



COMMUNITY
FOUNDATION
of Middlesex County

2020-2021 Competitive Application Cycle

Overview and Updates

Virtual Information Session for Nonprofit Organizations

Note:

This session is being recorded and will be available upon request to nonprofit organizations unable to attend.



General Process Timeline:

- August 11: Application and Cycle launch
- September 21 : Applications Due at 4:00 p.m.
- October 5: Applications distributed to CFMC grants committees for review
- *October 19 to 23: CFMC staff follow up and preparation of reports for committees*
- Late October and early November virtual meetings with CFMC grants committees
- December 8: CFMC Board of Directors review
- Week of December 28: CFMC will notify applicants of final decisions.
- Early January: CFMC Grant Agreement Letters mailed



2020-2021 Competitive Cycle:

Adapting for a New Normal (*What keeps you sustainable in the near term?*)

- Application reduced to 2 core questions: need and sustainability.
- Transition the application from a “program/project” approach to a “business model” approach.
 - This is “operations” work to pivot and focus on forward-thinking and adapting to “new” normal.
 - Focus on understanding how nonprofits work to stay in business, stay impactful, and adjust to a new and/or changing environment (both internally and externally).
- Broaden the lens:
 - Current critical needs – education, transportation for seniors/medical needs, mental health, veterans, digital divide, adaptation of arts & culture & heritage, employment, utilities/rent, childcare, and other needs that arise throughout the pandemic.
 - Basic Needs broadened to include the digital divide, the ability to offer and access alternative programming models.
 - Maintain our open approach to all nonprofits and all focus areas.



Changes and Adaptations to the Application and Cycle:

- Host two (2) “virtual” information sessions and record to make available to nonprofit organizations during the month leading up to the submission date.
- Temporarily set aside the 3 year on/1 year off requirement – all nonprofits invited to apply.
 - Organizations normally taking their “year off” in 2020 may apply this cycle and, if awarded a grant, may be asked to not apply in the next cycle under the 3/1 policy.
- Live Local Give Local Emergency Fund awards will not impact an organization’s competitive cycle application.
- Two application questions as well as the demographic and organization questions:
 - *Proposal / Purpose:* State the needs or issues to be addressed with funding, including goals and objectives, and any identified challenges and how you propose to meet them.
 - *Sustainability:* What are your strategies moving forward?
- Additional question at the end of the application to better understand a nonprofit’s “non-award” based needs:
 - Other than financial support, how else might we support you?



Key Points and Notes for the 2020-2021 Cycle:

- Funding Requests: Maximum of \$5,000
- Funding for **calendar year 2021 only**
 - Awards cannot be used to pay for expenses incurred in calendar year 2020
- No guarantee of funding – this continues to be a competitive process, and though CFMC does all that it can to support the nonprofit community, the needs are great and the available funds are finite.
- Additional criteria of what CFMC will **not** considering funding have been added to the FAQ:
 - New staff positions or hazard pay expenses (due to the COVID-19 pandemic).
 - Recouping lost revenue which occurred during 2020.
 - Payment of debt or legal settlements or Repayment of SBA, PPP, or other COVID-19 related loans.
- Applying for or receiving an SBA or PPP loan will not prohibit an application to CFMC.
 - However, as part of our due diligence, and to better understand the organization's needs and access to revenue, we do ask the status of any loans or funding applications which have been submitted and/or received.



General Reminders:

- Please review the FAQ, Application Outline Document, and other information before submission.
- Applications MUST be completed on our website. Please do not print and fill in by hand.
- Required documents must be uploaded in PDF format, including the Budget Summary Form.
- Our site does not provide for a “Print Preview” of your application prior to submission. You can page forward and backward to check your application while in process.
 - A PDF containing the “outline” of the application will be available on our website.
- We are unable to “view” an application prior to submission – and cannot send a link to an application in process – If you use the “Save and Finish Later” option, **PLEASE COPY THE LINK** as well as use the “send email option” prior to closing your browser window.



General Reminders:

- Incomplete applications will not be reviewed during the cycle.
- You will receive a copy of the application via email after submission from our website server.
 - All applicants are required to submit two (2) hard copies by mail, with all attachments and an original signature, to the Community Foundation within seven (7) days of the online submission. This allows us to confirm submissions and attachments as well as alerting us if an error occurs during submission.
- If you do not receive your online submission email notification within 3 to 4 business days, please notify Thayer by email. We will do our best to forward the copy of the received application.
- Staff may have follow-up questions about your application during the process. Those individuals listed on the application will receive requests by email. Your prompt response is appreciated.



Virtual “Listening Forums”

- Based on recent nonprofit survey performed by Tom Gezo, CFMC Board of Directors, on behalf of CFMC.
- Host during late August and early September (before the deadline for submission).
 - Hosted by volunteers with staff to assist with technical hosting and note-taking.
- Will be recorded for internal use and archive.
- Organizations invited to a specific “forum” based on broad mission/program area:
 - Arts, Culture and Heritage
 - Education (school and non-school)
 - Human Services and Social Services/Public Benefit
 - Environment and Animal Welfare
- Limit number of nonprofit participants in a session to better facilitate discussion.
- Opportunity to better understand what is happening in our community now – and in the near-future.
- Opportunity for nonprofit organizations to educate and inform rather than advocate.



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These are truly new and different times. We appreciate all you do on behalf of the Middlesex County. Your work makes an incredible impact in our community.

Thank you!

NOTE:

We recognize there is still great uncertainty about what may happen over the next several months due to the pandemic. Should circumstances change or the process calendar need to be adapted, we will communicate those changes as quickly as possible.



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www.MiddlesexCountyCF.org

www.facebook.com/CommunityFoundationMC

www.facebook.com/CFMCFundforWomen&Girls

www.facebook.com/CFMC_BullyFreeCommunities

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