



Louisiana Justice Fund Narrative Change Grants Frequently Asked Questions

What is the Louisiana Justice Fund (LJF)?

The Louisiana Justice Fund is a pooled fund housed at Foundation for Louisiana (FFL). It supports work that reduces incarceration, improves reentry outcomes, and increases economic mobility for individuals impacted by the criminal legal system. LJF invests in advocacy, policy, and systems change efforts that create long-term impact statewide.

What is the focus of the Narrative Change Grants?

These grants support the development and amplification of counternarratives that challenge harmful stereotypes about youth, communities of color, immigrants, unhoused, and low-income people. Projects should promote narratives of safety, prevention, equity, and restoration that create an enabling environment for policy and social change.

Who is eligible to apply?

Organizations with 501(c)(3) status or a fiscal sponsor with that status. Applicants with leadership inclusive of system-impacted individuals or directly affected communities are strongly encouraged.

Are first-time applicants eligible?

Yes. New and emerging organizations are encouraged to apply, especially those led by or accountable to system-impacted communities.

How many grants will be made as part of this opportunity?

A maximum of 10 awards will be made at up to \$75,000 per organization, renewable for one year.

What types of activities can the grant support?

LJF will fund communications, narrative strategy, and storytelling work such as:

- Counternarrative and message development
- Polling and public opinion research
- Spokesperson and storytelling training
- Collateral, digital, and social media campaign development
- Coordinated message dissemination
- Communications capacity-building and technical assistance

Can funding be used for general operating support?

No. Funding under this opportunity is restricted to advocacy and/or programmatic activities.

What is the timeline for this grant opportunity?

- Application Opens: October 24, 2025
- Informational Webinar: November 12, 2025, registration [link](#)
- Applications Due: January 9, 2026 by 11:59 PM CT
- Review Period: By January 30, 2026
- Award Notification: February 2, 2026
- Grant Start Date: February 9, 2026

Is there an informational session?

Yes. An informational webinar will be held on November 12, 2025. Details and registration information are available on FFL's website.

How do I apply?

Applications are accepted via Submittable. The application includes five sections:

1. Contact Information & Organization Overview
2. Narrative
3. Budget
4. Supporting Documents (organization budget, audit, or 990 filing, 501(c)(3) tax exempt determination, or fiscal sponsorship)
5. Project Support (detailed description of project activities, deliverables, and outputs/outcomes)

For questions about Submittable, please contact their [help desk](#).

What are reviewers looking for?**1. Mission and Alignment**

- A demonstrated commitment to criminal legal system reform, racial equity, and systemic transformation.
- Preference for organizations led by or centered on directly impacted communities.
- Relevant experience in communications, advocacy, or narrative work.

2. Narrative Strategy

- Clear understanding of harmful narratives about crime, punishment, justice, and safety in Louisiana and their impact.
- A strong theory of change showing how storytelling and message framing will drive systemic or policy reform.
- Connection between communications efforts and broader justice and equity goals.

3. Program Design

- Well-defined activities, outputs, and audiences.
- Feasible timeline and measurable outcomes.
- Evidence of collaboration with other organizations in the narrative ecosystem.

4. Community Leadership

- Active participation of system-impacted individuals in design and dissemination.

- Partnerships with grassroots and community-based media creators and storytellers.
- Commitment to authentic, community-centered storytelling.

5. Communications Capacity

- Staff and infrastructure to create and distribute content effectively.
- Demonstrated digital, media, narrative, and communications expertise.
- Plans to build internal capacity or train community messengers

6. Narrative Shift Potential

- Clearly defined target audiences and desired changes in perception or behavior.
- Evidence-based messaging or use of public opinion research.
- Plan to track and evaluate impact, such as engagement metrics, media reach, or sentiment change.

7. Equity and Intersectionality

- Explicit focus on how race, class, gender, and other identities intersect in criminalization narratives.
- Inclusion of voices often marginalized in justice advocacy, such as women, youth, LGBTQ+, and immigrant leaders.
- Commitment to equity in staffing, partnerships, and content.

8. Evaluation and Sustainability

- Clear metrics and learning goals for audience engagement and message impact.
- Commitment to evaluation and iteration based on data and feedback.
- Plans to sustain narrative work through partnerships, additional funding, or integration into organizational strategy.

What makes a strong application?

- Deep understanding of Louisiana’s narrative landscape and structural inequities.
- Strategic, well-scoped plan connecting storytelling to policy or systems change.
- Authentic community leadership and equitable collaboration.
- Demonstrated narrative strategy skill and readiness to implement.
- Commitment to learning, accountability, and sustainability beyond the grant term.

Do you accept applications in languages other than English?

Unfortunately, we can only accept applications in English at this time. We are committed to pursuing language justice in future open calls.

Will you accept late applications?

Unfortunately, we cannot accept late applications. All applications must be received via Submittable by December 5, 2025, at 11:59 p.m. CT.

Can we email our application directly to someone at FFL?

No, all applications must be submitted via the Submittable platform. Submittable is designed to be easy to use and optimized for mobile phones and/or tablets. Applications can be saved in progress, withdrawn, resubmitted, and even edited after submission as long as the request to edit is made in advance of the submission deadline (December 5, 2025, at 11:59 pm CT).

Who do I contact for help?

For questions about eligibility or how to prepare your application materials, please email lifsupport@foundationforlouisiana.org. You can expect a response to your inquiry within 48 hours. For disability accommodations, contact Jamie Schmill at jschmill@foundationforlouisiana.org.

What types of organizations has FFL supported in the past?

Since 2005, FFL has invested over \$60 million in more than 260 organizations statewide working in racial, climate, and criminal justice reform, economic opportunity, and cultural resilience.

How do I register for the webinar?

To register for the webinar, click on this [link](#)

Foundation for Louisiana (FFL) is a social justice philanthropic intermediary that invests, builds, and transforms in partnership with communities. Through initiatives like the Louisiana Justice Fund, FFL advances racial justice, shifts power, and redefines philanthropy to center those most impacted by inequity. For more information, visit www.foundationforlouisiana.org.