



# 2025

## VIDEO GRANT WORKSHOP



### Why it Matters

PREPARING THE NEXT GENERATION OF SOCIAL CHANGE PHILANTROPISTS

Young people's representation is a blind spot and concern for many giving circles—especially those that are aging but hold significant power and resources. CoThinkk recognized this gap two years ago and committed to creating space for youth to lead alongside experienced philanthropists.

Creating space for young people to lead is part of that commitment. It's a response to a regional need for a strong pipeline of youth leadership in philanthropy. CoThinkk funds the communities they serve and supports relief, recovery, and rebuilding efforts across Western North Carolina. The Next Wave is a way of centering youth (ages 14-18) across 12 counties and supporting them with adult collaboration and resources.

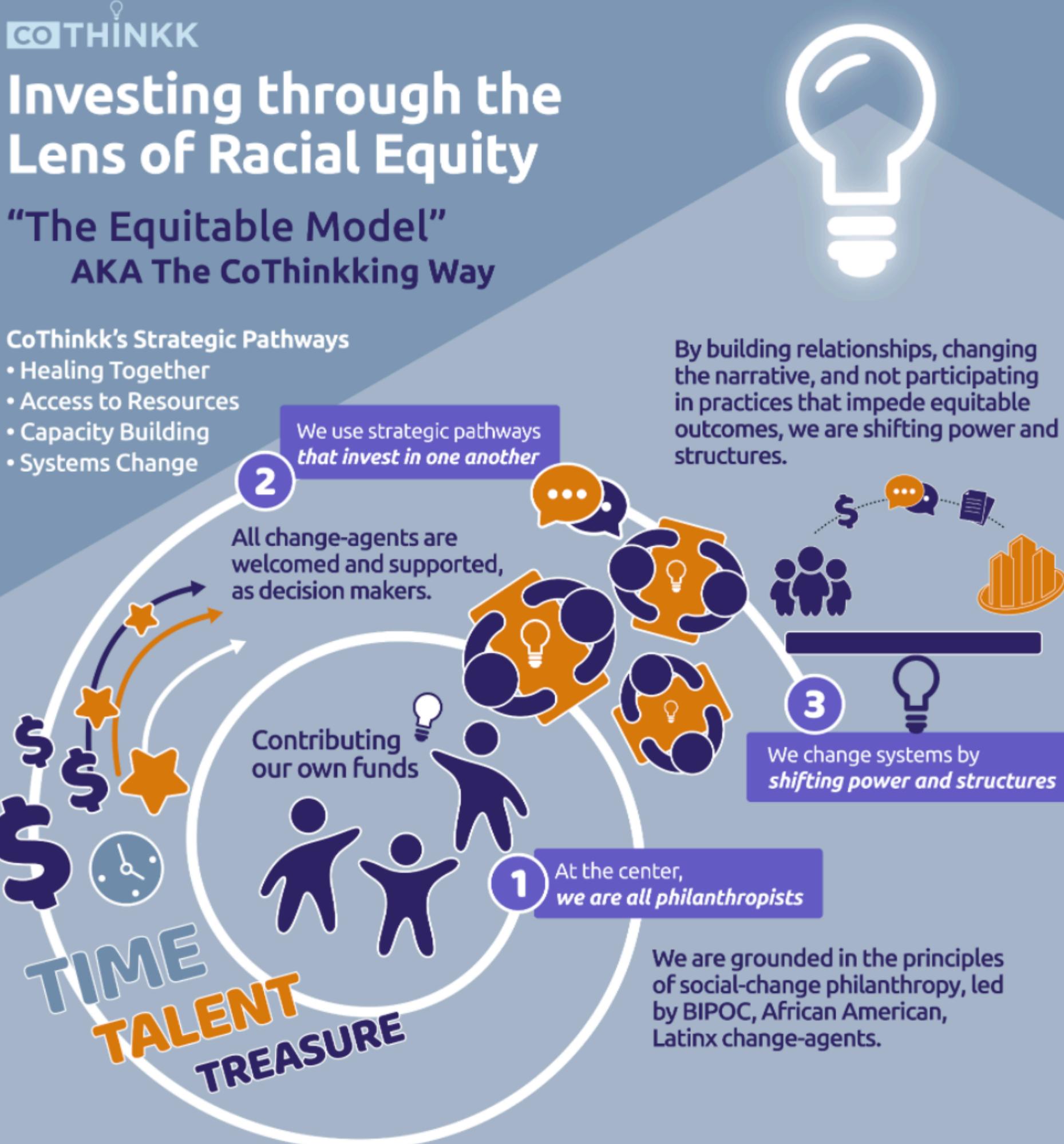
the Next Wave helps:

Young people learn how to be effective young leaders with the tools and language of philanthropy.



# About COTHINKK

**CoThinkk is a social change philanthropy organization committed to investing our time, talent and treasure to accelerate positive changes and shift the narrative of communities of color in Asheville and Western North Carolina.**



# About



**The Next Wave is a youth-led giving circle created by CoThinkk to support social change philanthropy across 12 counties in Western North Carolina. Designed in partnership with youth ages 14–18, this fund shifts power by centering their strategies, innovations, and leadership—while being supported by CoThinkk's base-building team and adult co-conspirators.**



# Workshop Agenda



## 6-6:15 pm

### Welcome & Shared Goals

# 6:15-6:45 pm

# Presentations

- **Overview of the Grant Process**
- **Overview of Video Submission, Grant Components + Step by Step Process**

**6:45 pm-6:50 pm**  
**5 min. Break**

# 6:50 pm-8:15 pm

## Breakout Groups

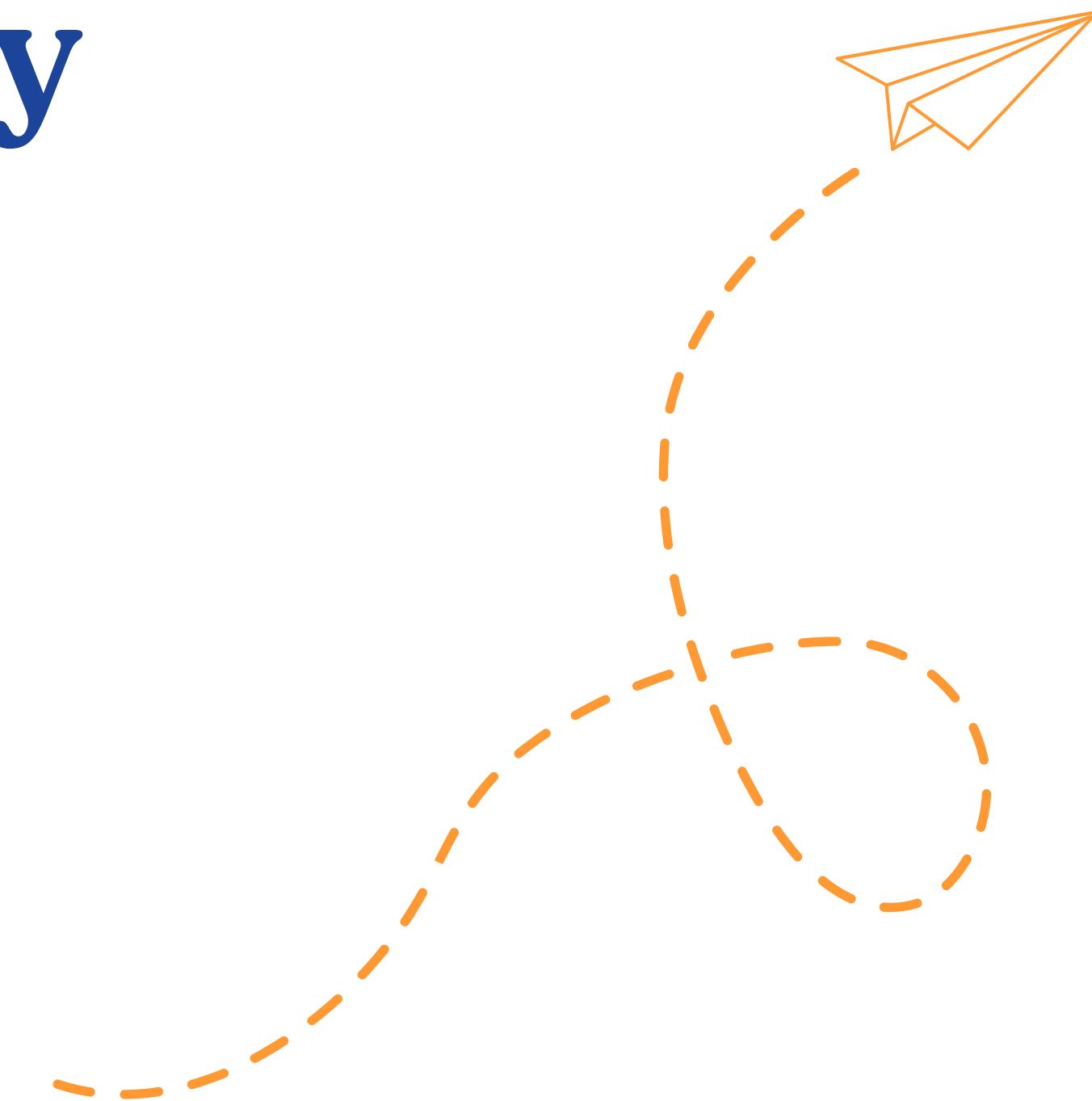
## 8:15 pm-8:30 pm

### Closing: Words of Reflection



# Shared Goals for Today

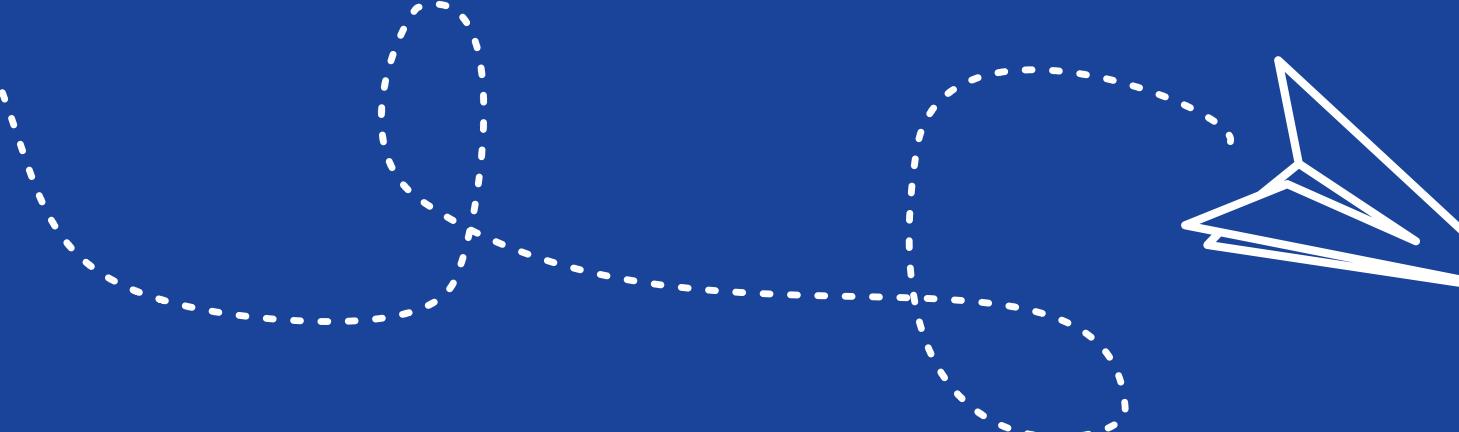
- ✓ **Overview of Next Wave's Video Grant Process**
- ✓ **"Taking the Mystique Out of The Video Grant Process"**
- ✓ **Building Capacity: Crafting Your Message & Choosing Your Setting**
- ✓ **Each participant leaves with a video ready for submission for September 29th deadline**
- ✓ **Community Building & Collaboration**



# **NEXT WAVE**

**YOUTH - LED SOCIAL CHANGE**  
**PHILANTHROPY**





# Next Wave Grant Process

## Focus:

 ***Youth Programs & Early Education***

 ***Mental Health & Therapy***

 ***Multicultural Events***

 ***Community Building***

 ***Hurricane Helene Relief***

 ***Youth Businesses***

## Investment Strategies in 6 Areas:

-  **Youth Programs & Early Education** – tutoring, enrichment, scholarships, and tools
-  **Mental Health & Therapy** – wellness, healing, and mental health access for youth
-  **Multicultural Events** – celebrating culture, diversity, and unity
-  **Community Building** – art installations, beautification projects, and green spaces
-  **Hurricane Helene Relief** – rebuilding communities and supporting local businesses
-  **Youth Businesses** – turning your business idea into something real and sustainable

# Next Wave Grantees Receive



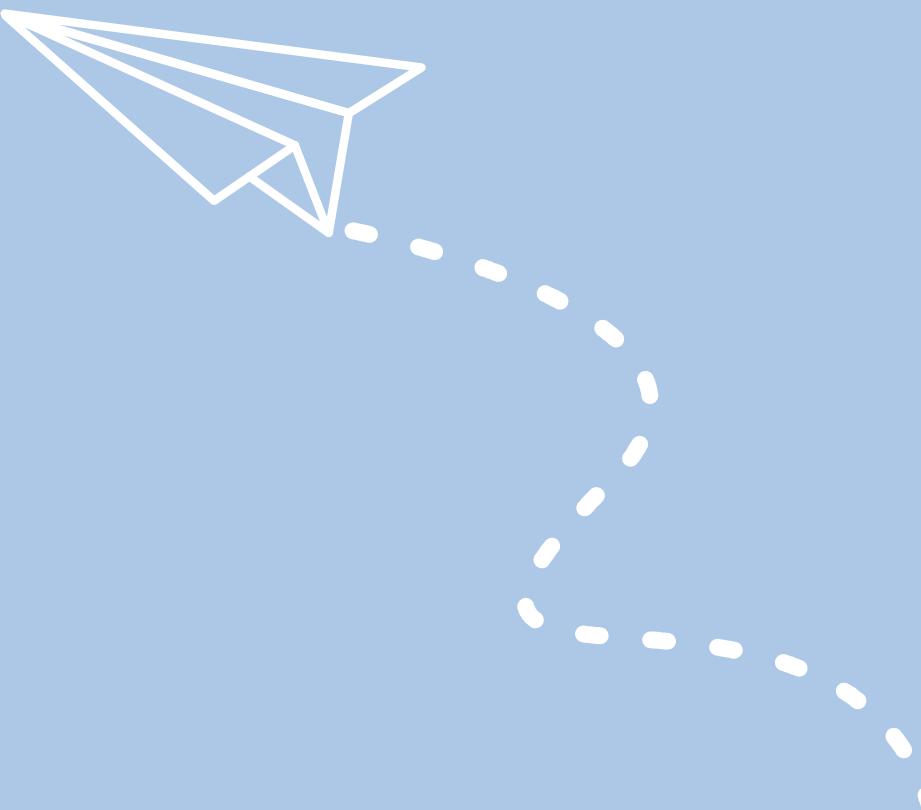
- ✓ **Treasure: 35 Grants**  
**\$30,000 allocated for youth-led projects: \$1200 per award for 25 individuals**  
**\$10,000 allocated for youth-led businesses or nonprofits: \$1,000 per award for 10 organizations**
- ✓ **\$ Time, Talent & Testimony:**  
**College & career readiness resources**  
**Leadership development & mentoring**  
**Networking with community partners**  
**Access to tools, supplies & mentoring**
- ✓ **All applicants receive public recognition of their proposals**



## You can apply if you:

- 💡 **Are 14-18 years old**
- 💡 **Live in one of the 12 WNC counties CoThinkk serves: Buncombe, Cherokee, Clay, Haywood, Henderson, Jackson, McDowell, Mitchell, Polk, Rutherford, Transylvania, and Yancey**
- 💡 **Have a project idea that aligns with our funding focus areas**
- 💡 **Youth of ALL backgrounds are welcome and encouraged to apply. Youth of color, first-generation students, youth from rural or low-resourced communities, and those facing systemic barriers are especially encouraged!**

# Grant Submission Overview



**How to apply:**  
**Simple process. Big possibilities.**

- 1. Click Apply button on our website**
- 2. Complete questions 1 – 22**
- 3. Video submission: Click the provided link to record a short video expressing why you want the grant and what your project is all about. It will open in a new tab.**
- 3. Return to the previous tab to complete question 23, and click Done.**

# VIDEO GRANT COMPONENTS



**In your application, you will be answering:**

- 1. What's the main goal of your project?**
- 2. How will your project make a positive difference?**
- 3. How do you see your project developing? What activities in your project are helping to move it forward? How do you envision this project evolving?**
- 4. Do you have a personal connection or are you personally affected by this project of focus?**
- 5. Are you working with others to bring your vision to life?**
- 6. Who will be impacted by your project? We want to make sure our grants reach a wide variety of young people in the AVL area.**
- 7. How will you know your project is making a difference?**
  - a. What clues or indicators will you see?**

# Grant Submission Overview



Each response has a **time** limit



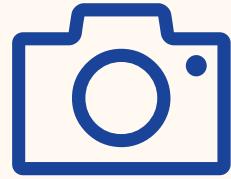
## Ranges for video:

- 30secs for shorter responses and
- 2 min for longer responses.

# VIDEO GRANT TIPS

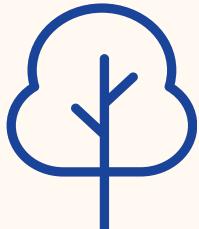
## SETUP

### Choose a suitable camera and stable internet/data connection



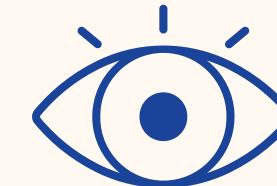
- Vocal Video works with both Mobile devices and Laptop/desktop computer webcam

**NOTE:** You must complete your application once you have started. Vocal Video will not allow you to save and come back.



### Select suitable location for filming

- **Solid background** with **few** (if any) **distractions** (ex: frequent movement, busy designs, or loud colors)
- **Minimal** (if any) **background noise** (if you have to raise your voice in order to be heard, the area is probably too loud for filming)
- **Adequate lighting** (face natural sunlight if possible)



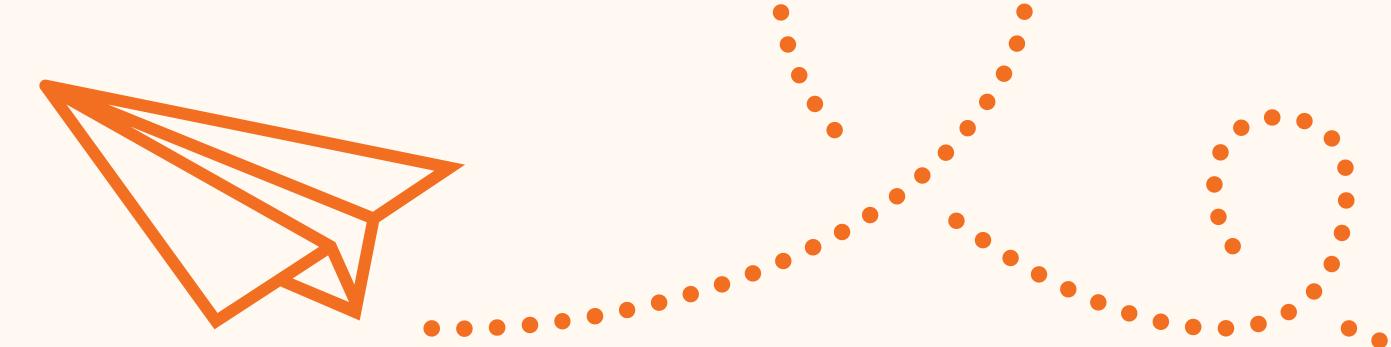
### Return to Next Wave website!

- You have to return to the Next Wave website and answer question 23 and select DONE to ensure your application is submitted.

### Position the camera for best results

- **Stabilize the camera** by placing on a fixed surface like a tripod, table, desk or shelf (or have a second person hold the camera with both hands and elbows/arms tucked against the body)
- **Elevate the camera to the eye level** of the speaker
- **Speaker should be visible** from top of head to anywhere between center of chest and top of waist

# VIDEO GRANT TIPS DURING



## Speaker position

- Sit (preferably) or stand a few feet in front of background, not directly against it



## Response Style

- Responses should be delivered in a **clear, calm, conversational tone**. Responses **don't need to be memorized or scripted**, but should be reasonably free of mistakes, pauses and technical errors.



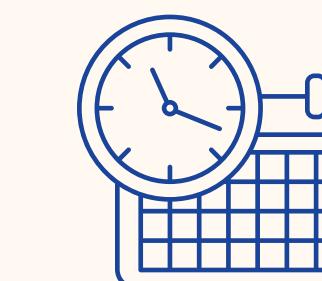
## One question at a time

- Speaker should respond to one question at a time and make a single video for each response.



## Helpful Tools

- Tripods, Good lighting, Quite Location



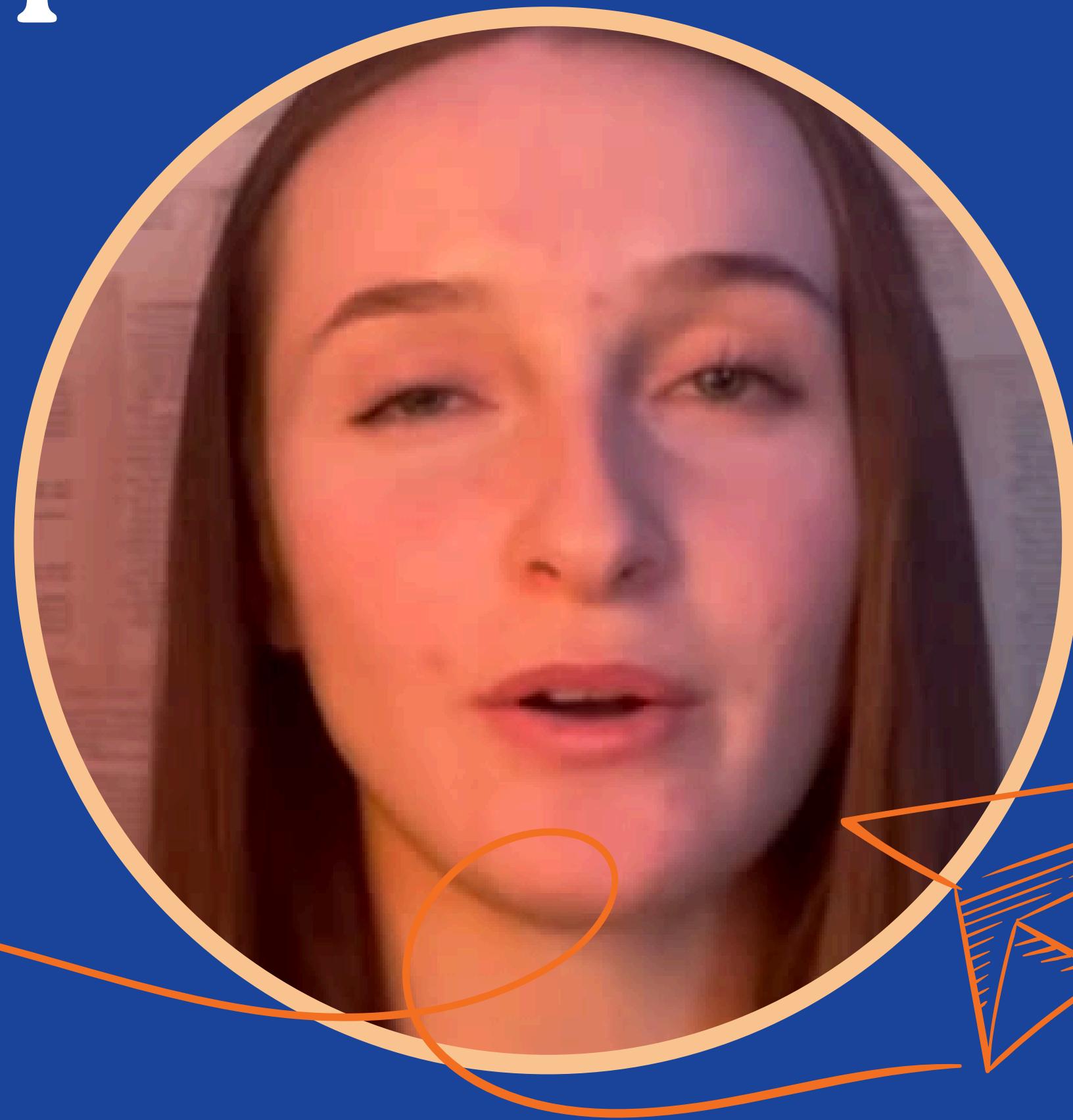
## Apply BEFORE the deadline

- Apply **BEFORE** the deadline:  
**September 29th, 2023**

# VIDEO GRANT STEP-BY-STEP PROCESS



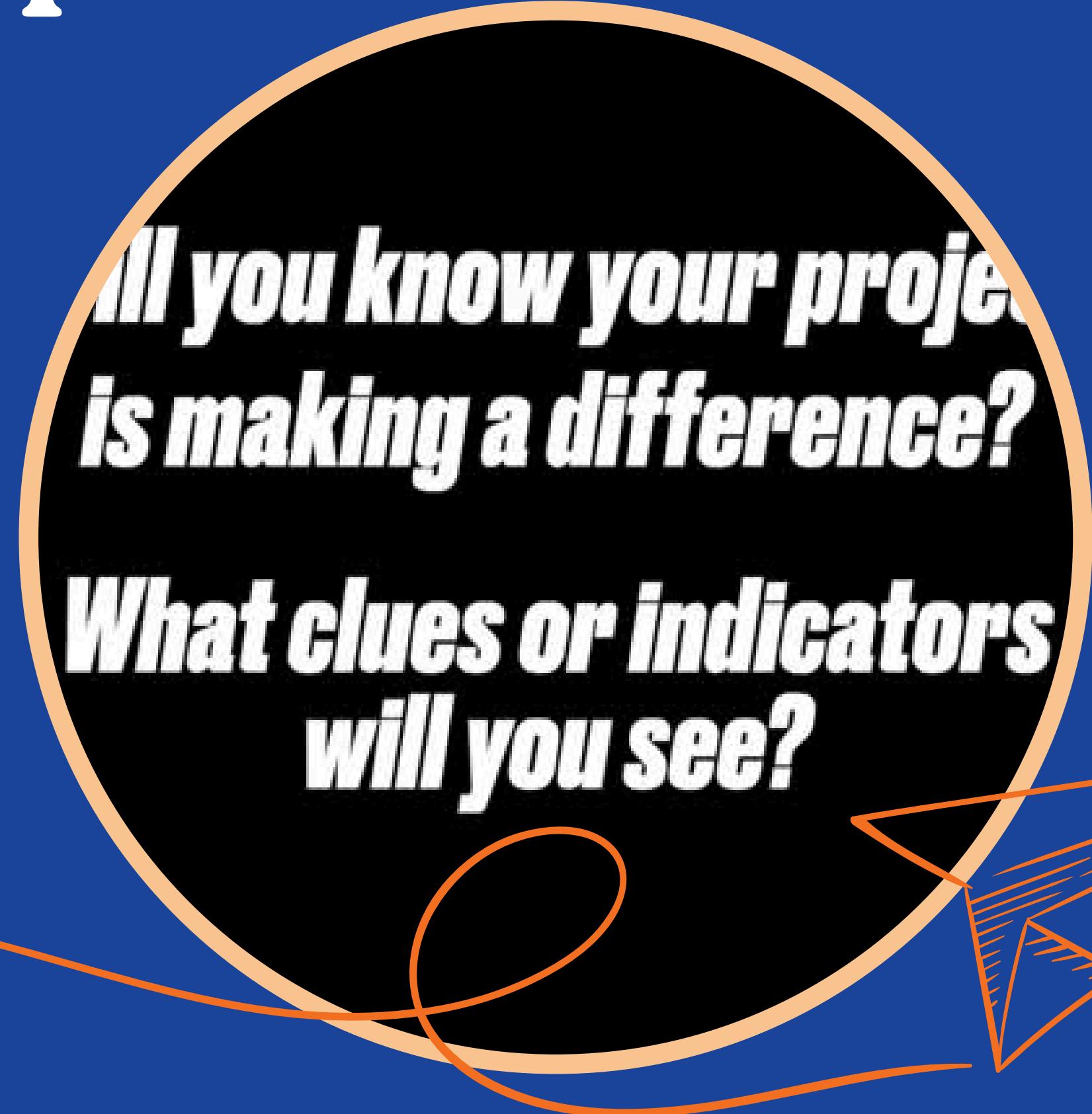
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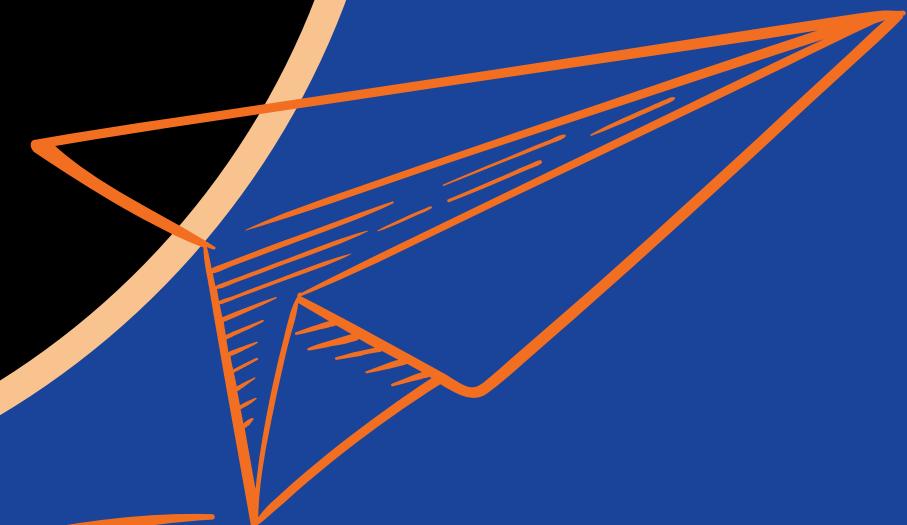


# VIDEO GRANT STEP-BY-STEP PROCESS



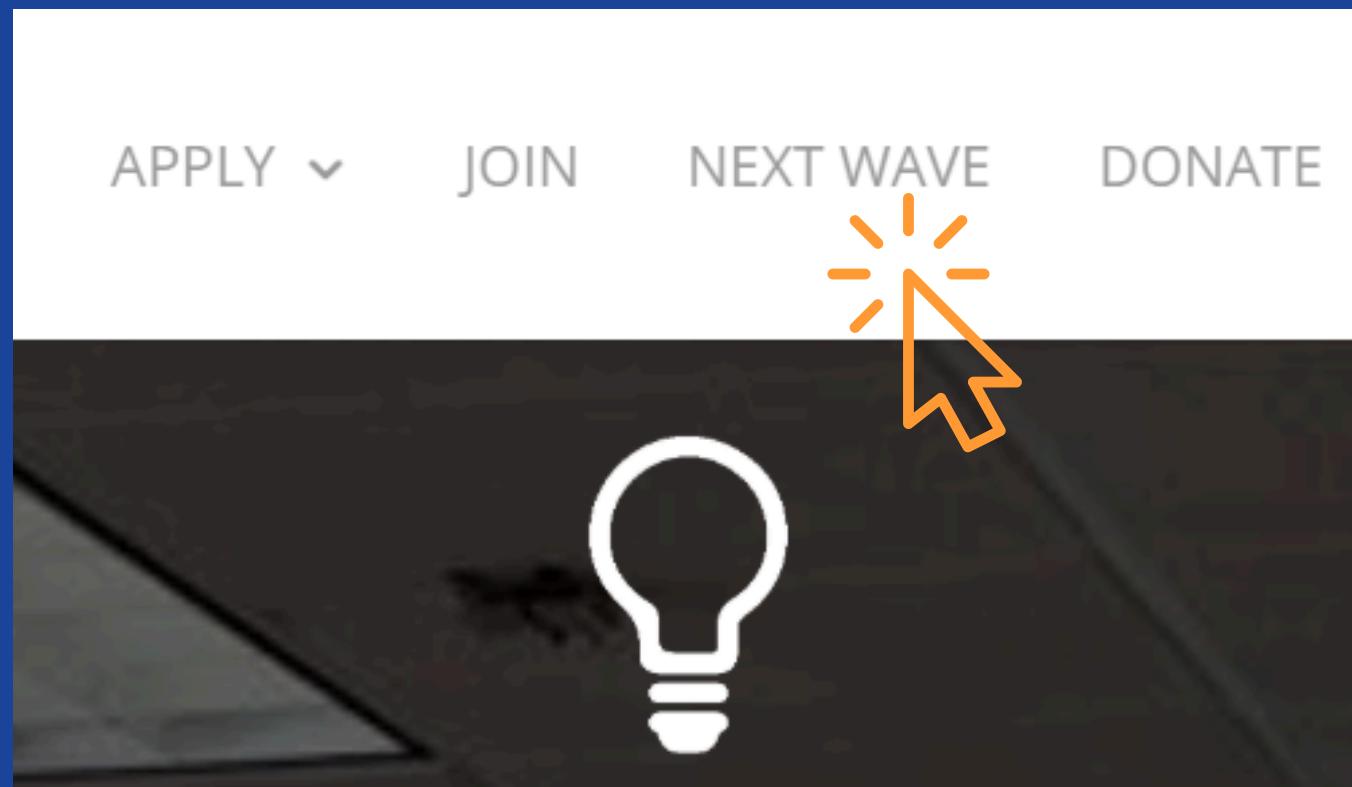
***Will you know your project  
is making a difference?***

***What clues or indicators  
will you see?***



# STEP 1: VISIT COTHINKK'S WEBSITE

- Visit **CoThinkk.org** website to apply
- Click on the **Next Wave Tab**
- Then scroll down to Click on the **Get Funded button**



A screenshot of the 'Next Wave' section of the CoThinkk.org website. The text reads: 'The Next Wave is a youth-led giving circle powered by CoThinkk to amplify social change philanthropy across 12 counties in Western North Carolina.' Below this, there is a call-to-action: 'Choose an option below to get started.' Three orange buttons are displayed: 'Join Next Wave', 'Get Funded', and 'Fuel the NextWave!'. The 'Get Funded' button is circled with an orange line.

# STEP 2: REVIEW

- **Review the grant criteria and determine whether you qualify**

## Who Can Apply

*IF YOU'VE GOT IDEAS AND THE DRIVE TO MAKE THEM REAL — THIS IS FOR YOU.*

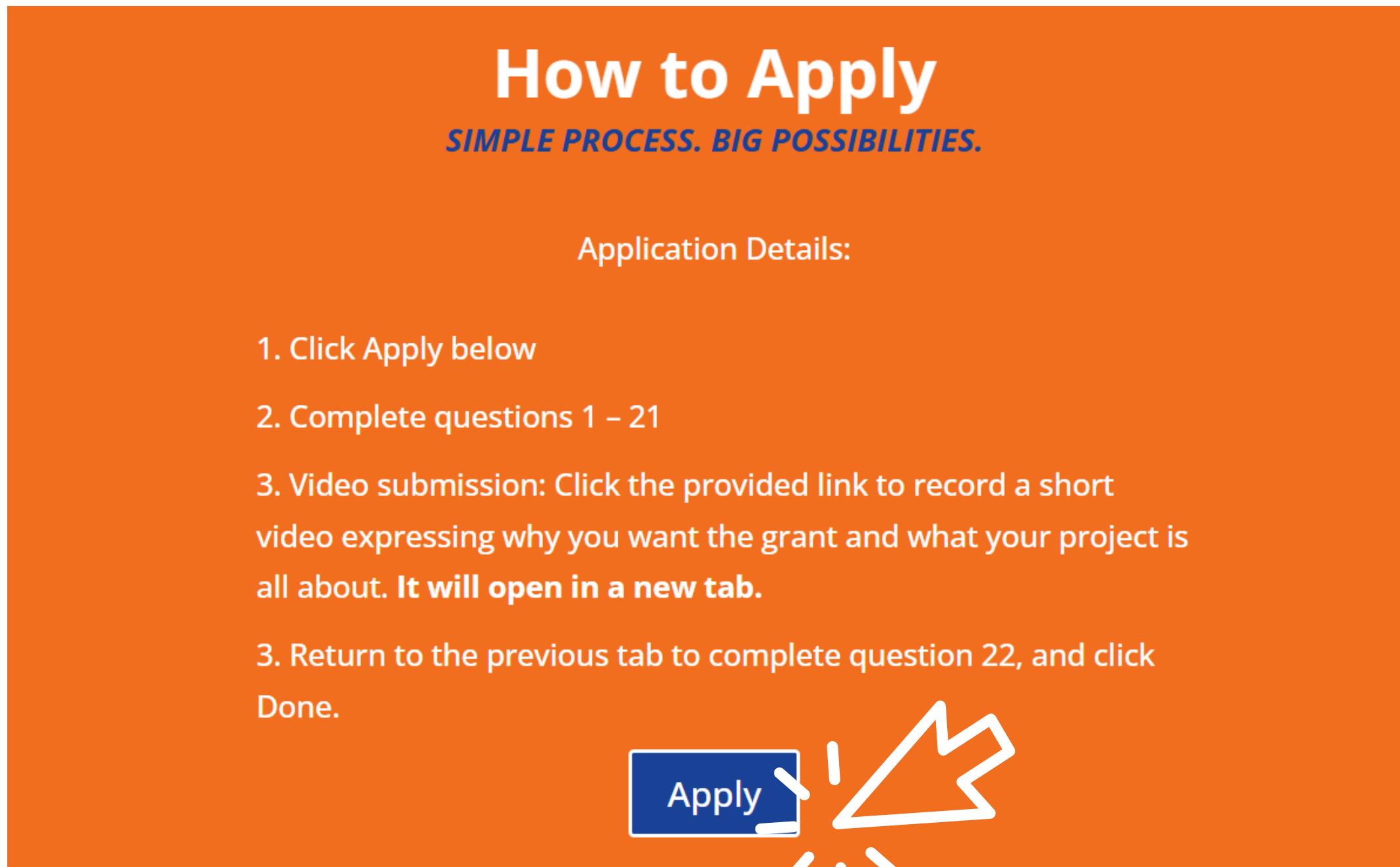
To apply, you must:

- ✓ Be 14–18 years old
- ✓ Live in one of the 12 counties CoThinkk serves
- ✓ Youth of all backgrounds are welcome to apply
- ✓ Have a project idea that aligns with our funding focus areas
- ✓ First-generation student, a youth of color, from a low-resourced or rural community, or someone facing language or systemic barriers are encouraged to apply.



# STEP 3: APPLY

- Click on the "Apply" button
  - *This will take you to the written section of your application*



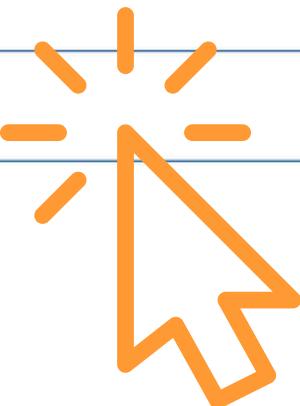
# STEP 4: APPLICATION

- **Answer questions 1-22 (these are simple tell us about yourself and your project questions)**

## Tell us about you

\* 1. First Name

\* 2. Last Name



\* 3. Email Address

\* 4. Phone Number

\* 5. What county do you live in?

**NOTE:** Most of the questions are drop down selections

# STEP 5: VOCAL VIDEO

## Video Submission

We'd like to hear directly from you. Follow the steps below to record and submit your video.



[\*\*>>...💡 Click here to record your video submission💡 ...<<\*\*](#)

***Be sure to complete this step or your application will be marked as incomplete! Your video will open in a new window. Return here after submitting your video to finish your grant application.***

How it Works

 Tell your story by recording short video clips here. Nothing to download or install.

**Let's Go** Space

# STEP 6: SUBMIT YOUR APPLICATION

\* 23. By checking this box, you acknowledge that you have recorded your video submission on VocalVideo (using the link above) and have successfully completed it.



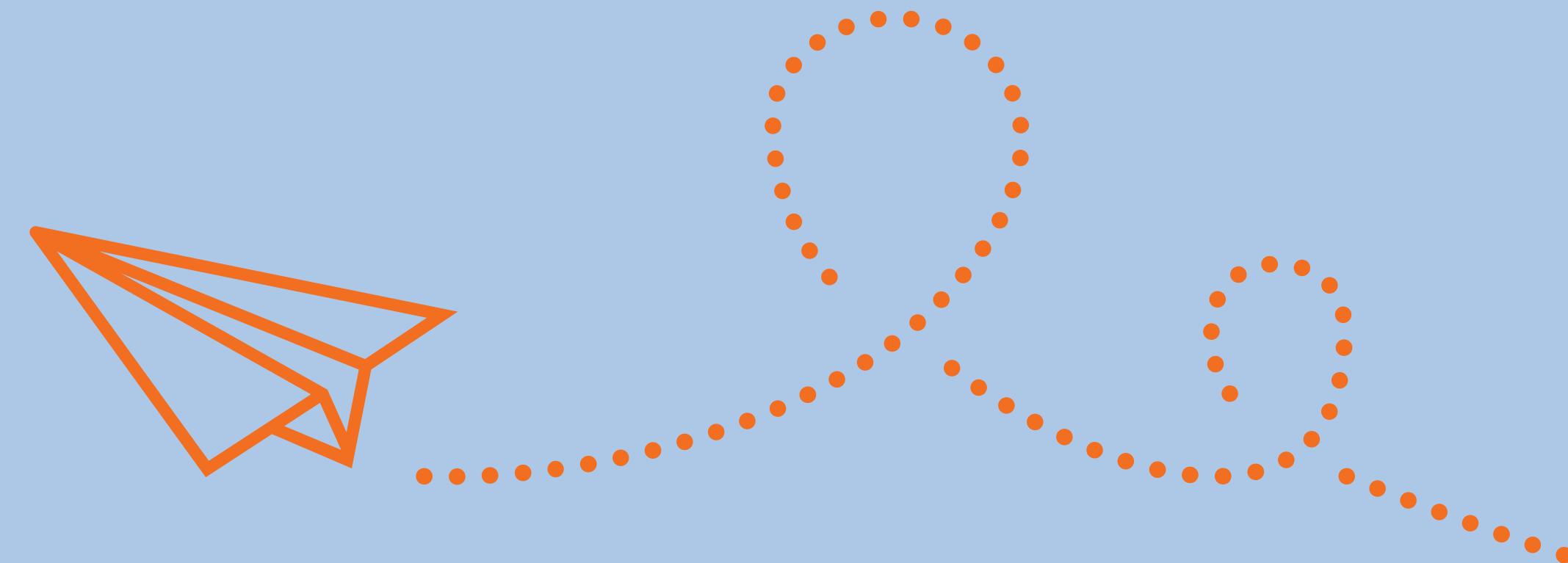
Yes, I recorded and submitted my video



**NOTE:** You must return to the Next Wave website to complete your application

# GRANT TIMELINE

- **Grant Open Window: September 8 – 29**
  - **Deadline extended until October 6th.**
- **Next Wave Internal Grant Review Process: September 29 – October 19**
- **Grant Awards Communicated Publicly: October 20**
- **Community Celebration & CoThinkk Documentary Showing & Talk Back: November 15**



# FISCAL AGENTS

**When granted you can expect to be asked to complete:**

- ✓ **Fiscal sponsorship agreement with the sponsoring organization ( we will help you with this)**
- ✓ **Some may also have you complete a direct deposit form**



# BREAKOUT ROOMS

## ROTATION 1:



### **Process:**

- 1: Briefly Describe your project/initiative
- 2: Identify what you want to say for topic
- 3: Create an outline of talking points for section

# BREAKOUT ROOMS

## ROTATION 2:

**Room 1:  
Affected**

**Room 2:  
Collaboration**

**Room 3:  
Demographics**

**Room 4:  
Ripple Effect**

### **Process:**

- 1: Briefly Describe your project/initiative
- 2: Identify what you want to say for topic
- 3: Create an outline of talking points for section

# CLOSING:

# Words of Reflection



## NEXT STEPS

- SLIDES ( WE CAN SHARE OUT RESOURCES TO SUPPORT YOU )

## GRANT DEADLINE:

- SEPTEMBER 29TH, 2025
- DEADLINE EXTENDED UNTIL OCTOBER 6TH



## CONTACT INFO

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JAZMIN ROGERS

JAZMIN@EAGLEMARKETSTS.ORG



## BECOME A MEMBER

- You'll co-design and lead a grantmaking process
- You'll build new skills and connections
- You'll help decide where real money goes in your community



Thank you CoThinkk Team & Volunteers!



# **NEXT** WAVE

youth-led  
social change  
philanthropy

powered by **coTHINKK**

**SHIFT:**  
**LABS** Flip the Script.  
Fund the Future.