Community Grants Tips & Application Worksheet

Thank you for your interest in applying for a grant from the Community Foundation of the Central Blue Ridge. The deadline for this application is **February 11, 2022**.

ELIGIBILITY

Eligible grant recipients include tax-exempt 501(c)(3) charitable organizations, as well as organizations operating under the fiscal sponsorship of a 501(c)(3) charitable organization, that serve the independent cities of Staunton and Waynesboro, the counties of Augusta, Highland, and Nelson.

We <u>do not</u> issue grants to individuals, fraternal organizations, or sectarian organizations.

FUNDING PRIORITIES

While the Community Foundation does not have specific funding priorities for its Community Grants program, we do favor organizations and programs that:
- Address identified community needs and/or opportunities, and
- Are well-conceived with a realistic schedule of activities and thoughtful use of resources.

The Foundation <u>does not</u> provide grants for deficit reduction or endowments.

If you are seeking a sponsorship for a **short-term event** (duration of up to one week, generally), we have a separate, but small, budget for responding to such requests. <u>Do not complete the Community Grants application</u>. Simply submit your request in writing, at any time, to Dan Layman (dlayman@cfcbr.org) or P.O. Box 815, Staunton, VA 24402-0815. At this time, the Foundation's practice is to avoid providing sponsorship support for the same organization in two consecutive years.

GRANT AWARDS

Historically, the Community Foundation has awarded grants ranging from $1,000 to $10,000 through its Community Grants program. Last year, we awarded 121 grants totaling $423,000 through our 2021 Community Grants program. The average grant was $3,500 per organization.

SMARTERSELECT

You will see references throughout the application process to "SmarterSelect". This is the online platform used by the Community Foundation to manage all of our grant and scholarship applications. <u>SmarterSelect functions best on Google's Chrome internet browser</u>.

SmarterSelect will automatically save your work within the 2022 grant application. However, you will need to select SUBMIT to officially complete your application.

COMMON APPLICATION

When you log into SmarterSelect, you will see a list of your completed and incomplete applications. This will include an entry titled "Common Application." You need <u>not</u> do anything with your Common Application, but it is important for you to know that it is linked to your email address and not the name of your organization.

The first time you complete one of our grant applications, SmarterSelect will store everything from Section 1 to the Common Application linked to your email address. When you then log in using the same email address to begin your next grant application, SmarterSelect will pre-populate Section 1 from your Common Application. Please review that information in Section 1 for needed edits, which SmarterSelect will automatically save to your Common Application.

If someone new is preparing your 2022 grant application, or your email address has changed, please know that SmarterSelect does not permit us to change the email address associated with a Common Application. In those instances, SmarterSelect will not pre-populate Section 1 of your 2022 application.

APPLICATION PREPARATION

You are welcome to use the worksheet on the following pages to assemble the information that you will then enter into the online grant application.

Community Foundation
CENTRAL BLUE RIDGE

2022 COMMUNITY GRANTS PROGRAM
APPLICATION WORKSHEET

* Required fields

Section 1: Organizational Information

(If you submitted a grant application in 2019, 2020, or 2021, please use the same email address to log into SmarterSelect. When you do so, SmarterSelect will pre-populate each item in Section 1. Please review this information and make any needed updates, which SmarterSelect will automatically store for future applications.)

- Name of Organization:*
- EIN Number:*
  If you are operating under the fiscal sponsorship of a tax-exempt organization, please enter that organization's EIN number.
- Organization Mailing Address:*
- City:*
- State:*
- Zip Code:*
- Organization Street Address (if different from mailing address):
- Contact Person:*
- Contact Title:*
- Contact Email:*
- Contact Phone Number:*
- Organization Website:

- What is the mission of your organization?* (200 words)

- In what year was your organization founded?*

- Describe in general terms the primary activities and programs that your organization undertakes to fulfill its mission.* (300 words)

- **Community Needs** Describe the community need that your organization exists to address. Include any statistics or objective data points that help illustrate this need. We would like to understand as thoroughly as possible why your organization is important to the residents of our community. (For your use, we have provided on our website several links to local, regional, and national data.) * (500 words)

Section 2: Operating Details & Grant Request

Important changes for 2022:

1. We are reintroducing the option to request a grant for a **specific program** or **capital expenditure**. However, we also remain committed to supporting our nonprofit community by honoring your requests for unrestricted grants.
2. We are also reintroducing the opportunity for you to request a **specific grant amount**.
3. Finally, we are introducing **a new option for 2022.** You may request our consideration of a **three-year grant commitment**. We will select no more than one-third of our 2022 grantees to receive a multi-year commitment. If you request this option, but we do not select you for a multi-year commitment, you are still eligible for a single-year 2022 grant.

➢ Based on how you measure your organization's impact, please share with us the magnitude of your work. For most organizations, this is likely the number of people or families served over the course of the most recent year. However, we recognize that not all organizations measure the magnitude of their work the same way. Such is the case for animal rescue organizations, for example. Please explain what you measure, why that is important to your mission, and the period of time you use to track those data points. * (150 words)

➢ What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson? If answering this question is not possible for your organization, please type N/A. *

➢ Please share with us your organization's goals and objectives for 2022 or, if you prefer, your long-range goals and objectives.* (200 words)

➢ To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.* (150 words)

➢ How has the pandemic affected the community needs that your organization exists to address?
*For example: Has the pandemic increased those needs? Has the pandemic created new barriers to the services you offer? Has your organization had to do things differently to address those needs? * (200 words)

➢ Optional: Are there other ways in which the pandemic has had an impact on your organization? *For example, have you made changes to your service model that will have a lasting and positive impact on how you serve the community?* (200 words)

➢ Optional: If your organization received a 2021 Community Grant, what was the impact of that grant on how your organization serves the community? (150 words)

➢ Optional: Tell us a story that best illustrates the impact your organization has on our community. (200 words)

➢ Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2022 Community Grant that you have not yet covered in this application? (150 words)

➢ Optional Letter of Reference: You are welcome, but not required, to attach a letter a reference (PDF preferred) either from (1) a member of our community who has benefited from the work of your organization or (2) a representative from another organization in our community with which you are collaborating. If your organization is relatively new, or your organization has not received support from the Community Foundation in prior years, we encourage you to include a letter of reference.

➢ Grant Request: We are requesting the Community Foundation's consideration of: *

- ❑ 2022 Community Grant (single-year grant)
    - i. We are requesting the following grant amount: $_____. (Community Grants generally do not exceed $10,000. We awarded 121 Community Grants, totaling $422,951, in 2021. The average 2021 Community Grant was $3,500.)
- ❑ Three-year Community Grant commitment
    - i. We are requesting a Community Grant for 2022, 2023 and 2024 in the following amount: $_____ (Please enter the annual amount.)

➢ We wish to use this grant for: *
  - ❑ General Operating purposes (no restrictions on its use)
  - ❑ A specific program or capital expenditure
    - ➢ Please describe the specific program or capital expenditure for which you are seeking support, and why it is important to our community. * (200 words)
    - ➢ What is this program or capital expenditure's total budget? *(total expenses)* *

Section 3: Financial Information

➢ What is your total operating budget (total of expenditures) for your current fiscal year? *If you are approaching the end of your fiscal year and have already prepared a budget for the upcoming fiscal year, please provide that budget total.* *

➢ Please attach your organization's operating budget for the fiscal year that corresponds to the budget total that you entered above. *

   Note: If your organization's detailed operating budget is already presentable in a 1-2 page document, you may submit that document as a PDF. Otherwise, please download and complete our operating budget worksheet, the link for which is in the grant application within SmarterSelect. Replace the example entries in RED with your organization's information. When you have finished, save it as a PDF with the name: "*Name of your organization*-Operating Budget". (You will also find a sample of this worksheet at the end of this document.)

   Operating Budget Worksheet Tip: We do not need to review the minutia within your operating budget. Therefore, focus on providing the primary categories of income/revenue and expense for your organization. For example, you might include separate categories for specific income and expenses of $5,000-10,000, or greater, and then combine minor revenue or expenses into "Other Income" or "Other Expenses" categories.

➢ Optional Budget Narrative: Is there anything about your organization's operating budget that you would like for us to know? (100 words)

➢ If you indicated that you are requesting a grant for a specific program or capital expenditure, for which you have a detailed budget, you are welcome to attach a copy of that budget to your grant proposal. Alternatively, you may download and complete our **Program-Project Budget Worksheet**, the link for which is in the grant application within SmarterSelect (please refer to the guidance provided above for our Operating Budget Worksheet.) When you have completed our Program-Project Budget Worksheet, please save it as "*Name of your organization* Program-Project Budget" and attach it to your grant application. (You will also find a sample of this worksheet at the end of this document.)

➢ Optional Program or Capital Project Budget Narrative: Is there anything about your program or capital expenditure budget that you would like for us to know? (100 words)

If you have any questions or issues please contact Dan Layman at (540-213-2150) or dlayman@cfcbr.org.

<u>Optional and Confidential Information</u>:

➢ We alter sections of our Community Grants application each year in response to your suggestions and the needs of our Grants Committee. We gratefully appreciate your feedback! Please give us your opinion, **including constructive criticism and suggestions**, on the format of this application and the information requested. (100 words)

➢ In our 2021 Community Grants Program application, we asked you to share with us gaps in services that you feel might exist for members of our community. Collectively, you shared the information below. We are very excited that progress has been made over the past year to address a number of these issues, and other new developments are in motion. If you have additional input regarding gaps in services, or a response to anything in the report below, we welcome your thoughts. (100 words)

  Gaps Cited Repeatedly:
  - Affordable housing
  - Comprehensive, coordinated support systems and education for community members seeking greater financial stability and resiliancy (and awareness of those services)
  - Affordable mental health care, and particularly the availability of supports for children and for residents in rural communities
  - Accessible services for Spanish-speaking community members, including immigration services
  - Substance abuse counseling and treatment
  - Quality child care, including non-standard hours
  - Transportation for low-income residents
  - Family-friendly, safe educational/extracurricular activities
  - Training and access to technology and Internet
  - Opportunities to earn a wage for families to thrive, as well as workforce training in rural communities

  Other Gaps Noted:
  - Food insecurity
  - Low-cost, practical education
  - Access to health care in rural communities
  - Justice-diversion programs
  - Availability of willing and properly-trained foster parents
  - Dental insurance (37% of Virginians are without)

➢ Taking into account your feedback from last year, we are exploring how best to support our nonprofit sector emerge from the pandemic as strong as possible. If, for example, we created one or more forums for nonprofit Executive Directors and/or Board officers to begin meeting together virtually with a consultant, **would your organization wish to participate**? (We would offer this to you for a small fee or free of charge.)

  ❑ Likely Yes
  ❑ Probably Not

➢ We are committed to ensuring that all residents have equitable access to the resources they need. If made available, **would your organization wish to take advantage of a short-term consultation with an expert to identify possible barriers to the services you offer and create a plan for removing those barriers?** This would likely be in the form of a <u>private</u> consultation. Additionally, the Community Foundation would share in the expense for that consultation.

  - ❑ Likely Yes
  - ❑ Probably Not

➢ We asked for your thoughts regarding training opportunities that we could present when it is advisable to return to our nonprofit workshop series. Collectively, you shared interest in the topics noted below. The first six topics were the most popular. A year has passed since we requested your input, and your needs may have changed. Please check the topics that you believe would be of most value to your organization now. We also encourage you to make good use of the virtual training opportunities offered by the Center for Nonprofit Excellence.
  - ❑ Partnership development and strategic coalition building *
  - ❑ Fundraising: Grant writing, capital campaigns, online tools, endowments, major gifts, planned giving, donor stewardship *
  - ❑ Strategic planning *
  - ❑ Marketing, PR and social media *
  - ❑ Attracting younger volunteers and donors
  - ❑ Board capacity, development, DEI, and leadership *
  - ❑ Accessibility (as it pertains to physical ability)
  - ❑ Trends in grantmaking policies and donor interests
  - ❑ Data collection and analysis; access to local information
  - ❑ Conducting a community needs assessment
  - ❑ Hosting virtual events
  - ❑ How to become a self-sustaining, financially stable nonprofit organization with diverse resources
  - ❑ Recordkeeping and budgeting
  - ❑ OSHA requirements
  - ❑ Relationships with donor-advised funds
  - ❑ Employee management
  - ❑ Diversity, equity and inclusion
  - ❑ Creating a new nonprofit organization and best practices
  - ❑ Managing a nonprofit organziation
  - ❑ Volunteer management
  - ❑ Developing a more green organization
  - ❑ Outreach to vulnerable populations
  - ❑ Identifying and removing barriers to services.
  - ❑ Developing and using metrics to assess program quality and effectiveness
  - ❑ Outreach to new constituencies
  - ❑ Succession planning
  - ❑ Online programs that offer discounts and/or support to non-profits (smile.amazon, etc.)

➤ Who within your organization should be, **but is not yet**, receiving routine announcements and information from us regarding training opportunities, grant programs, etc.? (We maintain confidential distribution lists for executive directors, staff, and nonprofit board members). **Please enter their names, their role (ED, staff, or board member) and their email address.** (100 words)

IMPORTANT: If you are preparing your grant application in this worksheet, please remember to copy and paste your responses into our online grant application within [SmarterSelect](https://smr.to/p78113) (https://smr.to/p78113).