by the REACH-WI board and applying charities can expect to hear back from the board on a decision within 60 days of applying.

### 2. Eligibility Criteria

To be eligible for the High Impact Grant, applicants must meet the following criteria:

- **Organization Type:** Open to non-profit organizations and registered charities (must be a 501(c)3). For-profit companies and individuals are not eligible.
- **Geographic Focus:** Projects can be based anywhere in southeast, WI, but must demonstrate a clear and measurable impact.
- **Organization Size :** We aim to serve underserved non-profit organizations within the community. Non-profits with national presences or large donor pools, while not discouraged from applying, are more likely to be turned down.
- **Project Impact :** REACH's High Impact Grant is intended to cater to a specific need within the nonprofit organization. The grant is not intended to cover basic operational costs or expenses. See below for examples of past approved grants.

### 3. Grant Amount and Duration

- **Funding Amount:** Grants cover up to \$5,000 of your project
- **Project Duration:** Projects must be completed within 12 months from the start date.



## 4. Application Process

### Step 1: Application

- **Introductory Letter** : Submit a one-page letter outlining the project's purpose, objectives, and anticipated impact. The letter should include:
  - Introduction to your non-profit organization
  - Mission of your organization
  - Target population and geographic area
  - Contact information
- **High Impact Grant Project Narrative**: While not required, here are some suggestions on information to include in your application - we'd love to learn more about your organization and specific needs!
  - **Background and Rationale**: Explain the problem being addressed and the need for the project.
  - **Goals and Objectives**: Clearly state the specific goals and measurable objectives.
  - **Methodology**: Describe the project design, activities, and timeline.
  - **Impact and Evaluation**: Detail the expected effect and how it will be measured.
  - **Sustainability**: Explain how the project's outcomes will be sustained beyond the grant period.
  - **Organizational Capacity**: Provide information about your organization's capacity to implement the project
- **Budget and Justification**: Provide a detailed budget of what it will take to get your project done including any matching funds or in-kind contributions.
- **Supporting Documents**: Feel free to include any additional supporting documents such as letters of recommendation, resumes of key staff, and any further information relevant to the proposal that may support the narrative!



## 5. Evaluation Criteria

Applications will be evaluated based on the following criteria:

- **Alignment:** Relevance to REACH's Mission of supporting small non-profits geared towards aiding children and families feel safe, grow educationally, and get the support needed to succeed in life.
- **Innovation:** Novelty and creativity of the approach.
- **Impact:** Potential for significant positive impact.
- **Feasibility:** Realistic and achievable goals and timeline.
- **Sustainability:** Long-term viability of the project's outcomes.
- **Organizational Capacity:** Ability of the organization to successfully implement the project

## 6. After your project is complete....

- **Post project:** We'd love to share your successful grant project with the REACH-WI Community! A narrative at the end of the project period, detailing outcomes, impact, and any lessons learned.
- **Acknowledgment of REACH-WI** - We'd love to find a way for REACH-WI to be recognized as a part of your project on social media - this will help our future grant applicant understand your success story!

## 7. Submission Instructions

- **Submission:** Submit your application to [info@reach-wi.org](mailto:info@reach-wi.org) as a PDF. Please save the document as "your organization's name – Impact Grant Request."

For questions or additional information, please contact Katie Coyle by email at [info@reach-wi.org](mailto:info@reach-wi.org).

We look forward to receiving your application and supporting projects that create meaningful change!