



www.Impact100JerseyCoast.org
Grants@Impact100JerseyCoast.org

Grant Applicant Information Session

Spring 2019



**UNITING WOMEN.
IMPACTING COMMUNITIES.**



Impact Grants Team

Rowena Crawford-Phillips (Chair)

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Non-Profit Coordinators

Betsy McKnight and Jenny Glover

Finance Review Committee Chairs

Michelle Peoples and Tricia Frankenfield

Grantee Liaisons

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Executive Team

Deirdre Spiropoulos

President & Co-Founder

Heather Burke

Vice President & Co-Founder

Questions? grants@Impact100JerseyCoast.org; www.impact100jerseycoast.org

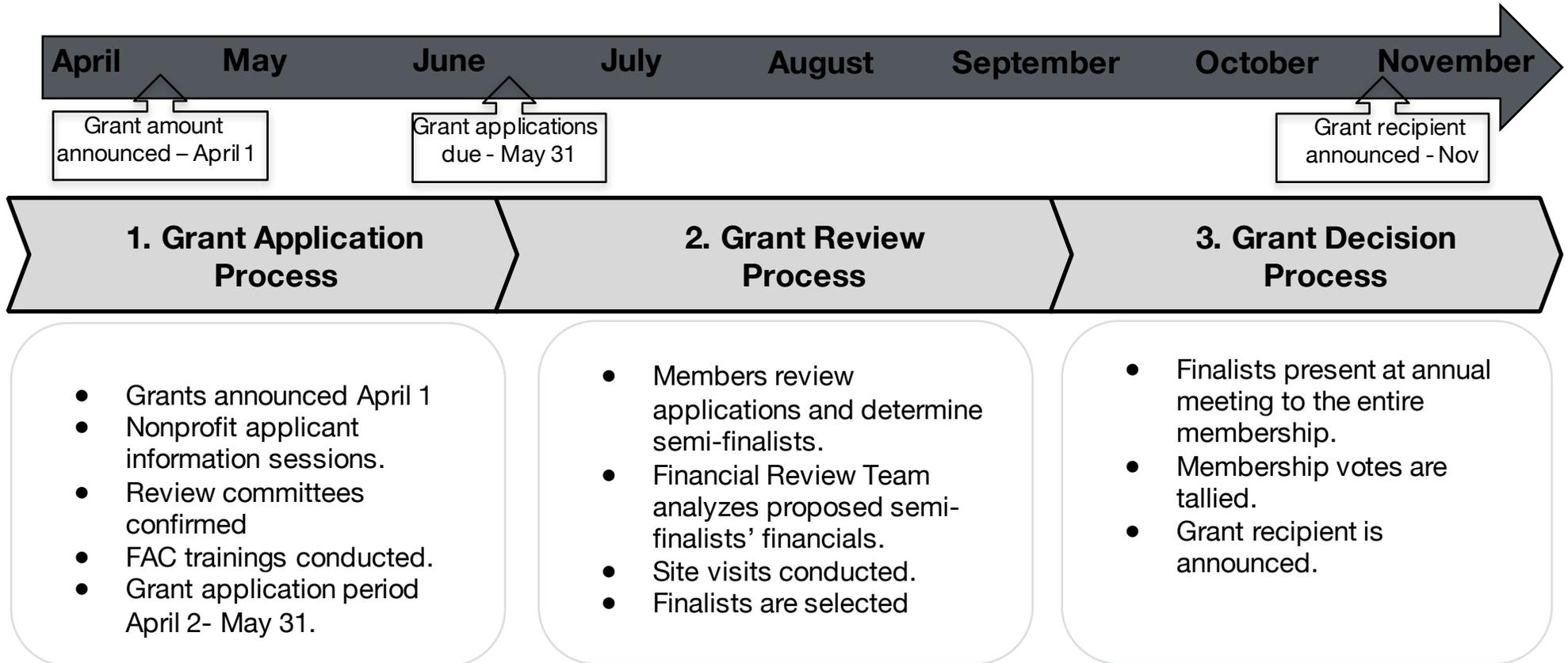


Our Mission

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

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Grants Process and Timeline



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



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.



Steps in the Application Process

Step 1: Eligibility

- Eligibility Form via Impact website due by May 17, 2019 (*including your chosen focus area that you are applying into - your selection is FINAL*)
- Impact reviews eligibility quiz to ensure organizations are eligible to apply

Step 2: Application

- Online Application due by May 31, 2019.
- Based on scoring and discussion, Impact members select semi-finalists. All semi-finalists will receive a site visit.

Step 3: Site Visit

- Impact members conducts site visits to gain a deeper understanding of project and then present their findings to their committee. One finalist is selected.

Step 4: Presentation

- Finalist presents to Impact membership at the Annual Membership Meeting.



Step 1: Eligibility

Organizations eligible for an Impact 100 Jersey Coast grant must:

- Be tax-exempt under Section 501(c)(3) of the Internal Revenue Code.
- Serve Monmouth County (MC), NJ (headquarters can be located outside of MC but the proposed project must be located in and benefit MC)
- Be in operation as a 501(c)(3) for minimum of 36 months prior to applying.
- Possess two years of financial statements (ideally audited or reviewed or letter of attestation from ED. Over \$500k MUST be audited or reviewed).
- Have a minimum annual operating budget of \$100,000. (Note: this includes a minimum of \$100,000 in gross revenue as well as a minimum of \$100,000 in operating expenses for each fiscal year)

Step 1: Eligibility

Collaboration: If an organization does not have an annual operating budget of \$100,000 and/or has not been in operation as a 501(c)(3) for 3 years, it may still be eligible to apply as a NON-LEAD organization as part of a *collaboration*.

- A collaboration is where two or more 501(c)(3) nonprofit organizations will **share *Impact grant funding*** to implement a portion of the proposed project.
- Only one organization is identified as the LEAD with fiscal oversight and accountability for the ENTIRE grant amount. All funds will be given to the Lead to distribute as necessary.
- The Lead must meet ALL eligibility requirements and is responsible for completing and submitting the application
- Each Non-Lead must submit a Letter of Commitment as part of the application
- ***NOTE: A 'Collaboration' should not be confused with contributing partnerships which should be included in application under 'Key Resources Required for Successful Implementation of Project'***



Step 1: Eligibility

Projects eligible for an Impact 100 Jersey Coast grant must:

- Serve and benefit 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 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 funds that is not under the umbrella of the entity/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.
- 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!**

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Step 2: Application

Online Application: Create a new account and log on.

The screenshot shows a Mozilla Firefox browser window with the URL <https://www.grantinterface.com/Common/LogOn.aspx?eqs=fiADTHDZeaVoZkKtsFt-jtL-1MTQkmf6zRkYsw205G-BAlkoILWBQ2>. The page header features the logo for the Community Foundation of New Jersey. The main content area is titled "Logon Page" and contains the following elements:

- Email Address***: A text input field.
- GRANTS LOG ON PAGE**: A button positioned to the right of the email field.
- Password***: A text input field.
- Forgot your Password?**: A link below the password field.
- Log On** or **Create New Account**: Two buttons at the bottom of the form.

The Windows taskbar at the bottom shows the time as 12:16 PM on 3/15/2016.

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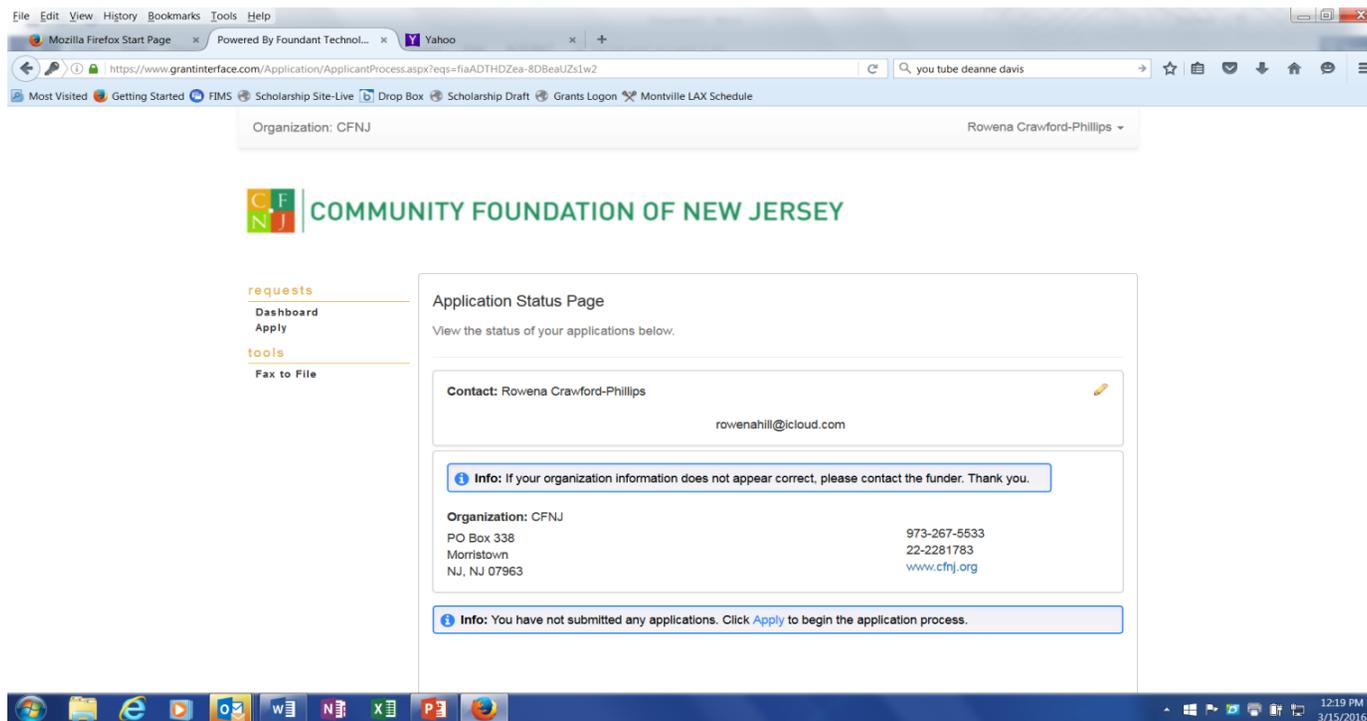
Step 2: Application

Online Application: Enter the Access Code “JC100” and then click on the application link.



Step 2: Application

Online Application: Click “Apply” to begin the application process.



Step 2: Application

Our Funding Priorities and your Application

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

- *Target **underserved** populations* - explain clearly what this population is, in what way are they 'underserved' and how your project will reach them
- *Address **unmet** needs in our area* - educate us about the needs of that population and why/how your project is best placed to address those needs alongside - or in partnership with - 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 have tended to stand out:*
 - A clear, concise application with all attachments! Proofread the entire document before submission!
 - Clearly outlined the issue to be addressed
 - Clear explained how project goals and outcomes are aligned with Impact’s funding priorities
 - Anticipated **transformational impact** was clearly explained



Step 2: Application

Tips (continued):

- Important to apply into the focus area that is best fit for your proposed project.
- How is your project 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. **Note: your application will not progress if any outstanding on September 15**
- In response to requests, feedback from our committee members was made available along with our notifications last year and the nonprofit survey this year

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 optional but provides an opportunity to expand on or explain anything pertinent.
- Project Budget (using the Project Budget Template provided in the application).



Step 2: Application

Tips from the Impact finance team:

- Organizational finances
 - Ensure no gaps in periods covered by financial statements (should show 3 complete years at a min - 2 completed, 1 budgeted)
 - 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 total equals or exceeds grant amount
 - Ensure project budget adds up correctly both in total, subtotals, and line by line
 - Ensure project narrative and budget match!
 - Ensure your project budget is realistic
- If project is dependent on other funding, be sure to include committed funds in the spaces provided in the project budget template, we may request documentation from other funders if deemed necessary
- 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.

- Approximately 5 semi-finalists 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.
- All organizations that receive a site visit are 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 in November 2019.
- 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 & one of our 2018 grant recipients
- Other Impact groups have awarded grants to recipients that have applied in previous years



Important Dates

Deliverable/Event	Date
Funding Announcement	April 1, 2019
Eligibility Questionnaire Goes Live	April 2, 2019
Eligibility Form Due	May 17, 2019
Full Proposal Submissions Due Online	May 31, 2019
First round notifications sent out Site Visits take place	End of July, 2019 August 1 - September 19
Finalists Selected Second round of notifications sent out	September 23- October 10, 2019 Mid-October, 2019
Annual Membership Meeting (Finalist Presentations/Members Vote/Grant Recipients announced)	November 2019



Thank you to our 2018 Grant Recipient Panel

Family Resource Associates

Phill Duck, Employability Program Director

Caregiver Volunteers of Central Jersey

Christine Mackay, Manager of Volunteers - Monmouth County

CFC Loud N Clear Foundation

Lynn Regan, Executive Director



Questions for Panelists

1. Briefly describe the mission of your organization and the project for which you received a grant.
2. What part of the grant application did you find most challenging, and how did you tackle it?
3. Do you have any advice for future applicants regarding the application - or any part of the process?