Impact100™ Metro Detroit

2026/2027 Grant Application Nonprofit Training and Q&A

November 12, 2026

Your mission, our investment.

Virtual Overview and Guidelines

- Feel free to turn on your camera! We'd like to see your faces!
- On your Zoom pic, click on 'Rename' and put in your name and the organization you represent
- Please leave your mic muted until the Q&A session at the end
- Put your questions in chat - if they are easy we will tackle them if not we will address at the end
- There will be a Q&A at the end

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Welcome:

TODAY'S TRAINING WILL INCLUDE:

- Overview on Impact100 MD – who we are
- Eligibility Requirements for our grant
- Grant Process
- 2027 Giving Cycle Important Dates
- Q&A with Past $100k Grant Awardee – Karlyta Williams from Code Grow our 2026 grantee!
- Tips for writing ANY grant

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Barb Kaufman

- Nonprofit Relations Co-Chair – Impact100 Metro Detroit
- Past President and founding member since 2016
- Board member for 10 years primary focus:
  - Grant review 10 years
  - Financial Review – founder and leader 4 years
- CPA is my background
- Co-chair partner, Neena Crimmins

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Impact100 Metro Detroit

We are an all-women, all-volunteer 501(c)3 nonprofit

Our Vision: Metro Detroit rises because its women fund the rising nonprofits.
Our Mission: We welcome women to pool their dollars and cast their votes to award $100,000 grants that change the trajectories of Metro Detroit's nonprofits.

Our Focus:
To award High-Impact grants for sustainable projects that focus the impact on our own community. We do that by funding local organizations doing amazing work in the tri-county area of Oakland, Macomb and Wayne Counties.

Our History:

Founded in 2001 by Wendy Steele (activist, philanthropist, entrepreneur and author)
Over 85 chapters in 4 countries have collectively granted $200M
Impact100 Metro Detroit chapter was founded in 2016

Our Impact: Since our inception, we have awarded over $2M in grants

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OUR MODEL

$1,000 at a time. $100,000 at once. Every woman holds an equal vote, and no finalist leaves empty-handed.



At Least 100 Women Come Together



Each Woman Donates $1,000



Every Member Votes



$100,000 is donated to a Local Charity

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OUR FOCUS AREAS

Shine a spotlight on nonprofits making a difference in our community.



Arts & Culture

Projects that foster greater exposure or participation in the arts and culture (including culinary arts) or use art as a medium for creative expression.



Education

Projects that expand or improve learning, primarily for children, focused on literacy, tutoring, mentoring, GED, or college prep.



Family & Individual Support

Projects that support the lives of individuals and families, focusing on housing, transportation, living wage, food insecurity, job skills training or other basic needs.



Health & Wellness

Projects that improve physical and/or mental skills, foster healthy living habits or life skills programs that promote independent living.



Revitalization, Recreation & Environment

Projects that revitalize or create public spaces for the community, including community gardens and greenhouses, support environmental awareness, and/or promote a positive, sustainable relationship between people and their environment; or promote the welfare of animals in our communities.

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Eligibility

What makes your Organization Eligible?

- Be classified as a “Public Charity” with tax-exempt status under Section 501(c)(3) of the Internal Revenue Code. Private foundations are not eligible.
- Have at least three full fiscal years of financial statements (audited or reviewed preferred) and at least three years of completed tax filings - IRS Form 990’s)
- Not be a recipient of an Impact100 Metro Detroit project grant ($100,000) in the past three grant cycles

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Eligibility

What Projects are Eligible for Funding?

Impact100 looks to fund initiatives that are both TRANSFORMATIONAL and SUSTAINABLE

To be considered, your project needs to.....

- Be transformational – create a new program, expand an existing program, or create a new or expanded collaboration
- Fit within one of the five focus areas
- Serve residents of and expend at least 80% of funds in Wayne, Oakland and Macomb counties
- Have a total project budget of at least $100,000. (We allow up to 15% of our Impact100MD project grant to be allocated to organization overhead expense for that project)
- Expend the funds within 18 months of being awarded

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Eligibility

Clarifying "Transformational"

Transformation Activity

Solves a Community Problem

Pursues change

Thinks Beyond Today

Drives Innovation

Grows the org to provide more

Operating Activity

Runs the business

Manages the Status Quo

Fills the Daily Need

Keeps the lights on

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Funding Priorities:

Impact100 Metro Detroit will give preference to organizations that:

- Have annual operating revenue of at least $300,000 and below $5,000,000
- Are not affiliated with a larger national or regional parent organization
- Have an innovative mission and approach in making a long lasting impact on our community
- Have a DEI policy and a board/leadership team that reflects the population served

Impact100 Metro Detroit will give priority to the following project characteristics:

- Target under-served populations and/or highlight unmet needs in the community
- Have a clear sustainability plan on how outcomes will be delivered – even after the grant money has been spent.
- Have a measurable high-impact on beneficiaries
- Projects where we fund the majority of the whole project or a specific carve out of the project

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Not Eligible:

Grants will not be provided for the following:

- Debt reduction, operating deficits, interim or bridge funding, or endowment funding
- Activities that are religious or political in nature
- Fund drives, annual appeals, fundraising events, or general capital campaigns
- Individuals or private foundations
- Projects that will only provide current services to current clients for another year

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New for 2027:

2027 Application Key Changes:

- Eligibility Section expanded – **read and answer it thoroughly.** (Will include where you expect to serve with your project – 80% needs to be in our local tri-county area.)
- A few dropdown category questions with our Standardized Detailed Project Budget
- Continued emphasis placed on transformational project – current services to current clients are not the types of projects we fund – DREAM BIG!
- Discuss Sustainability and Project's Significant Impact
- Office Hours to answer questions virtually in December

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Financial Review Committee: What to Know

Within the grant application, Nonprofits are expected to provide the following items:

1. Past three years of 990s
2. Past externally reviewed CPA-prepared statements
3. Copy of their project budget

GRANT REVIEW SELECTS THE THREE SEMI-FINALISTS FROM EACH FOCUS AREA TO MOVE TO FINANCIAL REVIEW

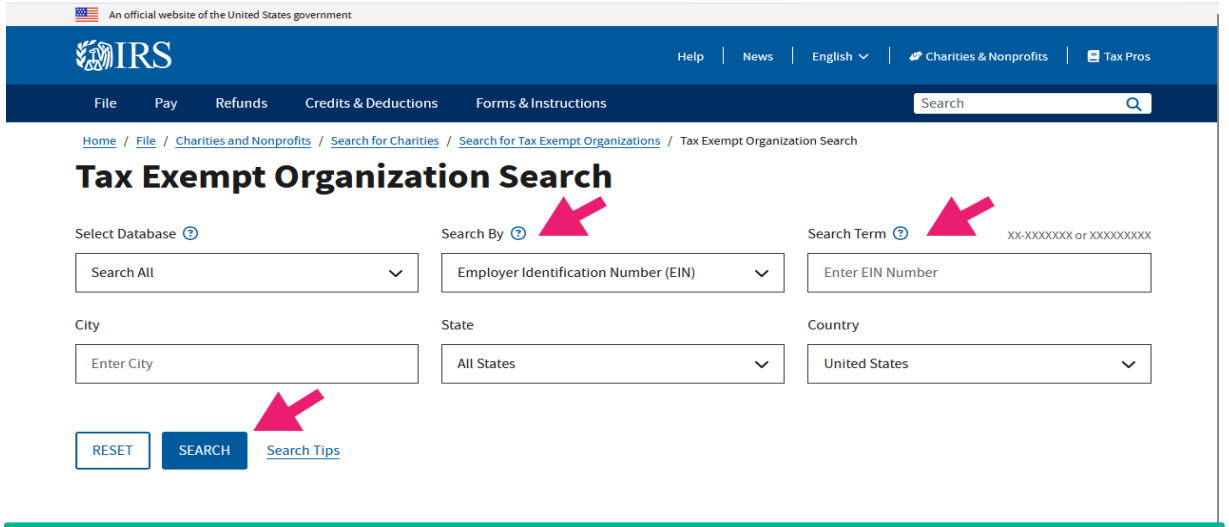
The Financial Review Committee Chair(s) complete a preliminary review of all semi-finalists information to ensure all financial information is uploaded as expected. Immediate disqualifiers could include:

- Insufficient financial detail, which would not allow for the Financial Review Committee to Complete a thorough and adequate review of financial stability.
- Missing/inaccurate financial/budget information (i.e. missing 990s)

Abbreviated financial information is sent to all members of Financial Review Committee to complete independent financial review.

KEY FOCUS OF FINANCIAL REVIEW: FINANCIAL STABILITY OF THE ORGANIZATION AND ABILITY TO ADMINISTER AN IMPACT100 GRANT IF AWARDED ONE.

Financial Review Committee: 990s



Use the IRS website to find your 990s:

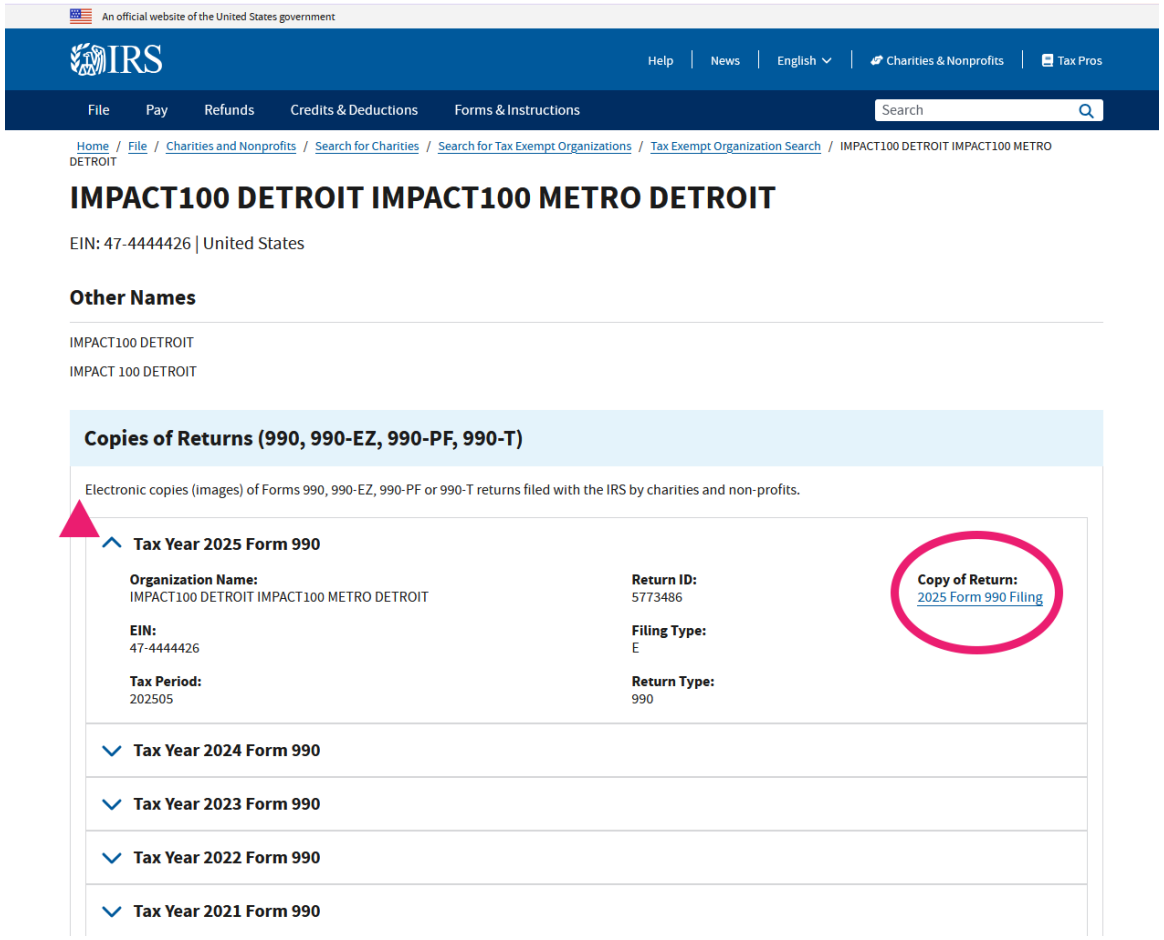
https://apps.irs.gov/app/eos/

1. You will use your EIN or org name to find your organization in the system.

2. You will click the drop-down for each of the past 3 years and click the hyperlink under "Copy of Return" for each year.

3. When you save each 990 to your computer, KEEP the name the IRS has already given the file ([org's EIN] _ [filing year and month]) and *ADD* your organization name to the beginning of the file name and "Impact100_2027" to the end

Example:
Nonprofit_474444426_202505_990_2026020223884571_Impact100_2027 .pdf



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KEY FOCUS OF FINANCIAL REVIEW: FINANCIAL STABILITY OF THE ORGANIZATION AND ABILITY TO ADMINISTER AN IMPACT100 GRANT IF AWARDED ONE.

Financial Review Committee: What is Important?

Review Financial Information – determine ongoing financial viability:

- Total Revenue greater than $50,000
- We look at key financial metrics such as composition of net assets, cash flow, and revenue /expense trends
- Funding sources and concerns about future fundraising
- General sense of financial controls and ability to use the money responsibly
- Governance and proper non-financial controls

Review Budget and Project:

- Reasonableness of overall budget
- Contingency for cost overruns
- Sustainability of project after the grant is used

SCORING: Financial Review will recommend a rating of:

- Pass
- Pass with reservations
- Fail

On-line Application

- Link to SlideRoom will be available on website and will come out in an email
- Secure, streamlined tool for application submission and review
- Application information saved as you enter; can choose to complete over time
- No charge for submitting application
- Grant Application Sections:

1. ***Eligibility Information***
2. ***Geography Eligibility Information***
3. Background Organization Information
4. Project Details
5. Project Funding/Budget and Sustainability
6. Financial Information
7. Legal and Governance

SlideRoom

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SlideRoom Features

Note: You only have to do this once. Your profile information will be used for all future SlideRoom applications.

Registering As *
Organization/Group

Organization Name *

First Name *

Last Name *

Primary Address *

Suite/apt

Country *
United States

City *

State *
Alabama

Zip Code *

Phone Number *

Continue to Application Cancel

- If you have not used SlideRoom before, you will need to register before starting the application

2027 Grant Cycle: Key Dates

Event	Timeframe
Nonprofit Info Session	Nov 12, 2026
2027 Application Opens - **email**	Nov 13, 2026
Application Office Hours	Dec 1, 2026
2027 Application Closes - **email**	Jan 8, 2027
Eligibility Review – **email y/n**	Jan 11 – Jan 15
Grant Review	Jan 19 – Feb 7
Financial Review Period	Feb 13 – Mar 6
Semifinalists/Site Visits – **email**	Mar 10 – Mar 26
Finalists Notification - **call**	Mid April
Big Give Event	May 19, 2027

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Some feedback from prior applicants:

Karlyta Williams

2026 Impact100 Metro Detroit Grant Recipient

CODE:GROW

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FIRST THINGS FIRST – from past grantees……

Before beginning your application, think deeply and carefully about your project and ask yourself, and others, questions like:

- What difference does our project make for individuals we serve and for the larger community?
- What problem(s) does it solve?
- Does it make individual's lives better – how and why?
- Does our project result in growth and capacity building?
- What makes our project stand out among the crowd? What aspects of it make it unique?

If I could, would I give a $1,000 toward this project if it was someone else's idea?

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Some feedback from prior applicants:

Keep Applying!

If at first, you don't succeed, try, try again. Some of our grantees have applied more than once.

Don’t be intimidated by process!

It’s a thrill to make it to the Big Give and present your project to 100’s of women who really care and want to make a difference.

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Top 10 Tips for Writing a Nonprofit Grant

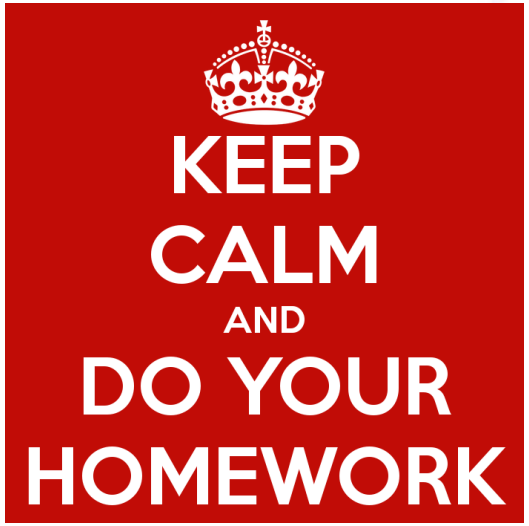
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Top 10 Tips for Writing a Nonprofit Grant Application

1. Understand the Funder's Priorities

Research the grant maker thoroughly.

Align your mission and project goals with their funding interests, values, and past grantees.



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Top 10 Tips for Writing a Nonprofit Grant Application

2. Follow the Guidelines Exactly

Stick to the format, word limits, and required documents. Missing even one detail can disqualify your application. (ESPECIALLY SECTION ONE)

Thoroughly read the requirements, submission process and application BEFORE you start writing



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Top 10 Tips for Writing a Nonprofit Grant Application

3. Tell a Compelling Story

Use storytelling to highlight the **problem** your nonprofit addresses, the **people** you serve, and the **impact** you aim to make. Remember you are trying to persuade people to want to help.

Remember, for us it's a group of women reading the grants – APPEAL to THEM

The narrative should illustrate how the grant will fit with your mission.

Tell what makes your program unique?

Use the active, not passive voice.

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Top 10 Tips for Writing a Nonprofit Grant Application

4. Clearly Define the Problem

Present data and evidence to show the urgency and relevance of the issue.

Make it clear why your project is needed now.

Make it clear how the grant will assist in a meaningful way.

Powerful statement of need and evidence of need. Have a good program and be able to prove it!

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Top 10 Tips for Writing a Nonprofit Grant Application

5. Outline Specific, Measurable Goals

Use SMART goals to show how you'll track success:

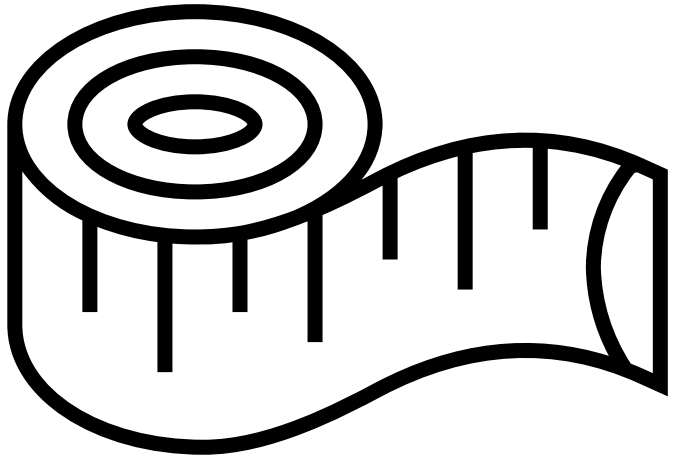
S pecific

M easurable

A chievable

R elevant

T ime-bound



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Top 10 Tips for Writing a Nonprofit Grant Application

6. Demonstrate Capacity and Credibility

Highlight your team's qualifications, past successes, and partnerships.

Show that you're capable of delivering results.

Convene a team –

- Leadership
- finance and accounting
- program mangers/subject matter experts

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Top 10 Tips for Writing a Nonprofit Grant Application

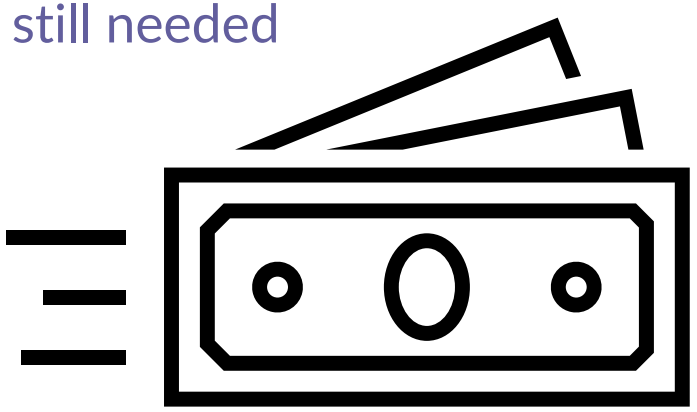
7. Create a Realistic PROJECT Budget

Ensure your budget aligns with your narrative. Include justifications for each expense and show how funds will be used efficiently.

Get Estimates if it involves construction or capital purchases and include them

Make sure it is clear what funding is secured and what is still needed

Make sure it is clear what our funds will be used for



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Top 10 Tips for Writing a Nonprofit Grant Application

8. Include Sustainability plans

Explain how you'll be able to continue to deliver outcomes -

even after the grant money is all spent.



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Top 10 Tips for Writing a Nonprofit Grant Application

9. Proofread and Edit Thoroughly - REREAD

Typos and unclear writing can undermine your credibility.

Create a WORD document and cut and paste into online forms.

Have multiple people review the application before submission.

Most importantly, read your proposal back to someone that is not acquainted with your organization to be sure that it is all easily understood.

Allow enough time to let your proposal and your mind to rest for a day.



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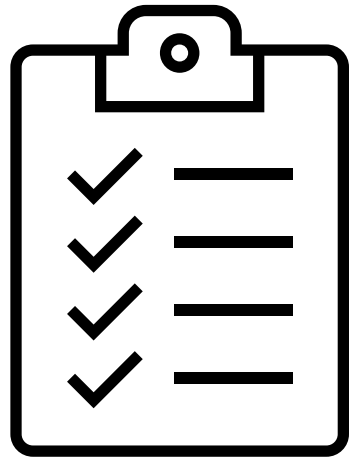
Top 10 Tips for Writing a Nonprofit Grant Application

10. START and Submit Early and Confirm Receipt

It is a very thorough application!

Don’t wait until the last minute. Submit ahead of the deadline and confirm that your application was received.

Contact the program officer if you have questions



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Our Website:

Impact100Metro Detroit.org

Nonprofit Information

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Any Questions?

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Video Overview

Grant Training Video



Thank You