



LOUISIANA JUSTICE FUND NARRATIVE CHANGE GRANTS

About Foundation for Louisiana

Foundation for Louisiana (FFL) is a social justice philanthropic intermediary founded in 2005 as the Louisiana Disaster Recovery Foundation to invest in the immediate recovery of Louisiana's communities after hurricane Katrina. While FFL was founded in the wake of Hurricane Katrina, our founders recognized the need to address the longstanding inequities that have shaped life outcomes for the most marginalized of Louisianans. Our programs grew in response to these needs, and today FFL focuses on racial justice, climate justice, criminal justice reform, economic opportunity, LGBTQ organizing, and support for Louisiana's vibrant arts and culture via a three-pronged strategy:

- *Invest:* FFL makes grants and loans to support organizations and movements throughout Louisiana in our key program areas. We attract and invest resources to support on-the-ground projects, many of which can't access traditional philanthropy. Through fiscal sponsorship, we support innovative ideas responding to unmet needs throughout Louisiana.
- *Build:* We build power to effect change in Louisiana communities. Our TOGETHER initiative convenes community leaders and provides training in organizing, policy change, leadership, public speaking, and facilitation to tackle issues of climate change, police accountability, health disparities, housing access, and more.
- *Transform:* By fortifying movements, we shift systems and shape regional and national narratives. We re-imagine how our communities are governed and funded in order to redefine how residents are able to thrive in them.

Since its inception, FFL has invested \$60 million in more than 260 mission-critical nonprofit organizations working across the state towards building a more just Louisiana. As a social justice philanthropic intermediary, FFL's work unapologetically advances racial justice while moving Louisiana forward. The foundation engages communities in both program co-design as well as its grant-making process, in order to expand opportunities and move communities towards a more just future.

Overview of the Opportunity

The Louisiana Justice Fund (LJF) is a pooled fund housed at FFL that supports projects aimed at reducing incarceration rates, improving reentry outcomes, and dismantling barriers to economic mobility, particularly for individuals disproportionately represented in the criminal legal system. The Fund focuses on deploying resources strategically to drive change and create lasting impact. LJF values collaboration, capacity building, and strategic advocacy in its efforts to bring about

lasting change in Louisiana's criminal legal landscape. LJF aims to achieve this through strategic investments in north Louisiana, central Louisiana, southwest Louisiana, Greater New Orleans, and Greater Baton Rouge areas through three grantmaking goals: **1) strengthen the ecosystem of criminal legal system reform organizations, 2) invest in organizations to shift narratives on safety, crime, and accountability, and 3) increase economic mobility for criminal legal system impacted folks.**

The Louisiana Justice Fund's (LJF) Narrative Change grants support development and dissemination of counternarratives to criminality of youth, communities of color, immigrants, unhoused and poor people in Louisiana as well defensive and affirmative communications and narrative strategies that shift narratives on safety, crime, and accountability prioritizing prevention, equity, and restoration and contributing to an enabling environment for legal policy and social change.

What the Grant Supports

Examples of the type of work LJF will support include but are not limited to:

- counternarrative and message development;
- polling, public opinion research, spokesperson development, story-gathering and collateral (marketing and promo materials) development;
- coordinated message deployment and use;
- dissemination and amplification of counternarratives and messages (earned media, digital campaigns, owned media, and social media); and
- training and technical assistance to strengthen the overall communications capacity and skill sets of the ecosystem.

Eligibility

Applicants must either have federal tax exempt/501(c)3 status or have a fiscal sponsor with federal tax exempt/501(c)3 status.

Applicants with leadership inclusive of system-impacted individuals or those from communities most affected by criminalization and incarceration are encouraged.

Selection Criteria

Organizational Eligibility and Mission Alignment

- The organization's mission, programs, or advocacy efforts demonstrate a commitment to justice reform, racial equity, and systemic transformation.
- Preference given to organizations led by or centering directly impacted communities (youth, communities of color, immigrants, unhoused, or low-income people).
- Applicant shows a track record of communications, advocacy, or narrative work relevant to criminal legal reform and community safety.

Narrative Strategy and Systems Understanding

- Clear understanding of prevailing narratives that criminalize target populations (youth, communities of color, immigrants, unhoused, poor).
- Demonstrates a thoughtful narrative analysis that identifies root causes, harmful tropes, and opportunities for intervention.
- Outlines a strategic theory of change—how storytelling, framing, and message development will contribute to systemic or policy shifts.
- Connects narrative work to broader social and legal change goals (e.g., decarceration, restorative justice, equitable safety).

Program Design and Implementation Plan

- Clearly defined activities and outputs, such as:
 - Counternarrative and message development
 - Polling and public opinion research
 - Spokesperson training and story-gathering
 - Collateral and digital content production
 - Dissemination through earned, owned, or social media
- Realistic timeline, milestones, and deliverables.
- Identifies key audiences and communication channels for impact.
- Demonstrates a plan for collaboration and coordination with other organizations or coalitions in the narrative ecosystem.

Community Leadership and Centering of Impacted Voices

- Meaningful inclusion of system-impacted individuals in the design, production, and dissemination of messages.
- Demonstrated partnerships with community-based organizations, youth leaders, or grassroots media creators.
- Narrative work reflects authentic community storytelling and not extractive or externally imposed perspectives.

Communication Capacity and Technical Proficiency

- Demonstrated experience in communications, digital strategy, or narrative development.
- Adequate staff capacity, expertise, and technology to manage content creation and distribution.
- Plans for training, mentorship, or technical assistance to strengthen in-house communications capabilities.
- Ability to measure reach and engagement across communications channels.

Potential for Narrative Shift and Broader Impact

- Clear articulation of target audiences and desired shifts in perception or behavior.
- Evidence-based or research-informed messaging strategy.
- Potential for measurable narrative or discourse change, such as:
 - Increased public support for prevention- and equity-based safety policies
 - Reduced stigmatization of system-impacted individuals
 - Greater visibility of alternative narratives around justice and accountability
- Plan for tracking and evaluating narrative outcomes (media mentions, engagement metrics, public sentiment, coalition impact).

Equity, Inclusion, and Intersectionality

- Explicitly addresses how race, class, gender, immigration status, or disability intersect in criminalization narratives.
- Center voices who are often marginalized within advocacy spaces (e.g., women, youth, LGBTQ+, immigrants).
- Demonstrates internal organizational commitment to equity in staffing, partnerships, and storytelling.

Evaluation, Learning, and Sustainability

- Defines clear metrics and learning goals, such as audience reach, message resonance, or media coverage.
- Plans for reflection, evaluation, and iteration based on audience feedback or data insights.
- Demonstrates ability to sustain narrative work beyond the grant through partnerships, funding diversification, or institutional integration.
- Willingness to share learnings and outcomes with LJF and peer grantees.

Grant Amounts

Up to 10 organizations will be awarded up to \$75,000 each, and may be renewable for up to one year.

Timeline

- **October 24:** Application opens
- **November 12:** Informational webinar
- **January 9:** Applications due by 11:59 pm CT
- **January 9-30, 2026:** Review period
- **February 2, 2026:** Notification of award
- **February 9, 2026:** Anticipated grant start date

To Apply

We use Submittable to accept and review our submissions. Please access the application [here](#).

This application has five sections:

1. Contact Information & Organization Overview
2. Narrative
3. Budget
4. Supporting Documents
5. Project Support

More Information

A FAQ with more information about eligibility and funding range can be found [here](#).

Resources and support for using our online application portal Submittable is available [here](#).



Questions about this opportunity, eligibility, or how to prepare your application materials? Other questions or concerns? Email us at ljfsupport@foundationforlouisiana.org.

Want to learn more about how our application has been designed to be inclusive of Louisianans with disabilities? Learn more [here](#). To discuss accommodations, please contact Jamie Schmill at jschmill@foundationforlouisiana.org or call us at (225)383-1672. Please refrain from calling or emailing except to discuss accommodations.

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This policy also applies to internal promotions, training, opportunities for advancement, terminations, outside vendors, members and customers, service clients, use of contractors and consultants, grantees, board members, and dealings with the general public.

For more information about Foundation for Louisiana visit our website at www.foundationforlouisiana.org