

Grant Applicant Information Session

Spring 2018





Impact Grants Team

Grants

Rowena Crawford-Phillips (Chair)

Cristie Ritz-King (Vice-Chair, FACs) Mary Riley (Vice-Chair, Strategy)

Non-Profit Coordinator

Betsy McKnight

Finance Review Committee Chair

Michelle Peoples

Grant Reports Coordinators

Katie Cummings and Betsy McKnight

Executive Team

Deirdre Spiropoulos

President & Co-Founder

Heather Burke

Vice President & Co-Founder

Questions? Email Grants@Impact100JerseyCoast.org

www.Impact100JerseyCoast.org

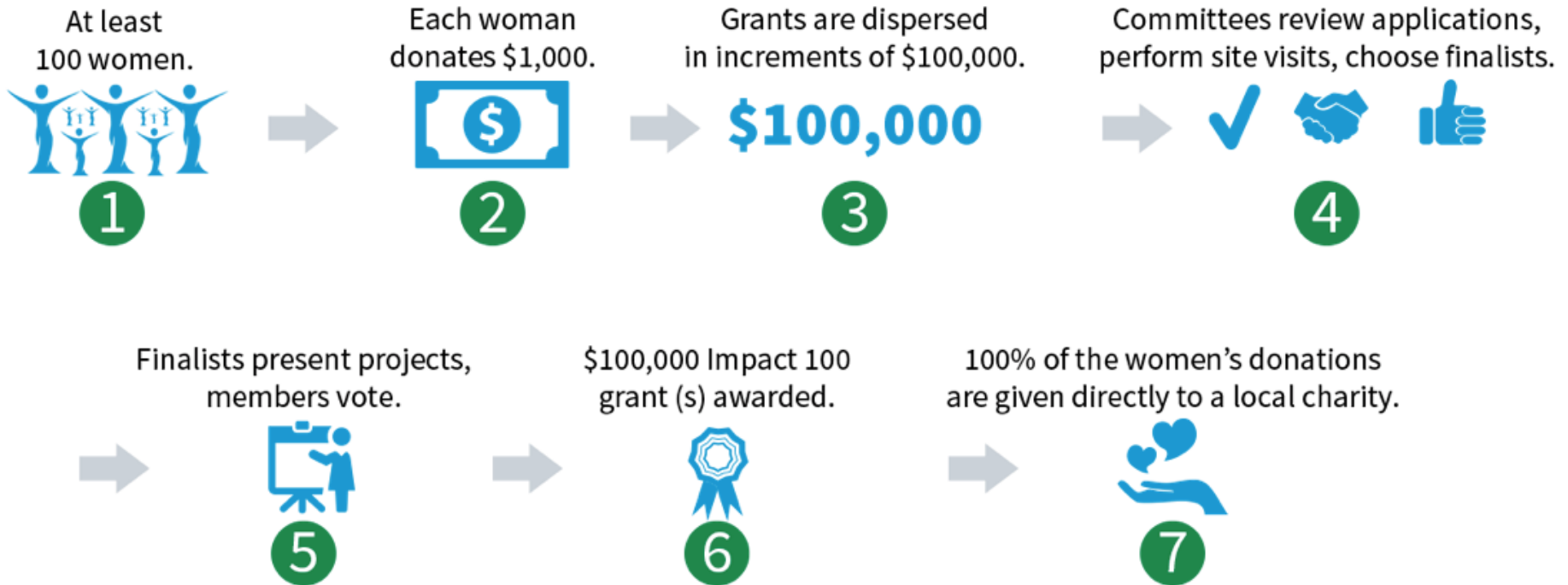


Our Mission and Goal

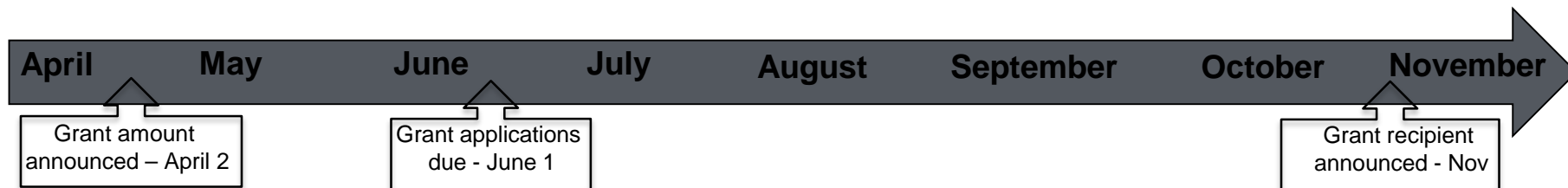
To create a forum to raise awareness of our community's most pressing needs and fund transformational grants to high-impact projects addressing those needs.

IMPACT100 Jersey Coast

How Impact Works



Grants Process and Timeline



1. Grant Application Process

- Grants announced April 2
- Nonprofit applicant information sessions.
- Review committees confirmed
- FAC trainings conducted.
- Grant application period April 4- June 1.

2. Grant Review Process

- Members review applications and determine semi-finalists.
- Financial Review Team analyzes proposed semi-finalists' financials.
- Site visits conducted.
- Finalists are selected

3. Grant Decision Process

- Finalists present at annual meeting to the entire membership.
- Membership votes are tallied.
- Grant recipient is announced.

Grant recipients will sign a Grant Agreement, outlining all reporting requirements. An Impact 100 Jersey Coast Grant Liaison will stay in regular contact with the organization. Interim and final reports will be reviewed and shared with membership.

Focus Areas

Grant applications will be accepted in five focus areas:

1. **Arts and Culture:** Projects/programs that develop greater artistic or cultural opportunities and improve participation in the arts or arts education in our communities.
2. **Children and Families:** Projects/programs that strengthen the lives of children and families in our community.
3. **Education:** Projects/programs that advance or improve learning opportunities for children and/or adults in our communities.
4. **Environment, Parks, and Recreation:** Projects/programs that promote a positive and sustainable relationship between humans and their environment, preserve or enhance open and public spaces, or support environmental education and awareness in our communities.
5. **Health and Wellness:** Projects/programs that improve the physical and/or mental well-being of people living in our communities.

Our Funding Priorities

We are looking to fund projects/programs that:

- *Target **underserved** populations*
- *Highlight **unmet** needs in our area*
- *Have a **high impact** on the beneficiaries*



Steps in the Application Process

Step 1: Eligibility

- Complete Eligibility Form on website by May 18, 2018.

Step 2: Application

- Complete and submit the online application by June 1, 2018.

Step 3: Site Visit

- Provide more in-depth information during site visits.

Step 4: Presentation

- Present to membership at the Annual Membership Meeting.



Steps in the Grant Review Process

Step 1: Confirm Eligibility

- Review eligibility quiz to ensure organizations are eligible to apply

Step 2: Select semifinalists for site visit

- Based on scoring and discussion, members select strongest applicants to receive a site visit.

Step 3: Conduct site visits

- Site visit representatives meet board and staff and gain a deeper understanding.

Step 4: Select a finalist

- Site visit team presents their findings to their committee and committee selects one finalist.



Step 1: Eligibility

Complete Eligibility Form on Impact website

Confirm the focus area you are applying in! Note: You may select only ONE area. This selection is final and may not be changed later.

Organizations eligible for an Impact 100 Jersey Coast grant must:

- Be tax-exempt under Section 501(c)(3) of the Internal Revenue Code.
- Operate in Monmouth County, NJ.
- Be in operation for a minimum of 36 months prior to applying for the grant.
- Possess two years of financial statements (ideally audited or reviewed).
- Have a minimum annual operating budget of \$100,000. (Note: The operating budget is a projection of income and expenses for the entire organization's fiscal year.)

Step 1: Eligibility

Collaboration: If your organization does not have an annual operating budget of \$100,000, you may be eligible to apply with another organization as a collaboration.

- A collaboration exists when two or more 501(c)(3) nonprofit organizations have the responsibility of managing and contributing to a project.
- One nonprofit would need to be identified as the lead Fiscal Agent, financially managing the Impact 100 Jersey Coast grant funds and completing the basic application.
- Only the lead organization must have a minimum operating budget of \$100,000 and be in operation for at least three years.



Step 1: Eligibility

Projects eligible for an Impact 100 Jersey Coast grant must:

- Serve residents of, and expend funds fully, in Monmouth County, NJ.
- Be a new program, expand upon an existing program, or propose a new or expanded collaboration.
- Have a total project budget equal to or greater than the amount of the grant.
- Plan to spend the full amount of the grant within 24 months.
- Fit within one of the five focus areas (Arts and Culture; Children and Families; Education; Environment, Parks, and Recreation; or Health and Wellness).

Step 1: Eligibility

We do NOT provide grants for:

- Debt reduction, endowment funding, interim or bridge funding
- General operating expenses or overhead not associated with the program/project.
- Grants to individuals or private foundations.
- Partisan, legislative, or political activity.
- Fundraising activities or events
- Projects of individual churches, synagogues, or other bodies of worship. These projects will not be funded unless a separate tax-exempt entity exists for receiving Impact 100 Jersey Coast funds that is not under the umbrella of the church, synagogue, or other body of worship.
- Faith-based projects which require participation in activities of a particular faith, denomination, or religion in order to benefit from the project or program.
- Capital improvements or renovations to property for the grant project where the organization does not own or have a lease with at least five-years remaining.

Step 2: Application

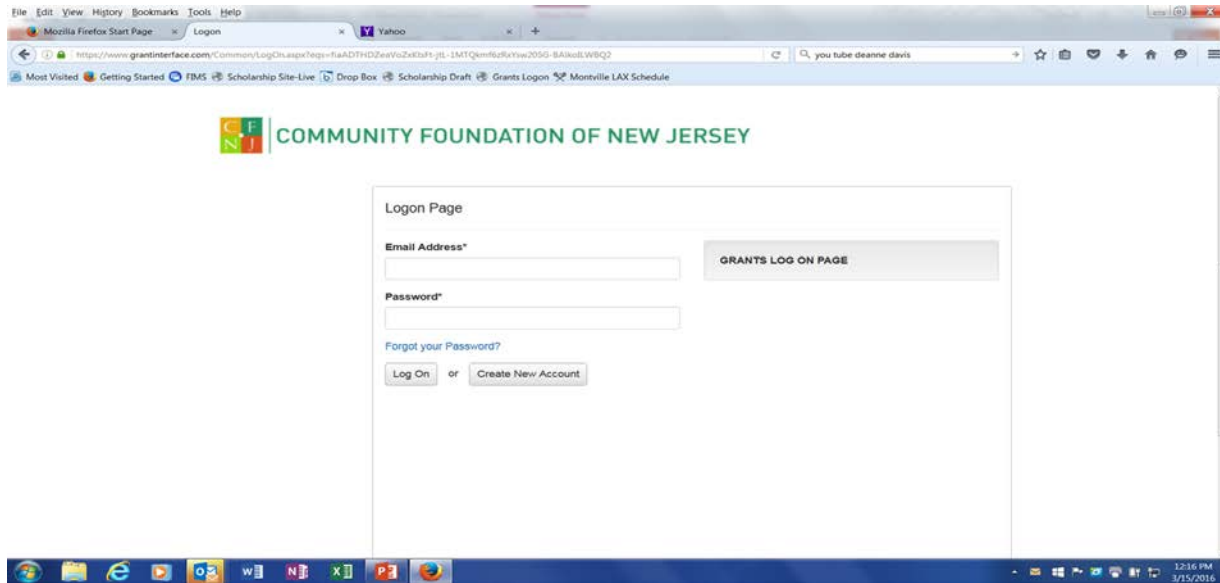
Complete and submit the online application.

- Once Eligibility Form is submitted and eligibility is confirmed, applicants will receive an email with a link to the online application.
- The online application is housed on Foundant, a grant-management platform made available to us by CFNJ – our fiscal partner.
- As a special projects fund, we benefit from CFNJ's 501(c)(3) tax status and receive professional fund-management and administrative support.
- **All grant designations are made solely by the membership of Impact 100 Jersey Coast!**

IMPACT₁₀₀ Jersey Coast

Step 2: Application

- Create a new account and log on.
- Enter the access code “JC100”.
- Click “Apply” to begin the application process



The screenshot shows a web browser window displaying the logon page for the Community Foundation of New Jersey. The page title is "Logon Page". It features two input fields: "Email Address*" and "Password*", both with asterisks indicating they are required. To the right of the "Email Address*" field is a button labeled "GRANTS LOG ON PAGE". Below the "Password*" field is a link that says "Forgot your Password?". At the bottom of the form area, there are two buttons: "Log On" and "Create New Account", separated by the word "or". The browser's address bar shows the URL: "https://www.grantinterface.com/Common/LogOn.aspx?egp=fiAADTHDZeeVozkXkbfjtL-1MTQemf6zKx1w205G-8AkoLW9Q2". The browser's search bar contains the text "you tube deanne davis". The Windows taskbar at the bottom shows the time as 12:16 PM on 4/13/2016.

Step 2: Application

Your Application and Our Funding Priorities

We are looking for proposals that clearly explain, with evidence, how their project or program will:

- *Target **underserved** populations* - explain clearly who this population is, in what way are they 'underserved' and how your project will specifically reach and serve them
- *Highlight **unmet** needs in our area* - educate us about the needs and why/how they are currently unmet by other service providers
- *Have a **high impact** on the beneficiaries* - use both outputs and outcomes to explain the impact of your proposed project.

Step 2: Application

Feedback and tips:

- While we cannot provide tailored feedback to every applicant, we do provide high level guidance plus 'organic' feedback via members during the review process - particularly during the site visit and rehearsal
- *Applications that tended to stand out:*
 - A clear, concise proposal with all attachments!
 - Clearly outlined the issue and need for the problem to be addressed
 - Clearly explained how their project's goals and outcomes are aligned with Impact's funding priorities
 - Defined goals and desired outputs/outcomes achievable within 24 months
 - Project budget clearly tied to deliverables as described in the application

Step 2: Application

Other Tips:

- Important to apply into the focus area that is best fit for your proposed project.
- An application should be proofread!
- Transformational impact should be clear - including discussion of how your project is different from or complementary to other similar efforts in the community
- Clearly document any contingencies - for example: permits or approvals needed for the project to start and be completed within 2 year timeframe

Step 2: Application

Required Financial Information:

- Top 5 institutional donors, noting committed and projected funding amounts for the current and past two completed fiscal years.
- Financial Statements (ideally independently reviewed or audited) for past two complete fiscal years
- Organization's budget for the current year
- Year-to-date actual vs budgeted figures for current fiscal year
- IRS Form 990s will now be obtained by Impact via Guidestar.
- Financial Narrative – This is now optional but provides an opportunity to expand on or explain anything pertinent.
- Project Budget (utilizing online Project Budget Template).

Step 2: Application

Tips from the Impact finance team:

- Organizational finances
 - Ensure no gaps in periods covered by financial statements
 - If not audited/reviewed, require a signed attestation that the financials are complete and accurate
 - If most recent audited financials not yet available, provide draft version and note in the financial narrative box at end of application
- When uploading financial statements, if have difficulties, then immediately email documents to grants@impact100jerseycoast.org otherwise will be marked 'incomplete'

Step 2: Application

Tips from the Impact finance team (continued):

- Project budget should be credible and well-defined
 - Ensure budget equals or exceeds grant amount
 - Ensure project budget adds up correctly both in total and line by line
 - Ensure project narrative and budget match
 - Due diligence in developing a realistic budget
- If project is dependent on other funding, be sure to include committed funds in the spaces provided in the project budget template.
- If project is ongoing, explain how you will continue to deliver the project benefits to the target population after grant period

Step 3: Site Visit

Organizations are notified and site visits are scheduled.

- In September 2018, approx 5 semifinalists selected in each focus area.
- Objective is to conduct a general due diligence review and to resolve any outstanding questions after review of the application
- Opportunity for site visit representatives to meet the staff at the nonprofit organization and hear firsthand about the impact the grant could have.
- Typically requires 2-3 hours and ideally includes the executive director, the project manager, at least one board member, a financial representative and possibly other staff members.
- **NEW!** - all organizations that received a site visit invited to submit wish list

Step 4: Presentation

Finalists present their project to entire Impact membership at the Annual Membership Meeting.

- Finalists invited to rehearsal and feedback is given by a third party from CFNJ
- Finalists present their proposed program at the Annual Membership Meeting on November 27, 2018.
- Members cast their vote following the presentations and votes are immediately tallied by an independent auditor.
- The grant recipient is announced that evening.
- Wish lists from all five finalists are distributed to members



Post-Grant Recipient Announcement

- Grant recipient completes a Grant Agreement outlining fund distribution and benchmarks (dependent on program timeline)
- Impact 100 Jersey Coast maintains ongoing communication with the grant recipient via informal quarterly check-ins.
- The grant recipient submits Interim and Final Report (narrative and financial) – and any other interim check-ins as stipulated in Grant Agreement.
- We invite the grant recipient to present to membership at annual gatherings (April/November) to share news of progress to date and outcomes of the program upon completion.

The Benefits of the Impact Grant Process

- All applicants will get exposure to many philanthropic minded women throughout the process.
- Members become aware of needs and great work being done locally to address needs.
- Site Visits gives Impact women additional insights into the nonprofits and their programs
- Wish lists from the Site Visits applicants will be posted to Impact's website
- Many Impact members have become involved with the applicants - examples include: volunteering time, becoming a board member, donating baskets of supplies

Yes! You should reapply...

- The pool of applicants changes
- The Impact membership changes
- The focus area committee composition changes, even if the criteria is consistent
- It was the 2nd year of applying for one of our 2017 grant recipients
- Other Impact groups demonstrate a very high percentage of grant recipients have previously applied - one applied every year for years and then received a grant in 2016



Important Dates

Deliverable/Event	Date
Funding Announcement	April 2, 2018
Eligibility Questionnaire Goes Live	April 4, 2018
Eligibility Form Due	May 18, 2018
Full Proposal Submissions Due Online	June 1, 2018
Semifinalists Selected; Site Visits Scheduled	August & September 2018
Finalists Selected	October 2018
Finalist Presentations/Member Vote/Grant Recipients announced	November 27, 2018