

friedman
family foundation
reducing poverty through systemic change

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We are a small family foundation seeking to make a difference in a world of many needs. Our choice of mission and priorities are profiled here.

As a family foundation, we seek to express and further the values we were taught: a respect for the capabilities and dignity of all people, a belief in the power of ideas and in individual empowerment, a commitment to systemic change, a reverence for learning, faith in the ability to create a better world and an obligation to the San Francisco Bay Area that has been our family home for five generations.

The focus of our grantmaking is the systemic reduction of poverty. We feel a responsibility to expand the choices available to people with all too few. Poverty, in all its forms, has been increasing ever since 1973 in this country. We are more divided as a nation than at any time in our lifetimes. Almost all trends run in the wrong direction.

Our mission is to help change this direction. We do not believe that an expansion of the welfare state or increased charity alone are the answers. We believe that this society must find ways to expand the

reviving the american dream

San Francisco-based EARN is the only asset-building organization in the nation that uses market-based principles to open the door to financial success for the working poor; pilot new, large-scale solutions to poverty; and transform asset policy in California. In fact, this model earned the organization the Fast Company/Monitor Group 2005 Social Capitalist of the Year Award, which recognizes the top 25 organizations in the country using business strategies to create social change. According to executive director Ben Mangan, "EARN is reviving the American dream and making it something to truly believe in again."

Chai Hooi, agrees. With limited English skills, he juggled low-wage jobs and began an informal cleaning business to support his children. Thanks to EARN's

Individual Development

Account savings program Chai was able to purchase a truck, which boosted his business revenues and helped him pay for his children's education.



opportunity to produce. We must introduce new programs and policies that allow those on the margins of the economy a reasonable chance to craft their own futures.

We are looking for model organizations with an effective track record and for new projects which offer innovative changes likely to create a broad impact or which provide a lasting impact on fewer lives. While we respect the need for direct service, our interest is in organizations and projects with explicit strategies and promise for system and policy change. Our focus is the San Francisco Bay Area; however, we recognize that poverty exists all over the country and the world, often in greater and more vicious concentrations, and that innovative solutions often emerge across this larger world. Thus we occasionally consider projects beyond this region, projects that offer lessons or benefits for the Bay Area. We recognize that poverty and opportunity in the Bay Area will be affected and effected by efforts at the state and national levels.

Most of our grants are still relatively small; generally no more than \$20,000 to groups with antipoverty strategies ranging from organizing to model program development to policy advocacy. We delight in renewing support to high performing organizations. We seek to increase the utility of our modest grants by offering general support that gives organizations the ability to use the funds where they believe they can be most effective and by keeping our grantmaking requirements simple and minimal.

We hope that as our experience grows, the impact of our grantmaking will deepen, and that we will be able to give sustenance to organizations, individuals and ideas that have the capacity of truly changing the face of opportunity in this community and, indeed, the nation.

We welcome suggestions on how we can do better.

Phyllis Koshland Friedman
President

promoting comprehensive economic community development

Sales at Cones n' Cakes had been flat for months. But that turned around after the owner, Alice Liu, worked with The Mission Economic Development Association (MEDA), a community-based, economic development corporation located in the Mission District of San Francisco. After working with MEDA, Alice incorporated a coffee shop within her ice-cream business and increased sales by 15% in one month.

MEDA has worked with clients like Alice for more than 20 years. It aims to improve the economic and social conditions in the Mission by stimulating investment, enhancing the business environment, and creating jobs for area residents. MEDA provides small business technical assistance, loan packaging, and advocacy targeted at minority- and women-owned businesses. MEDA also conducts neighborhood revitalization projects and is committed to maintaining the cultural identity and resources of the Mission District.

improving public policies for low- and middle-income Californians

"People come up to me in the farmer's market and tell me that they love the work we do," said Jean Ross, founding Executive Director of the California Budget Project (CBP).

Founded in 1994, CBP serves as a resource to the media, policymakers, and state and local constituency groups seeking accurate information and analysis of a range of state policy issues. Through independent fiscal and policy analysis, public education, and collaboration with other organizations, CBP works to improve public policies that affect the economic and social well-being of low- and middle-income Californians.

Among its many successes over the years, CBP helped California food advocates change the state's asset limit rules for the food stamp program. It provided key data and lent credibility to the group's efforts. Jean reflects, "When you give people the tools to help them do what they do better, it moves you toward system change. I'm proud that our work has helped create a more sophisticated voice around policies that affect poor Californians."

guidelines and priorities

mission

The overall purpose of the Friedman Family Foundation is to fund programs that attempt to end the cycle of poverty. We are interested in programs which provide tools, support, and opportunity to people in need in order to overcome the root causes of their poverty, and in which the people to be helped are part of the design and decision making of the organization or project. We want to fund excellent organizations and new and creative programs working for systemic change.

area of interest

To advance our mission, the Foundation supports economic development programs that attempt to create systemic change. We feel systemic change is created when the impact goes beyond the direct beneficiaries and creates fundamental, enduring changes to a system. We are interested in programs that help the economically disadvantaged create wealth and financial stability, policy efforts that create financial equity and innovative anti-poverty strategies.

grant eligibility

The Foundation will not support organizations that discriminate against a person or group on the basis of age, political affiliation, race, national origin, ethnicity, gender, disability, sexual orientation or religious belief. All potential grantees must be a 501(c)(3) nonprofit organization or a public entity with a board or advisory group that is reflective of the population or community being served.

grant limitations

The Foundation generally does not fund films, videos, conferences, seminar, capital, scholarships, individuals, research, or special or fundraising events.

“ We continue to seek and be impressed by innovative antipoverty efforts that create a pattern of broad change and impact policy. ”

Phyllis Koshland Friedman

geographic focus

Priority is given to organizations in the nine counties of the San Francisco Bay Area. We occasionally consider projects beyond this region that affect us and unique projects that offer lessons or benefits for the Bay Area.

grant types

General and Project Support

grant amount

\$5,000 - \$20,000

creating individual success through communal connections



The Family Independence Initiative (FII) collaborates with groups of families who are committed to helping one another leave poverty. The Initiative is grounded in a belief that most families strive for leadership, community, opportunity, and control over their own lives. FII aims to break the cycle of poverty by: (1) investing directly in families who take the initiative to increase their economic and social assets and forge self-defined and culturally relevant pathways to self-sufficiency and (2) taking what it learns from those families to change social and economic systems to acknowledge and encourage community initiative and self-determination.

FII is catalyzing such self-help networks within communities throughout Oakland and Alameda County. One participant, Aishah Bashir, is testimony for the success of this unique partnership. Through her affiliation with FII, Aishah organized the Bay Area's first grassroots and highly successful Black Women's Health & Healing Conference. Aisha notes, "I've connected with people and ideas that can help make my dreams a reality and I've strengthened communal bonds among people who have similar goals and aspirations." Aisha is planning a second Black Women's Health and Healing Conference and plans to use the income generated from the event to open a center for the health and healing of Black Women in the Bay Area.

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application procedures

If after reviewing the guidelines, you feel your organization or project matches the Foundation's area of interest, please submit a brief letter of inquiry (no more than three pages) or submit an application. A letter of inquiry is preferred for first-time applicants.

Please note that the Foundation does not accept proposals in lieu of applications. Decisions are primarily based on application information. You may access an application Word template on our website at www.friedmanfamilyfoundation.org. Please carefully follow the application instructions below:

application instructions

- ▮ Please type your application.
- ▮ Please include the application header, answer the questions listed, and submit the requested attachments.
- ▮ Please type and single-space all applications. Use standard margins (text should not run to the edges of the page) and font size should be at least 12 points.
- ▮ Please be sure the application, including the header, is no longer than two single-sided pages. Applications longer than two pages will not be considered.
- ▮ You may email your application and attachments to info@friedmanfamilyfoundation.org. Please do not mail additional hard copies.
- ▮ Please note that faxes are not accepted and will not be considered for review.
- ▮ Please note that the Foundation does not have a formal physical location. In-person, hand deliveries are discouraged for this reason. For exceptions, please consult with staff.

Visit www.friedmanfamilyfoundation.org to download an application Word template.

application header

Please include the following header (exactly as it appears below) on the first page of the application.

Friedman Family Foundation Grant Application

Organization _____	Date _____	
Address _____		
Contact & Title _____		
Phone _____	Fax _____	Email _____
Amount Requested _____	Support (General or Project Name) _____	
Is this a Renewal Request _____		If yes, last grant date and amount _____
Total Organization Budget _____		Total Project Budget _____

application questions

Please answer the questions below in the order listed. Please type the question, followed by your answer (the application, including the header, should not be longer than two single-sided pages):

- ✓ Briefly describe the exact purpose of your work and the significance and impact it has had in addressing the root causes of poverty (please show quantification of results wherever possible).
- ✓ Describe the target population(s) to be served and their role in design/decision making of the program.
- ✓ Give a brief statement of your organization's history, goals and effectiveness.

attachments

In addition to the application, please include the following:

- ✓ One or two client profiles. Profiles should not be longer than one paragraph each and not exceed one single-sided page
- ✓ Total Project Budget (if applicable)

continued on the following page

- ✓ Total Organization Budget
- ✓ List of Funding Sources (foundations, corporations and others of \$5,000+)
 - a. Committed Funds for current year budget (indicate source and amounts)
 - b. Anticipated/Pending Funds for current year budget (indicate source, amount requested and status of your proposal)
- ✓ List of Board of Directors with their affiliations
- ✓ IRS 501(c)(3) Tax Exempt Letter
- ✓ Readily available printed materials describing the organization and its activities (brochures, annual report, etc.). These are for background information only and should not be referred to on your application.

application deadlines and decisions

Letters of inquiry are accepted year round. Application deadlines vary each year. The Foundation Board meets three times a year. Your request will be reviewed in light of the Foundation's field of interest and current priorities. Please allow up to three months for the review process. Please see www.friedmanfamilyfoundation.org for current deadlines.

touching young lives and building brighter futures



"Through the program, I got not only my first savings account but also had my first experience with financial responsibility," said Melissa Tang a participant in Juma Ventures' Individual Development Account (IDA) program. Melissa first got involved with Juma when she was 17 as a barista in the organization's ball park business—one of the social enterprises it owns and operates. Melissa also joined Juma's IDA program to save for college. She eventually worked her way up to assistant manager at the ball park, which helped her to

save more money for her education. Thanks to the \$2,670 Melissa was able to save and the \$6,000 in matching funds she received through her IDA, she is now pursuing her interests in environmental studies and geography at UCSB.

Melissa is just one of the many young people Juma touches in the Bay Area. Juma supports youth from San Francisco's lowest-income neighborhoods in gaining the work experience, exposure to opportunities, and preparation they need to position themselves for post-secondary education and career-oriented employment. Through an integrated program model consisting of work and complementary youth development services—including financial literacy and college exploration—Juma helps youth develop action plans for their futures, breaking the cycle of poverty they've grown up in and around.

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