



# 2021-2022 Voter Education Fund Informational Session



**King County**  
Elections

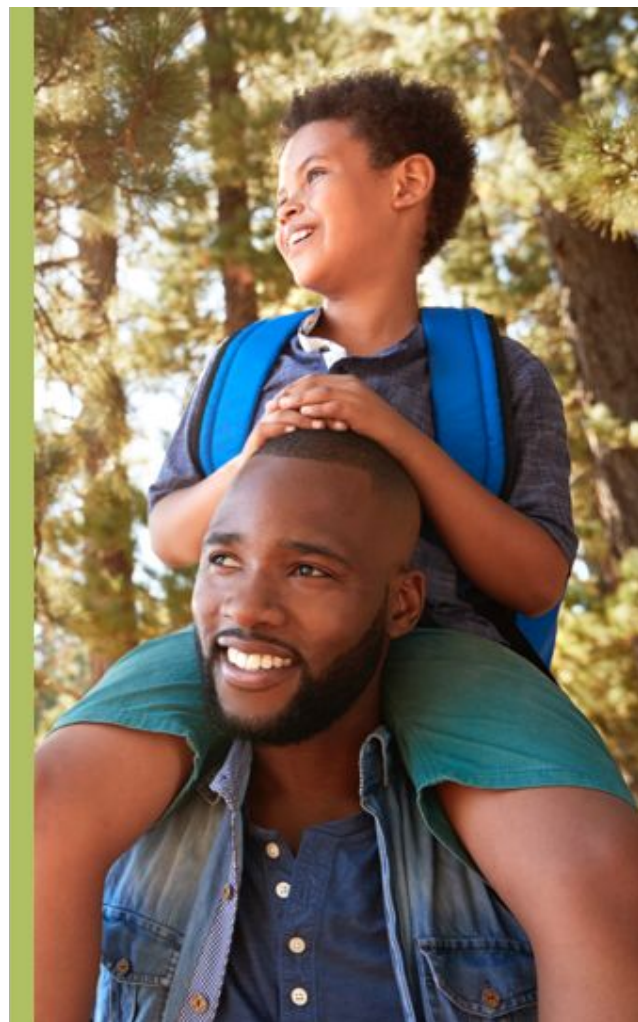


**SEATTLE  
FOUNDATION**

the heart & science of philanthropy

# Our Vision

We envision a **thriving region of shared prosperity, belonging, and justice**, where all individuals and communities have **equitable access and outcomes** - regardless of race, place, or identity



# Three Pillars of a Thriving Region

## A Just Democracy

A Just Democracy ensures individuals and communities are fairly represented and hold political power such that policies and processes center those most impacted by inequities

## Equitable Economy

An Equitable Economy ensures inclusive growth and fundamental financial security for individuals and communities

## Resilient Environment

A Resilient Environment ensures that individuals and communities thrive in a healthy built and natural environment







# Vibrant Democracy Initiative

Strengthening the voice and participation of underrepresented communities to allow for more equitable systems change.

Voter Education Fund - Partnership with King County Elections investing in voter education and registration

Engagement Pipeline - Multi-Year investment in community driven leadership development

Partnership Mobilization - Flexible resources for nonprofit relationship and coalition building



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"Supporting equitable representation should be an imperative for us all in order to ensure those who are most marginalized have a voice in how they engage in our democracy. We are proud to team up with King County Elections on the Voter Education Fund and appreciate their partnership in ensuring all have fair representation in our community."

*Tony Mestres, President and CEO of Seattle Foundation*



# Our Vision:

To be the leader in providing inclusive elections.

# King County Elections





*"As election administrators it is our democratic duty to ensure every eligible voter has access to the ballot. Confronting the shameful history of voter suppression in this country—that has disproportionately impacted BIPOC communities—is vital to the work we do. The Voter Education Fund helps us get out the vote by supporting grassroots organizations, who are already putting in the work and have established relationships within their communities."*

**Julie Wise, Director of King County Elections**

# KCE 2021 Legislative Priorities

1. Expand voting rights by granting those under community custody the right to vote.
2. Make ballot language more accessible.
3. Change the primary election date from August to May to increase participation.
4. Eliminate non-binding advisory votes.
5. Explore and pilot potential signature alternatives.



*Washington State Capitol where laws are passed by the state legislature.*

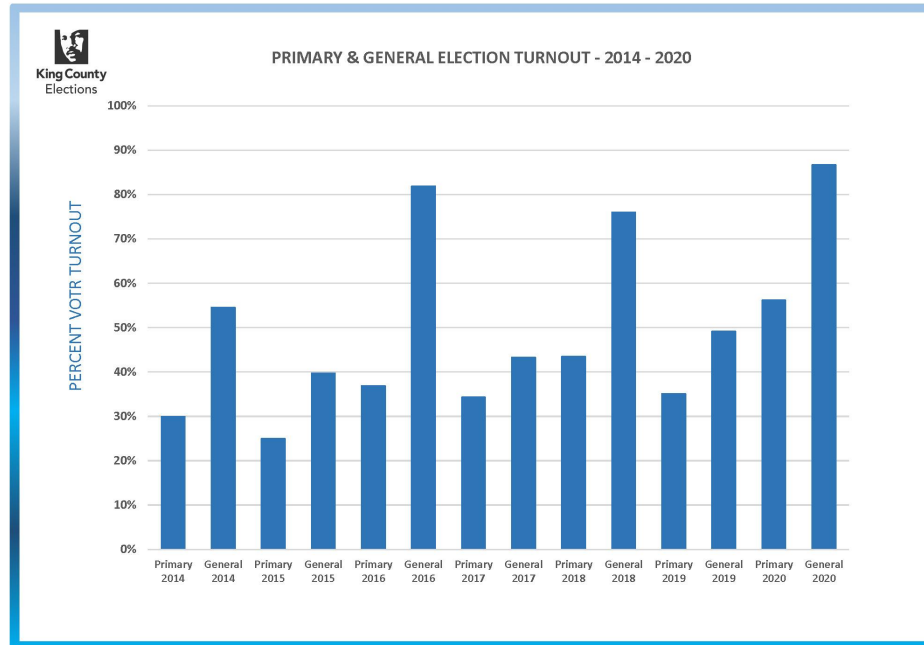


# Local Elections Matter

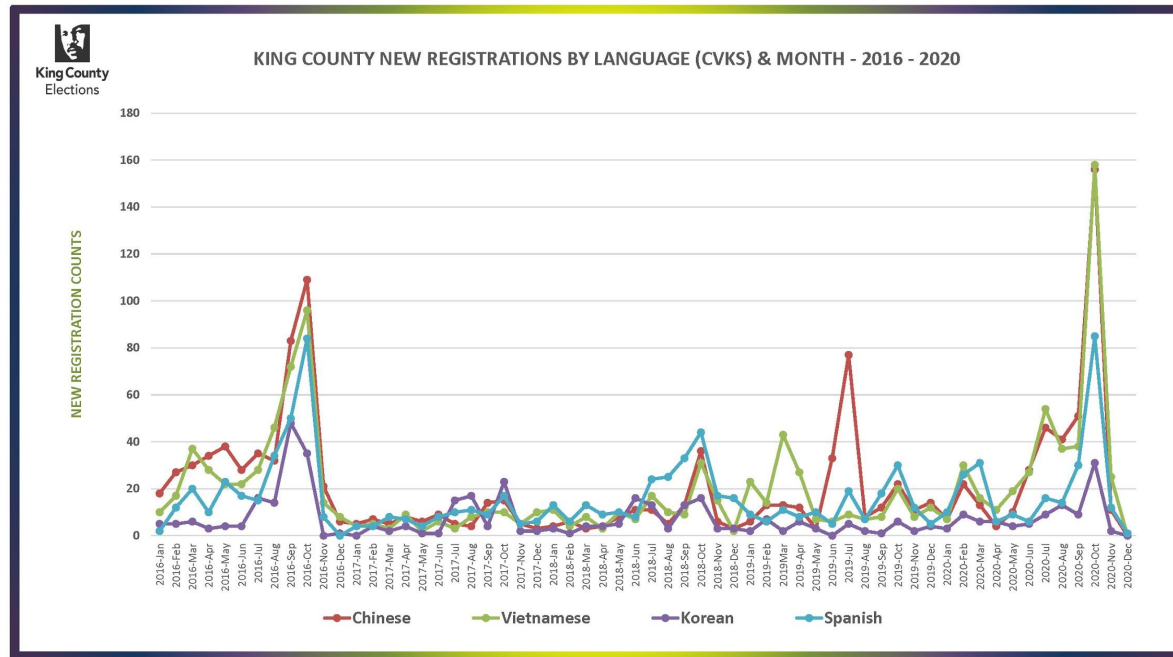
- This year there will be around **330 offices up for election** – county, cities, school districts, even water and sewer districts.
- We could see as many as 700 candidates file for office in King County in 2021.
- These are critical decisions about our community and often only 30% of voters are making the decisions.
- In 2019, just 49% of voters turned out in the General Election. In the Primary, it was just 35%.
- While Midterm and Presidential Elections often get all the attention, our odd year elections are just as important!



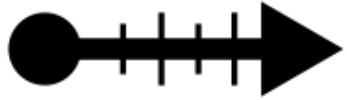
# Primary & General Election Voter Turnout 2014 - 2020



# King County New Registrations by Language 2016 - 2020



# History of Voter Education Fund



**2016:** Pilot program provided \$224,000 in funding to 22 community-based organizations (CBOs).

**2017:** Provided \$435,000 to 30 CBOs

**2018:** Provided \$460,000 to 33 CBOs

**2019-2020:** Provided \$950,000 to 39 CBOs



# Voter Education Fund 2021-2022

King County Elections and Seattle Foundation will award **a total of \$950,000 in grants** to community-based organizations to provide:

- **Voter education or outreach** informing historically excluded communities voters about how voting works in King County, such as who is eligible to vote, what is vote-by-mail, and democracy 101.
- **Voter registration activities** where historically excluded communities work, play or connect that are compliant with COVID-19 guidelines.
- **Nonpartisan opportunities** for communities to come together and educate themselves about what's on the ballot.
- **Culturally appropriate technical assistance** in navigating the voting process, such as helping voters change their address or language preference.

# Eligibility



501(c)(3) organization or fiscally sponsored organizations by a 501(c)(3) in King County.

# Who should apply?

Community-based organizations that work to reduce inequities in voting access to one or more of the following communities:

- Black, Indigenous, people of color (BIPOC)
- People experiencing homelessness
- People with disabilities
- Limited-English speaking communities
- LGBTQIA communities
- First-time voters
- Youth of color
- Reinstated voters who have been convicted of a felony



# What are we funding?

Activities that:

- Create **community participation** in elections and voting.
- Are **non-partisan** and open to all members of the public.
- Are conducted by organizations that are open and inclusive, who actively engage **diverse community members** that live in King County.
- Occur **within King County limits**.





# Types of Funding

## ✓ Catalyst Level – Up to \$40,000

- Organizations with experience in voter outreach conducting deep and frequent voter education and registration events using a variety of approaches to engage voters or potential voters in their community.

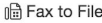



## ✓ Capacity Level – Up to \$15,000

- Organization provides a smaller series of targeted events or activities to engage or educate voters and potential voters.

# Online application


Seattle Foundation

Bao-Tram Do ▾




Select Language ▾

Role (Applicant) ▾

 Apply

Enter Code

 If you have been provided with an Access Code, you may enter it in the box at the top of the page.

Voter Education Fund – 2021-2022

Accepting Submissions from 03/01/2021 to 04/02/2021

Apply

## Voter Education Fund

*Increasing voter participation in historically excluded communities*

**ANNOUNCEMENT DATE:** March 1, 2021

**DEADLINE:** April 2, 2021

**TOTAL AMOUNT AVAILABLE:** A total of \$950,000 will be available for grants over the two-year period (grant amounts will vary and will be administered by Seattle Foundation).

**DESCRIPTION:** Two-year grants to support voter education activities (i.e., voter registration, education and outreach, one-on-one technical assistance, and nonpartisan gatherings or ballot parties that are in compliance with COVID-19 guidelines) in historically excluded communities (i.e., Black, indigenous, people of color, people experiencing homelessness, people convicted of a felony, limited-English speaking communities, people with disabilities and youth of color). You may download a copy of the [full RFP here](#).

**TWO GRANT TYPES:** Organizations are invited to apply for support in one of two categories:

- Catalyst Level Funding (up to \$40,000 total, \$20,000 a year for two years)
- Capacity Level Funding (up to \$15,000 total, \$7,500 a year for two years)

# Organizational Profile

To complete the form you will need the following information:

- Organization budget and staff size,
- Number, race/ethnicity, & gender of organization staff and volunteers,
- Number & race/ethnicity of communities served
- Information about the type of activities & services performed by your organization

Org Profile Form

Accepting Submissions until 12/31/2021

Apply


**Org Profile Form**

**ATTENTION:** please complete the Org Profile and make sure your information is up-to-date before submitting a grant application. We recommend that you update your Org Profile at least once every five months (or twice a year). To begin, click the 'Apply' button.

If you previously completed the Org Profile form and would like to review and/or update your information click 'Apply', then click the 'Copy Previous Answers' button on the top right corner of the page and select the record with the most recent date in the pop-up box. This will auto-populate your previously entered information.

*Why do we ask you to complete the Org Profile?*

The Seattle Foundation is committed to creating an inclusive community where everyone has equitable access to opportunity and the benefits of a healthy community. Please complete the Org Profile form to provide us information about the type of work your organization performs, and the communities you work with and represent. We will use this information to assess the degree to which our investments are in line with our commitment to advancing equity and opportunity in the Greater Seattle Region.

 Preview

# Narrative Questions

## **Target Population(s)**

Describe your target population(s)

## **Community Need and Benefit**

What significant role or gap within the community do you seek to fill? How would the community benefit from increased voter education, outreach and engagement?

## **Engagement Strategies**

What specific strategies will your organization use to engage this population/community in voter education activities in 2021 and 2022? Please share how you will tailor your approach given the COVID-19 pandemic and recovery.

## **Voter Engagement Experience**

Does your organization have experience doing voter engagement with the target communities?

## **Leadership and Community**

How does your organization's leadership reflect the race, ethnicity, and languages spoken with the community you are targeting?

## **Organization Positioning**

Please describe why you think your organization is well-positioned to receive a Voter Education Fund grant right now?

## **Tracking and Evaluation**

How will your organization track information and evaluate progress and/or success?



# 2021 Field Plan

## C8. Field Workplan Upload\*

Complete the field plan and budget using the [Field Plan template](#). For project events, list as many anticipated events as your organization expects to deliver throughout 2021 and 2022.

Upload a file [5 MiB allowed]

- Date
- Event
- Activities
- Location/Site
- Neighborhood, City
- Historically Excluded Community and Language Focus
- Estimate Range of People Reached
- # of Events
- COVID-19 Precautions



# Budget

## A8. 2020 Operating Budget

Please enter your operating budget.

Please attach a project budget for how the organization will be spending the grant dollars (ie., activity/item, cost).



# Electronic Funds Transfer (EFT)

✓ EFT Payments

**Is your organization signed up for EFT payments?\***

Has your organization signed up for EFT (Electronic Funds Transfer) payments to be used in the event this application is approved?

If not, please sign up here: <https://www.seattlefoundation.org/aboutus/grantee-eft-enrollment-form>

Not sure? Email us at [eft@seattlefoundation.org](mailto:eft@seattlefoundation.org)

☐ Yes

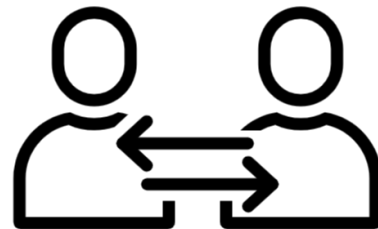
☐ No

☐ Not sure

## Grantee Enrollment Form

Seattle Foundation is pleased to offer the option of Electronic Funds Transfer for grant payments. In addition to reducing our impact on the environment, EFT will better serve our grantee organizations with a more timely distribution method and will reduce the possibility of fraud from lost or misdirected checks.

If you wish to participate in EFT, please complete the EFT Enrollment Form below. Please note all banking information is secure. Seattle Foundation will not have the ability to debit our grantee's accounts. EFT can only be used to deposit funds to our grantees.



# Mandatory Grant Requirements for Funded Organizations

- Initial Kick-Off/Orientation Day (Virtual)
- Mid-cycle Grantee Gathering (Virtual)
- Final Grantee Gathering
- Submission of online Final Grant Report





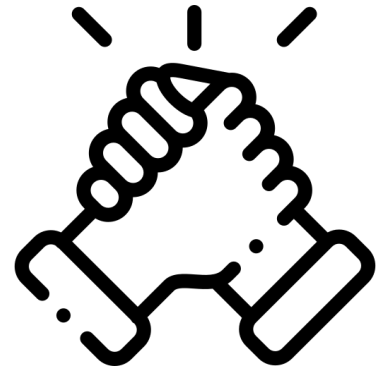
# Ongoing Support for Grantees

## **Monthly Check-in's** (via phone)

- Status of VEF Field Plan
  - total # of voter registration forms, # of participants, total # of events
- Training needs
- Feedback on Materials, Communication/PR, Outreach and Engagement, Data/Policy, Materials Needed
- Other Calendar Activities and Opportunities

## **Monthly Refresher/Trainings**

- Rotating topics each month.



# Tips...

- **Make sure to fill out the application completely.** Incomplete applications will not be considered.
- **Select the appropriate level of funding** (catalyst vs capacity) based on your Field Plan.
- **Ensure that the proposed scope of work is for King County.**
- **Make sure that the Field Plan is reasonable** in relationship to the funding requested and activities are appropriate given COVID-19 environment.
- **Remember to be clear** and concise in the Narrative.



# Next steps...

1. Complete the online application by the deadline, **4/2/2021 at 5pm.**
2. Contact Bao-Tram and Nhien for any questions or concerns **before the deadline.**
3. Panel review & Follow-Up Info Meetings: **April to May**
4. Funded organizations will be notified **mid-May.**





# GAMERTWEAK

NEWS

GUIDES

Running Us

TOTAL TASKS

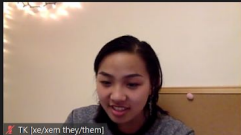
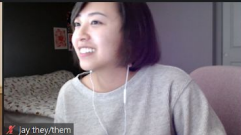


- tree has voted. 2 remaining.
- Taylor has voted. 1 remaining.
- ziggy has voted. 0 remaining.
- Taylor has voted. 5 remaining.
- zllthrevpee  
We have to complete our task even if we ded.
- tree has voted. 4 remaining.
- Sahil has voted. 3 remaining.

0/100

In: 78s

Shields

Communications

		
	Chris Lee (he/hi...)	Sahil Bathija (he...)
Rachtha (he/hi...)	tree	Emily Nguyen
Zigden Nhangkar	Losel	

## Cafe Conversations with Katie & Chloe



KATIE

JOIN US as we chat with  
our guests on Native  
voting history and  
current voting issues.



THERESA SHELDON

**THERESA SHELDON**  
DNC Native American  
Political Director



CHLOE

**MATT REMLE**  
Author & co-founder  
of Mazaska Talks



MATT REMLE



INDIGENOUS  
**#iVOTE**  
STRONGER IN SOLIDARITY

**Mujer Al Volante**  
**Invita al**

**Foro de Candidatos**



**Distrito 30:**  
**Federal Way**  
**Auburn Algona**  
**Des Moines Milton**  
**Pacific**



**Evento**  
**No partidista**  
**Octubre 29**  
**6 pm**

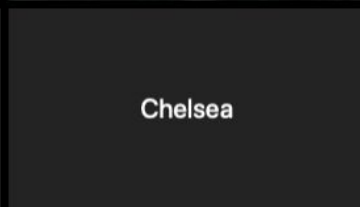
**iVOTA!**















# VEF 2019-2020 FINAL GRANTEE GATHERING



# Questions?

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Seattle Foundation

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**Nhien Huynh**

King County Elections

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