



[www.Impact100JerseyCoast.org](http://www.Impact100JerseyCoast.org)  
Grants@Impact100JerseyCoast.org

# Grant Applicant Information Session

Spring 2020



**UNITING WOMEN.  
IMPACTING COMMUNITIES.**



## Impact Grants Team

Rowena Crawford-Phillips (Chair)

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

### Non-Profit Coordinators

Betsy McKnight and Jenny Glover

### Finance Review Committee Chairs

Michelle Peoples and Tricia Frankenfield

### Grantee Liaisons

Holly Deitz, Michelle Peoples, Lori Hohenleitner, Judie Saunders

### Executive Team

Deirdre Spiropoulos

*President & Co-Founder*

Heather Burke

*Vice President & Co-Founder*

Questions? [grants@Impact100JerseyCoast.org](mailto:grants@Impact100JerseyCoast.org); [www.impact100jerseycoast.org](http://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.



**At this point in the webinar we played a short video explaining our grant process.**

You can view it on our website on our “Apply for a Grant” page:

<https://www.impact100jerseycoast.org/apply-for-a-grant/>

Or using this link:

<https://youtu.be/HlrHPHYguDc>

## Funding our Focus Areas

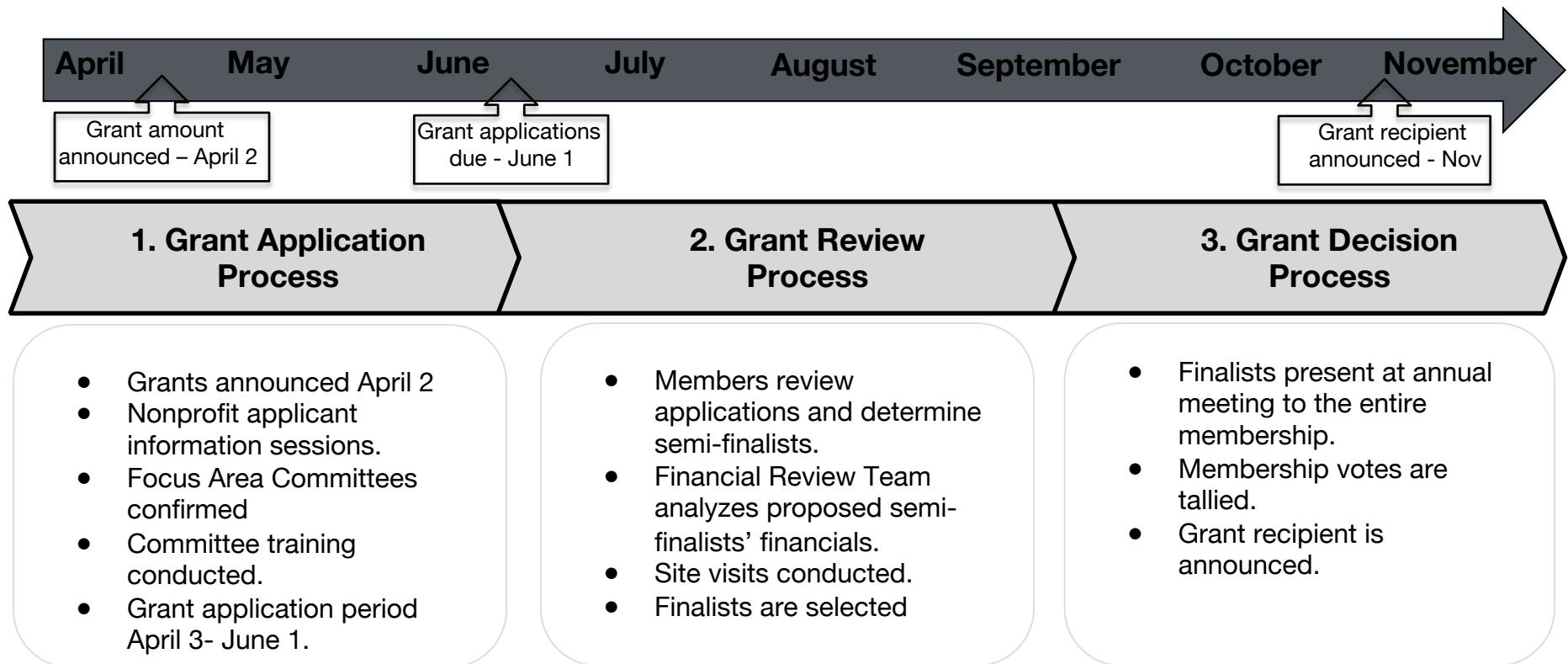
- To date, we have awarded 10 grants totaling \$1,167,000
- Proud to have funded all five focus areas in just four years

Arts & Culture	1 Grant	\$110,000
Children & Families	4 Grants	\$490,000
Education	1 Grant	\$112,000
Environment, Parks and Recreation	1 Grant	\$110,000
Health & Wellness	3 Grants	\$345,000

- Our aspirational goal is to be able to fund all five focus areas in one year
- We have messaged goal to our members with our Fund All Five campaign
- If, and when, we reach 500 members, that would result in a shift of increasing our finalist presenters to 10 nonprofit groups with 2 in each category and our members voting for 1 recipient in each category

# **IMPACT** 100 *Jersey Coast*

## 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 key details shared with wider membership.*

## Focus Areas Definitions

- 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

## **Conflict of Interest and Confidentiality**

- The agencies that apply for grants entrust us with considerable information. We must continue to earn that trust by ensuring we all safeguard this information and treat all applications with the utmost confidentiality
- Each year, members are asked to sign a Confidentiality Statement. In so doing, each member is acknowledging their understanding of, and their commitment to abide by, the details of that agreement
- Every member involved in the grant review process must also first confirm any potential conflicts so they can be placed on an appropriate Grant Review Committee



## Steps in the Application Process

### Step 1: Eligibility

- Eligibility Form via Impact website due by May 15, 2020 (including your chosen focus area that you are applying into - your selection is FINAL)
- Impact reviews eligibility form to ensure organizations are eligible to apply

### Step 2: Application

- Online Application due by June 1, 2020.
- Based on scoring and discussion, Impact members select semi-finalists. All semi-finalists will receive a site visit

### Step 3: Site Visit

- Impact members conduct site visits to gain a deeper understanding of project and then present their findings to their committee. One finalist from each focus area 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

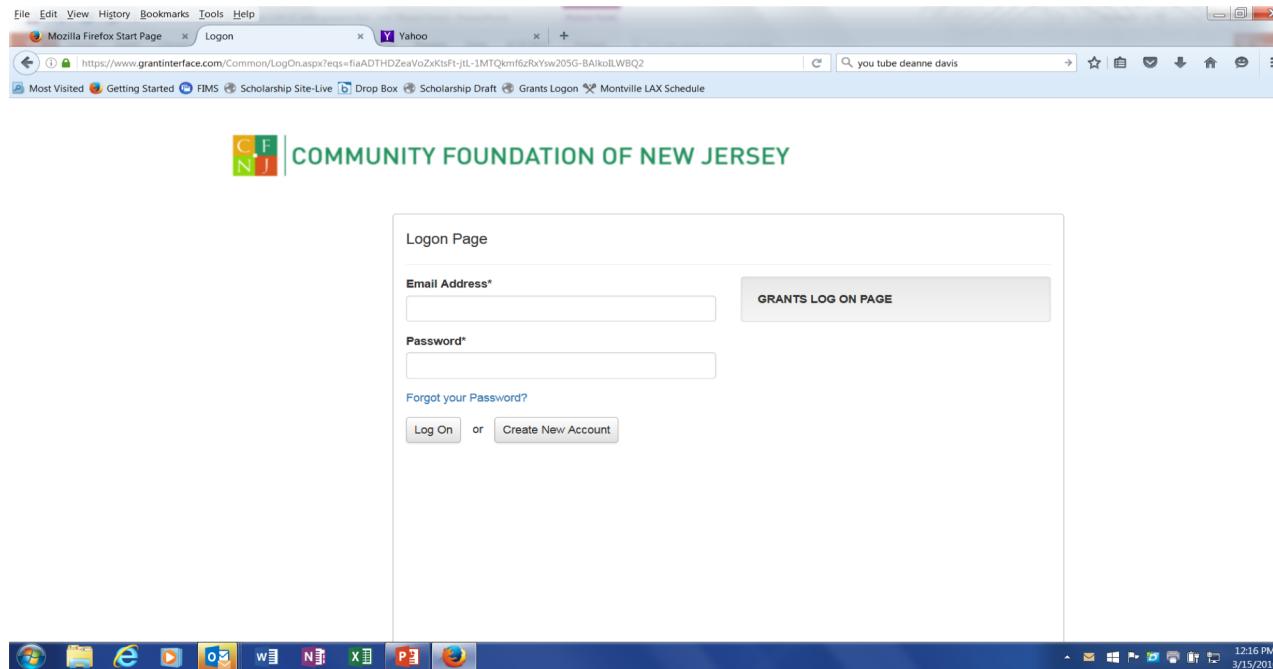
**Complete and submit the online application.**

- 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!**

# **IMPACT** 100 *Jersey Coast*

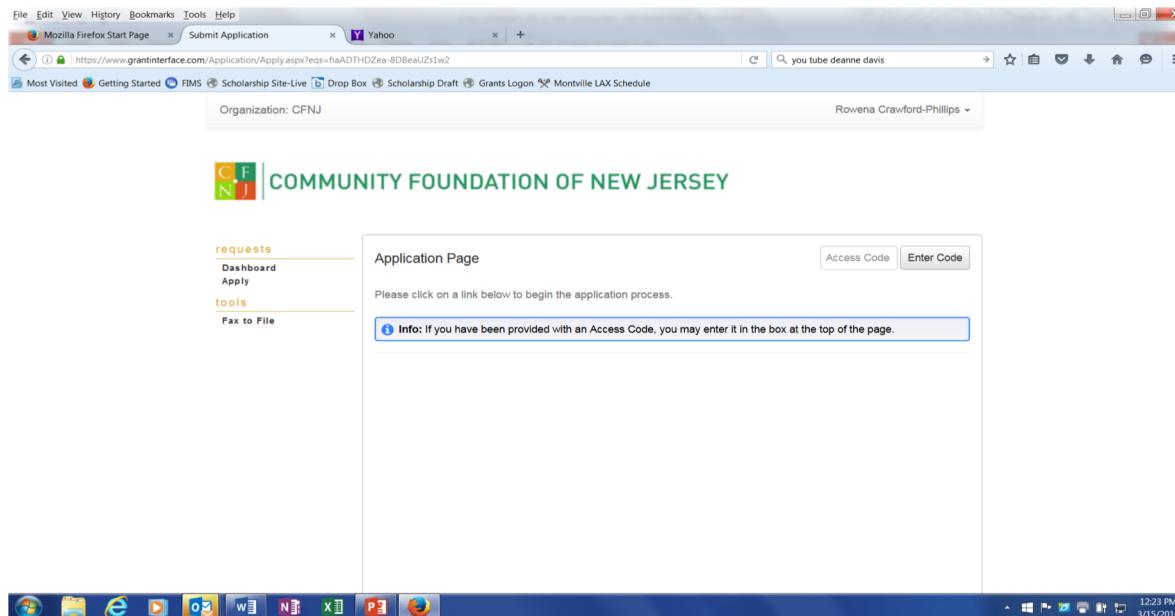
## **Step 2: Application**

**Online Application:** Create a new account and log on.



## Step 2: Application

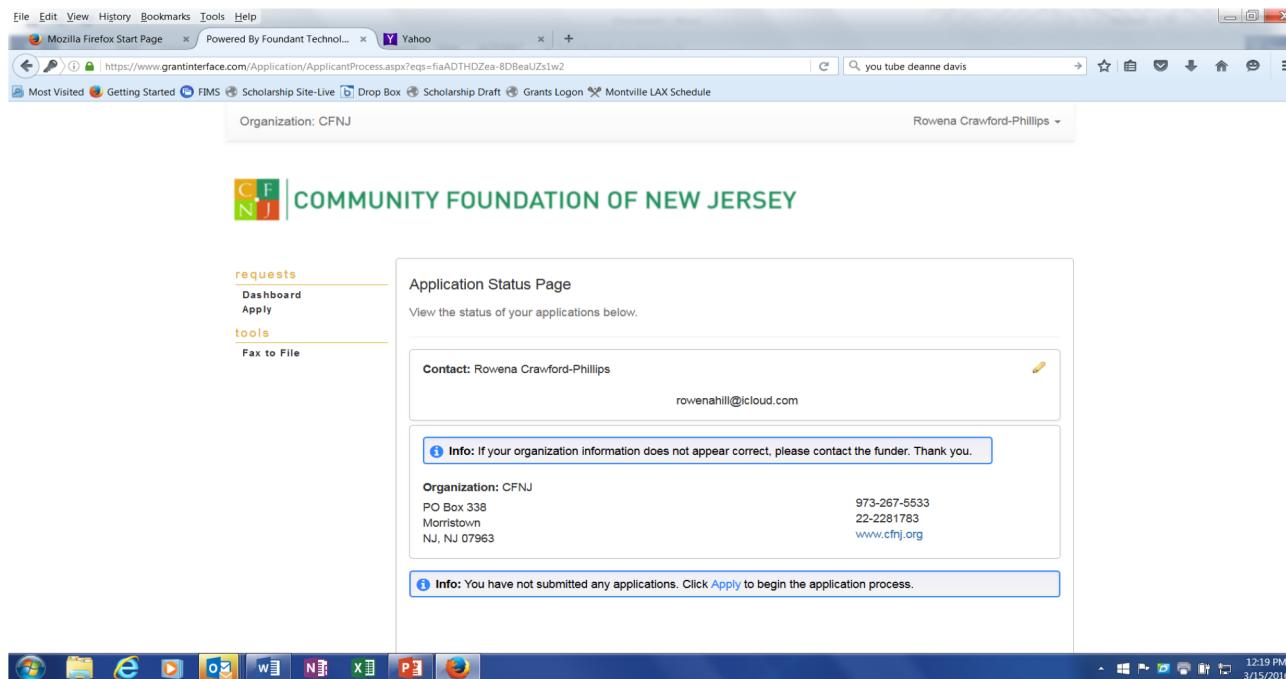
**Online Application:** Enter the Access Code “JC100” and then click on the application link.



# IMPACT 100 Jersey Coast

## Step 2: Application

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



## Step 2: Application

### Strengthening your Application:

- *Applications that stand out:*
  - A concise, proofread application, with all attachments!
  - Clearly documented any contingencies (eg permits or approvals needed for the project to start). Note: must be none outstanding on September 15
  - Applied into focus area that is best fit for the proposed project
  - Transformational impact is clearly explained
  - Clearly articulated how project goals are aligned with Impact's funding priorities
  - Measurable goals, outputs and outcomes!
  - Sustainability – what is the ongoing benefit to the community?

## Step 2: Application

### Strengthening your Application:

- ***What Focus Area are you applying into and why?***

Very important to apply into the focus area that is best fit for your proposed project. What is the primary service, goal and intended impact of the project? This year we will ask you to explain why you chose that category. NOTE: you cannot change your focus area between eligibility and your application!

- ***Summarize the potential transformational impact of this grant funding.***

This question is your opportunity to really make your application come alive! Try to imagine what you would include in your finalist presentation at the Annual Meeting and work back from those key points to illustrate the transformational impact of the project. **Be specific** about how the funds will be used and how project goals will be achieved with those funds

## Step 2: Application

### Strengthening your Application:

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

- ***What is the UNDERSERVED population that your project will target?***  
Explain clearly what this population is, in what way are they ‘underserved’ and how your project can/will reach them
- ***How will the project address an UNMET need?***  
Clearly demonstrate the ways in which your project *targets a clear and important need* that isn’t, and won’t, be met without it. Why/how is your project best placed to address those needs alongside - or in partnership with - other service providers?
- ***How will the project have a HIGH IMPACT on beneficiaries?***  
Use both outputs and outcomes to explain the impact of your proposed project.

## Step 2: Application

### Strengthening your Application:

- ***Measurable Outputs and Outcomes***

Less Effective: “Intended outcomes for the project include the ability to serve our a growing number of patients with enhance services”

More Effective: On completion of this project, we will be able to....”

1. Serve an additional 300 clients annually	Provide <b>perspective</b> where possible – is 300 additional a large % increase?
2. Reduce waiting time	If an output can be objectively measured, be <b>specific</b> – what time reduction is expected?  Include the <b>outcome</b> too – this means less stress for patients during their health visits

## Step 2: Application

### Strengthening your Application:

- ***How will you track and measure the impact of your project?***

What tools will you use to understand the effectiveness of your project so you know whether it is successful? (eg. periodic feedback surveys)

1. Serve an additional 300 clients annually	Provide <b>perspective</b> where possible – is 300 additional a large % increase?	Measured through current service statistics
2. Reduce waiting time	If an output can be objectively measured, be specific – what time reduction is expected?  Include the outcome too – this means more satisfied patients during their health visits	Measured through current service statistics  Before and After patient surveys

## Step 2: Application

### Strengthening your Application:

- **Sustainability** – where possible/relevant, help our members understand what success will look like beyond the grant period

1. Serve an additional 300 clients annually	Provide <b>perspective</b> – is 300 additional a large % increase?	Measured through current service statistics	300 more support walkers are provided, ongoing success might be measured in # of times they are used
2. Reduce waiting time	What time reduction is expected?  Outcome – increased satisfaction for patients during their health visits	Measured through current service statistics  Before and After patient surveys	Upward trend in # of satisfied patients beyond the grant

## **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](mailto:grants@impact100jerseycoast.org) otherwise will be marked 'incomplete'

## Step 2: Application

### Tips from the Impact finance team:

- 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 funds already secured in the ‘committed’ column provided in the project budget template. Clearly describe what your ***plan is to secure*** any ***other funding***

## Step 2: Application

### Tips from the Impact finance team:

- If your overall project budget exceeds the total of the Impact 100 grant, please show how the requested funds are a ***critical or core*** piece of the larger project
- For example, consider defining the project as the *childcare center*, for which a \$100,000 grant would be significant, versus the *new campus* generally, where the grant would only be 1% of the budget
- ***However, do this only when the sub-project or phase is able to be completed independently of the entire project***

**IMPACT 100 JERSEY COAST  
2017 GRANT CYCLE**

**\*\* GOOD BUDGET PRESENTATION EXAMPLE**

**PROPOSED PROJECT BUDGET FOR:**

ORGANIZATION NAME  
PROJECT NAME  
PROJECT BUDGET PERIOD

<b>IMPACT APPLICANT</b>
PROJECT TO BETTER MONMOUTH COUNTY
1/1/18 - 12/31/19 (This budget reflects Year 1 only)

**SOURCE OF FUNDS TO SUPPORT PROJECT**

Impact 100 Jersey Coast Request

Requested from other funders (pending and committed)

ABC Organization

Organization contribution

In-kind contributions

Other sources

XYZ Organization

TOTAL ALL SOURCES

	Committed	Pending	Total	Notes
Impact 100 Jersey Coast Request	\$ 123,000	\$ 123,000	\$ 123,000	
Requested from other funders (pending and committed)				
ABC Organization	40,000		40,000	
Organization contribution	59,784		59,784	
In-kind contributions			-	
Other sources			-	
XYZ Organization	50,000		50,000	
TOTAL ALL SOURCES	\$ 149,784	\$ 123,000	\$ 272,784	

**TOTAL BUDGET AMOUNT AGREES TO AMOUNT PER APPLICATION AND TOTAL OF ALL BUDGET LINE ITEM EXPENSES BELOW**

**PROJECT EXPENSES**

Personnel (existing staff & incremental hires)

Coordinator @ 50%
Resident Advisor #1 @ 100%
Resident Advisor #2 @ 100%
Resident Advisor #3 @ 100%
PT Resident Advisor #1 @ 100%
PT Resident Advisor #2 @ 100%
PT Resident Advisor #3 @ 100%

Project Total	Allocated to IMPACT 100 JERSEY COAST *	Notes
33,625		
39,150		
39,150	39,150	
39,150	39,150	
9,626	9,626	
9,626	9,626	
9,626	9,626	

**BUDGET INCLUDES SALARY AND ADDITIONAL PERSONNEL COSTS LIKE PAYROLL TAXES AND OTHER FRINGE**

Facilities

Rent
Utilities (Electricity, Gas & Water/sewer)

12,000	6,000	\$1,000/month x 12 months
4,400	4,000	\$366.67 month x 12 months

**APPLICANT PROVIDED FULL DETAIL ON SEPARATE PAGE**

Supplies/Services

Start-Up Costs
Computer Services
Audit Expense
Alarm monitoring

47,750	20,000	Furniture, IT Equipment, Refrigerators/Freezers, \$17k van
1,092		site allocation overall contract - youth & staff computers
3,000		site allocation of full organization audit expense
300		burgular alarm monitoring

Transportation

Gas
Tolls/mileage reimbursements
Insurance
Repairs & Maintenance

1,200		gas and oil
500		EZ Pass, staff reimbursements
3,200		Van
500		oil change, registration, routine maintenance for van

Technology

Internet & Cable
Computer hardware
Cell phones
Landlines & Fax

1,800	1,800	community TV, internet
600		allowance
480	480	staff cell phone - for off site travel
1,200	1,200	site phone, alarm line/fax

**COVERED UNDER ORGANIZATION'S LIABILITY INSURANCE POLICY, BUT BUDGET ALLOCATES PORTION TO THIS PROJECT**

Other

Minor equipment
Liability Insurance

500	500	Furniture equipment replacement contingency
4,000		site allocation of full organization expense

Organizational Operational Costs\*\*

Staff development
Subscriptions & postage
Specific Assistance to Individuals

210		gifts, incentives, celebrations
100		Recreation, food
10,000	1,094	

**TOTAL EXPENSES ALLOCATED TO IMPACT AGREES WITH OUR GRANT AMOUNT; BUDGET COLUMN CALCULATES CORRECTLY**

\* Please use this column to show the allocation of Impact 100 grant funds by expense category. TOTAL MUST EQUAL \$123,000.

\*\*Organizational operational costs include rent, utilities, etc. that are allocated to the project but are also part of the normal operating budget and will be incurred whether or not the project goes forward.

**IMPACT 100 JERSEY COAST  
2017 GRANT CYCLE**

## **\*\* BAD BUDGET PRESENTATION EXAMPLE**

## **PROPOSED PROJECT BUDGET FOR:**

*ORGANIZATION NAME  
PROJECT NAME  
PROJECT BUDGET PERIOD*

IMPACT APPLICANT PROJECT TO BETTER MONMOUTH COUNTY	NO PERIOD LISTED FOR REFERENCE
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#### SOURCE OF FUNDS TO SUPPORT PROJECT

Impact 100 Jersey Coast Request	\$ 123,000	\$ 123,000		
Requested from other funders (pending and committed)				
ABC Organization	100,000		100,000	
Organization contribution	30,000		30,000	
In-kind contributions			-	
Other sources			-	
XYZ Organization	50,000		50,000	
<b>TOTAL ALL SOURCES</b>	<b>\$ 180,000</b>	<b>\$ 123,000</b>	<b>\$ 303,000</b>	
<b>TOTAL POSSIBLE FUNDS = \$303,000. TOTAL PROJECT EXPENSES ONLY = \$246,890; WHAT IF ALL FUNDS ARE COLLECTED, HOW WILL EXTRA MONEY BE SPENT?</b>				

## PROJECT EXPENSES

Personnel (existing staff & incremental hires)			
Coordinator @ 50%	50,000		Salary of \$50,000
Resident Advisor #1 @ 100%	29,000		Salary of \$29,000
Resident Advisor #2 @ 100%	29,000	29,000	Salary of \$29,000
Resident Advisor #3 @ 100%	29,000	29,000	Salary of \$29,000
PT Resident Advisor #1 @ 100%	10,000	10,000	Salary
PT Resident Advisor #2 @ 100%	10,000		Salary
PT Resident Advisor #3 @ 100%	10,000		Salary
Facilities			
Rent	1,200	6,000	\$100/month x 12 months
Utilities (Electricity, Gas & Water/sewer)	4,400	4,000	\$366.67 month x 12 months
Supplies/Services			
Start-Up Costs	50,000	25,000	NO DETAIL IS PROVIDED FOR A LARGE AMOUNT OF GENERAL 'START-UP COSTS' - WOULD WANT TO SEE A DETAIL
Transportation			
Gas	1,200		gas and oil
Tolls/mileage reimbursements	500		EZ Pass, staff reimbursements
Insurance	3,200		Van
Repair & Maintenance	500		oil change, registration, routine maintenance for van
Technology			
Internet & Cable	1,800	1,800	community TV, internet
Computer hardware	600		allowance
Cell phones	480	480	staff cell phone - for off site travel
Landlines & Fax	1,200	1,200	site phone, alarm line/fax
Other			
Minor equipment	500	500	Furniture equipment replacement contingency
Liability Insurance	4,000		
Organizational Operational Costs**			
Staff development	210		gifts, incentives, celebrations
Subscriptions & postage	100		
Specific Assistance to Individuals	10,900	1,094	Recreation, food, bus tickets, educational supplies, clothing, etc.
	TOTAL \$ 246,890	\$ 108,074	TOTAL EXPENSES ALLOCATED TO IMPACT IS LESS THAN OUR BUDGET SPECIFIES SALARY - CAN WE ASSUME ALL PAYROLL TAXES AND EMPLOYEE BENEFITS ARE INCLUDED IN THESE NUMBERS? WOULD NEED TO CONFIRM COMMENTS NOTE RENT IS ONLY \$100 PER MONTH; IS THIS REASONABLE? IS THERE A REASON SO LOW?

\* Please use this column to show the allocation of Impact 100 grant funds by expense category. TOTAL MUST EQUAL \$123,000.

\*\*Organizational operational costs include rent, utilities, etc. that are allocated to the project but are also part of the normal operating budget and will be incurred whether or not the project goes forward.

## **Step 3: Site Visits**

### **Semi-Finalists are selected and Site Visits are scheduled**

- Approximately 5 semi-finalists selected in each focus area
- At this stage of the process, the Financial Review Team will conduct a deeper dive into finances and project budget of semi-finalists and follow up either directly or via SV Captain
- Minimal financial discussion at the Site Visit itself
- A Site Visit Captain is assigned to each semi-finalist
- Allow 2 hours for visit and ideally includes Executive Director, Project Director, a board member and a financial representative
- Objective is to meet project leaders, conduct due diligence review and to clarify any outstanding questions after review of the application
- All organizations that receive a site visit are invited to submit wish list

## Step 3: Site Visits

### Tips for a successful Site Visit:

- Make the most of this opportunity to ***bring your project to life*** for the grant review committee
- Focus on the ***project***, not your overall operation
- ***Be prepared*** – again, same as with application, present a similar outline of what you would present as a finalist at the Annual Meeting
- ***Choose board/staff/volunteers*** who can best make the case for your project in a concise, credible and compelling way – staff, board members, and clients
- If applicable, include a ***brief tour*** of your facilities but the tour should not be the main focus of the site visit



## Step 4: Presentation

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

- Finalists are sent a Finalist Packet with information and tips/guidance
- Finalists invited to rehearsal and feedback is given by a third party from CFNJ
- Finalists present their proposed program at the Annual Membership Meeting – this year it is November 18<sup>th</sup>, 2020
- 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 finalists are made available online to members

## Post-Grant Reward Oversight

- **Oversight:** Impact JC promises to be good stewards of our members' donations. We make sure each grantee uses our members' money for the project the members voted to support
- Grant recipient completes a Grant Agreement outlining key benchmarks and fund corresponding payment distribution (dependent on project timeline)
- The grant recipient submits Interim and Final Reports (narrative and financial) – and any other interim check-ins as stipulated in Grant Agreement
- **Outcomes:** We show our members that their contributions have made a difference in our community by sharing information from each grantee about the measurable impact their project has on the lives of those served
- We invite the grant recipients to share information about project progress to membership at annual gatherings and events (usually April/November)



## 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 grantees in 2017 & 2018, and two of our 2019 grant recipients
- Other Impact groups have awarded grants to recipients that have applied in previous years



## Important Dates

Deliverable/Event	Date
<b>Funding Announcement</b>	April 3, 2020
<b>Eligibility Questionnaire Goes Live</b>	April 3, 2020
<b>Eligibility Form Due</b>	May 15, 2020
<b>Full Proposal Submissions Due Online</b>	June 1, 2020
<b>First round notifications sent out Site Visits take place</b>	End of July, 2020 August 1 - September 19, 2020
<b>Finalists Selected Second round of notifications sent out</b>	September 23- October 10, 2020 Mid-October, 2020
<b>Annual Membership Meeting (Finalist Presentations/Members Vote/Grant Recipients announced)</b>	November 18, 2020



## **Thank you to our 2020 Grant Recipient Panel**

**Asbury Park Music Foundation**

Matthew Honold, Grant Writer

**Clean Ocean Action**

Cindy Zipf, Executive Director

**Court Appointed Special Advocates (CASA)**

Lauren Walden, Program Director

**St. Marks Center for Community Renewal**

Deacon Rose Broderick, Executive Director