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Impact100 Sonoma Announces 2023 Grants Plan for Valley Nonprofits

Broad Funding Strategy Expected to Continue Long Term

SONOMA, Calif. — In 2023, women’s collective giving organization Impact100 Sonoma—one of the valley’s largest funders—will again offer multiple Impetus Grants of up to \$25,000 to local nonprofit organizations. In 2022, Impact100 awarded a record \$335,500 in Impetus Grants to 14 valley nonprofits. That strategy of disbursing funds widely, as opposed to offering fewer large grants, was initiated during the COVID-19 pandemic and is now expected to continue into the future.

“This approach has been well-received by Sonoma Valley’s nonprofits and Impact100 members alike,” said Dana Simpson-Stokes, Grants Oversight Co-Chair. “Both constituencies requested that it continue. The ability to support a broad range of organizations and serve residents of all ages and needs is a good fit for our community. Grant recipients can use the money to sustain their current programs, expand or improve their offerings, or better fulfill their core mission.”

The 2023 grants strategy was announced on Saturday afternoon, September 24, during Impact100's Annual Garden Party, which also launched its 2023 membership drive. Every member makes a one-year, fully tax-deductible minimum donation of \$1,000 toward grants. The more members, the more money is available to distribute.

“We will continue to evaluate grant applications through a diversity, equity, and inclusion lens,” said Simpson-Stokes, “with a focus on supporting core missions and assisting newer or smaller valley nonprofits.”

Because it expects to continue the Impetus Grant model going forward, Impact100 will return to an alternating funding cycle that requires recent recipients to sit out for one year. For the upcoming grants cycle, organizations that received two Impetus Grants in a row during the pandemic in 2021 and 2022 will be ineligible to apply in 2023.

To simplify and expedite the application process, Impact100 has adopted new grants-management software suggested by and already familiar to many local nonprofit organizations. Impetus Grant applications for 2023 will be available on the Impact100 Sonoma website (www.impact100sonoma.org) starting November 1, 2022. The application deadline is 8 p.m. on January 13, 2023, about two weeks earlier than in years past.

An Impetus Grant Information Session for interested nonprofits will take place via Zoom on November 10, 2022, from 4 to 6 p.m. Members of Impact100's Grants Oversight and Financial

Review Committees will guide attendees through the 2023 application process and answer questions. All are welcome. To receive an invitation, contact info@impact100sonoma.org.

Over the winter, Impact100 member teams will evaluate applications, make site visits, and select finalists for presentation to and voting by the full membership in mid April. The 2023 Impetus Grants will be announced at the Annual Awards Celebration on April 29, 2023.

About Impact100 Sonoma: Women Giving As One

Founded in 2009 by Annette Lomont and Christine Dohrmann, Impact100 Sonoma is a women's philanthropic organization that pools its funds to support nonprofits from Schellville to Kenwood. Its vision is to support a just and thriving Sonoma Valley by empowering women to invest in a more sustainable nonprofit community through collective giving and responsible stewardship while emphasizing diversity, equity, and inclusion. The first Impact100 chapter in California, Impact100 Sonoma is an affiliate of [Impact100 Global](#) and a member of the national [Philanos](#) network. The amount of funds it grants each year depends on the number of annual members, which now exceeds 300. One hundred percent of grant donations go directly toward the grants pool, maximizing the number of local funding opportunities. Each January, area nonprofits apply for grants. Impact100 member committees review proposals, make site visits, and select finalists. All members vote on recipients, and grants are awarded in the spring. In 2022, Impact100 Sonoma granted a record \$335,500 for a cumulative total since 2010 of \$3,324,500, making it one of the valley's largest funders. Impact100 Sonoma is a 501(c)(3) nonprofit organization and all donations are fully tax-deductible. For more information, visit www.impact100sonoma.org or write info@impact100sonoma.org.

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