

# Local Grantmaking

## Program Overview

The Local Grantmaking Program builds on the longstanding commitment made by David and Lucile Packard to invest in the region where they started their company and raised their family. Building on a long tradition of support for their local community, the program is dedicated to achieving deep and meaningful impact through its support of local organizations.

Throughout their lifetimes, David and Lucile Packard invested in their local community and in issues about which they were passionate. They believed that their local investments could drive deep impact and bring meaningful change. Today, we make investments in focus areas in which the Packard family and the Foundation have longstanding commitments—the arts, children and youth, conservation and science, food and shelter, population and reproductive health, as well as organizational capacity-building for grantees.

We want our local communities to continue to be strong and vibrant places where people can thrive and reach their full potential. We work to ensure that people have access to the resources and services they need for their well-being as well as opportunities that enable them to explore and grow.

### The Challenge

The five counties that comprise the Packard Foundation's Local Grantmaking region are home to breathtaking landscapes and rich agricultural land, top universities and world-renowned technology companies, and diverse communities that produce exceptional art, cuisine and cultural assets. Despite the economic prosperity, community strengths, and opportunities that exist, many children and families

in the community face challenges that prohibit them from thriving and fully realizing their potential.

### Our Approach

David and Lucile Packard knew that local giving was critical for communities to truly thrive. The Local Grantmaking Program reflects a commitment our founders made to continue investing in this region where they started their company and raised their family.

Today, the Local Grantmaking Program awards general support and project support grants to organizations that work within our geographic scope and are a fit with our funding strategies. We focus and align our resources with the Foundation's mission and priorities, strive to be responsive and highly engaged with our grantees, and recognize the Foundation's support is one piece of what helps these communities to thrive.

### Our Geographies

We make investments that benefit the five contiguous counties of **San Mateo, Santa Clara, Santa Cruz, San Benito\*** and **Monterey**. Our general preference is to support organizations that are based in and whose work supports these geographies. Although, we will give funding consideration to organizations based outside of the five counties working in these locations provided there is demonstrated local demand for their programs or services, and a strong local partnership is in place to execute or host programs or services.

\* The majority of the Foundation's support for nonprofit organizations in San Benito County is provided through a re-granting partnership with the Community Foundation for San Benito County.

## Our Issue Areas

We invest in organizations and programs that offer critical services or learning opportunities in our region. Across the five counties, the Local Grantmaking Program provides support in five primary focus areas: arts, children and youth, conservation and science, food and shelter, and population and reproductive health.

Organizations may receive multi-year general support to help fulfill their community-based missions. Support for capacity-building efforts that advance the work of current grantees is provided through the Local Grantmaking Program's "Beyond the Check" investments.

Except in special circumstances, we do not provide support for research studies, capital campaigns, or endowments.

## Arts

The arts play an essential role in bringing and sustaining vibrancy in our local region. A healthy community needs an array of performing and visual arts organizations that bring people together, spur creativity and spark conversations, and enhance the community's quality of life. A thriving arts community also ensures that children and youth have exposure and access to the arts.

We want anchor art organizations to have the capacity to offer a spectrum of visual and performing arts for the community. We seek to ensure children are exposed to and educated about the arts at an early age so that their development is enriched and their imagination and confidence can flourish.

The Local Grantmaking Program funds cultural organizations that provide visual or performing arts experiences for the community, or arts education programming for children and youth. In most counties, we have re-granting partnerships with arts councils or community foundations as a means of providing support for arts organizations with smaller budgets.

Funding through the Arts subprogram is competitive, and a limited number of new grants are made each year. Further, except in special circumstances, we do not support endowments; capital needs, including renovations, equipment, and construction; debt reduction or benefits; fundraising events or primarily one-time cultural events; literary arts; or film and media programs.

## Children and Youth

Thriving children and youth are key to all strong and successful communities. To ensure that children in our communities get off to a good start, we support programs that serve children as early as birth and continue support for children during other vulnerable times of development.

Especially critical to a child's development and growth are the first three years of life. Newborns and toddlers need positive early experiences that foster their intellectual, social, and emotional development, and lay a foundation for future success. The middle school years are another key and challenging stage of development as children move through early adolescence, seek new opportunities to learn and take appropriate risks. Middle school-age youth need access to quality after-school programming for their enrichment and safety.

We want to ensure that parents and caregivers have the community resources necessary to provide positive support and critical developmental experiences for infants and toddlers during the first three years of life. Building on the Foundation's long-standing interest in adolescent children, we work to ensure that enriching after-school programming is available and accessible to middle school students, particularly vulnerable youth in high-need communities.

The Local Grantmaking Program funds organizations that provide early childhood learning experiences that foster development of newborns and toddlers, and help parents and caregivers establish healthy patterns for children. In addition, we support quality after-school time programs for middle school

students that offer engaging activities throughout the school year.

Except in special circumstances, we do not support research, studies, policy work, capital campaigns, or child care center operations or subsidies.

### **Conservation and Science**

The lives of children and families are greatly enriched when they have the opportunity to experience nature directly. Time spent learning about the environment enhances classroom learning, helps to better connect students to their local communities and gain a deeper sense of place.

We want children and youth to learn about the environment so that they understand the natural world and are better positioned to make informed decisions about how to care for it. We seek to ensure children have an opportunity to learn in and about the natural world alongside family members, as those are rich opportunities for families to gain newfound knowledge together.

The Local Grantmaking Program funds environmental education programs that enhance classroom learning, expose children and families to the diverse environmental landscapes and resources found in our local area, and offer hands-on learning opportunities that promote environmental stewardship.

Except in special circumstances, we do not support capital campaigns, endowments, and land acquisitions or purchases.

### **Food and Shelter**

Our local region should be a place where all families are able to meet their basic daily needs. Vulnerable community members and families need strong and sustainable programs that preserve the family unit while assisting with shortages of food or lack of secure shelter.

We want families to have access to nutritious supplemental food when needed, for homeless families and those impacted by domestic violence to

have access to emergency shelter and re-housing assistance. We work to ensure that area food banks and primary shelter and domestic violence service providers can meet community need, particularly during difficult economic times.

The Local Grantmaking Program funds major food banks, anchor shelter and housing providers for homeless families, and emergency assistance and shelter providers for families who are victims of domestic violence.

Except in special circumstances, we do not support individual food distribution programs, providers of ongoing services to homeless individuals and families, advocacy efforts, field research, endowments, or capital needs, such as renovations, equipment, and construction.

### **Population and Reproductive Health**

We believe communities should prioritize the health of girls and women through education and access to reproductive health services. We prioritize funding in this area for organizations that work to reduce teen pregnancy and ensure youth and adults are educated about, and have ample access to, multiple methods of family planning. Access to these programs and services has a lasting positive impact on families and communities.

We work to ensure teens receive comprehensive sexuality education and that both youth and adults are educated about, and have ample access to, reproductive health services. We want girls and young women to develop leadership skills and confidence so that they make good choices about their reproductive health and futures.

We fund organizations that offer secure access to comprehensive sex education, family planning and reproductive care, prenatal and postnatal care, contraception, and emergency obstetrical care. We provide support to organizations that work with teens to teach them about pregnancy prevention and intervention strategies, or to develop leadership skills and confidence in girls and young women.

## Beyond the Check

As with all sectors, organizations in the nonprofit sector must continually learn and build their capacity. Nonprofits must be able to incorporate cutting edge practices, scale successful programs, and address emerging challenges. Yet, nonprofit leaders find it challenging to make time to reflect and find resources to engage in additional projects or trainings that will enhance organizational knowledge and capacity.

Our Beyond the Check program funds projects that strengthen the capacity of individual grantees as well as supports trainings, conferences, and learning communities that strengthen groups or cohorts of grantees. In addition, funding is provided to organizations that have a primary mission of building the capacity of nonprofit organizations in our local communities, or that offer research and demonstration projects that provide new learning about local nonprofit effectiveness.

## Community Initiatives

In addition to the support provided through our annual grantmaking, funding is provided for a limited number of multi-year initiatives that complement and enhance grantmaking in the five issue areas and/or counties of focus. Currently, the

Program is supporting a multi-year, multi-million dollar initiative that works to increase positive opportunities for youth in Salinas, CA. Funding for this initiative is by invitation only. Other community initiatives are developed by the Local Grantmaking Program in consultation with community partners, based on community needs.

## How to Apply for a Grant

Proposals are reviewed throughout the year. Organizations that have received a Packard Foundation grant within the last three years should contact [local@packard.org](mailto:local@packard.org) for information on the application process for full proposals. Organizations that have not received a Packard Foundation grant within the last three years should submit a letter of inquiry. Consult the Local Grantmaking Program “how to get support” section of [www.packard.org](http://www.packard.org) for full instructions.

## Learn More

To learn more about each of our subprograms; their strategies and funding, visit our website at [www.packard.org/local-grantmaking](http://www.packard.org/local-grantmaking).