COMMUNITY FOUNDATION
of Middlesex County

2021-2022 Competitive Application Cycle

Overview and Updates

Virtual Information Session
for Nonprofit Organizations

Note:

This session is being recorded and will be available to attendees and on our website.

General Process Timeline:

- August 17:   Application and Cycle launch

- September 23 : Applications Due at 4:00 p.m.

- October 5:   Applications distributed to CFMC grants committees for review

- *October 6 to 22: CFMC staff follow up and preparation of reports for committees*

- Late October and early November virtual meetings with CFMC grants committees

- December 14:   CFMC Board of Directors review

- Week of December 27: CFMC will notify applicants of final decisions.

- Early January: CFMC Grant Agreement Letters mailed

No Major Changes to the Application and Cycle – Maintaining those adaptations implemented in 2020:

- 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 2021 may apply this cycle and, if awarded a grant, may be asked to not apply in the next cycle under the 3/1 policy.

- 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 and Assessing Impact:* 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?

2021-2022 Competitive Cycle:

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

- Application: 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).

- <u>Broaden</u> 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.

COMMUNITY FOUNDATION *of Middlesex County*

Key Points and Notes for the 2021-2022 Cycle:

- Funding Requests: Maximum of $5,000

- Funding for **calendar year 2022 only**

  - Awards <u>cannot be used</u> to pay for expenses incurred in calendar year 2021

- 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.

- Funding requests should include how the grant will support the organization:

  Supporting the mission and programs/services of the organization

  - Technology/Equipment   Program/Project Implementation

  - Capacity Building / Organization Improvement   Training/Technical Assistance

- Applying for or receiving an SBA, PPP loan, or ARPA (American Rescue Plan Act) 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.

What won't be funded:

- Grants directly to individuals   *or*   Initiatives that <u>*regrant*</u> our funds to other organizations

- Organizations that, in their constitution, bylaws or practice, discriminate against a person or group on the basis of age, race, national origin, ethnicity, gender, disability, sexual orientation or identification, political affiliation, or religious belief.

- **New staff positions or hazard pay expenses (due to the COVID-19 pandemic).**

- **Recouping lost revenue which occurred during 2020 or 2021.**

- Programs or materials that would normally be included in the regular operating budget for municipal/government agencies or schools.

- Annual fundraising campaigns or event sponsorships.

- **Payment of debt or legal settlements or Repayment of SBA, PPP, or other COVID-19 related loans;**

- Political or partisan purposes, campaigns, or lobbying activities.

- Projects that exclusively serve religious purposes, <u>although</u> religious organizations providing non-religious community services will be considered.

- Endowments, reserve funds, capital campaigns, or annual fund drives.

General Reminders:

- Please review the FAQ, Application Outline Document, and other information <u>before</u> 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.

Application Tips:

- Budgets:

  - We don't need to know the cost of pencils, paper, nails – but there are main expenses to any budget – be clear, concise, and detailed – don't bundle your response into a single item.

  - If CFMC is the only funder – an explanation must be included.

  - Include other funding sources in the Budget Summary, if applicable.

- Narrative:

  - Be clear about your need and request for funding – be specific

  - Discuss your impact – if you reference the number of people you serve, be specific about the service, the population, and how impact is measure

  - If you are offering a community outreach program – explain how you will notify the community, how you will get your "attendees"

Application Tips:

- Acronyms: If you use them in your narrative – the first time should include what the acronym means

- Impact:

  - If you designate all the towns in the demographic areas, but you only speak to towns in one section of the county in your narrative, rethink how you are describing the service area – don't just pick all the towns because they are listed

  - Total number served – these are not census numbers; this is the number served based on your organization's work

- Proofread, Proofread, Proofread … and check the costs in the application against the budget summary

  - The error we see over and over – the total project cost listed on page 1 of the application does <u>not</u> match the total on the budget summary

  - Check your math on the budget summary

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.
  - We are not requiring the submission of two (2) hard copies with all attachments and an original signature.
  - *However,* we may request a hard copy if we note discrepancies or problems with the electronically submitted application.

- 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.

Evaluations from past grants:

- Final Grant Evaluations from previous cycles are due by *September 15*

  - *The online evaluation forms can be found on our website at the following "menu":*

  Nonprofits / Resources / Grant Evaluations

  https://middlesexcountycf.org/non-profits/resources/grant-evaluation/

- *If your current cycle (2020-2021) grant is not fully expended, please submit an interim grant report – email Thayer at Thayer@MiddlesexCountyCF.org to request the form*

Call for photos and stories from the recent cycle(s)

We are finalizing our annual Report to the Community – and we need your help! We need photos, quotes, and short stories of your impact to feature in our Report. *Please email them to Thayer by August 18th.*

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.

Community Foundation of Middlesex County

Philanthropy • Leadership • Legacy

www.MiddlesexCountyCF.org

www.facebook.com/CommunityFoundationMC
www.facebook.com/CFMCFundforWomen&Girls
www.facebook.com/CFMC_BullyFreeCommunities

Instagram and Twitter: @CFMC_CT

Thayer Talbott

Vice President,
Programs and Operations

Thayer@MiddlesexCountyCF.org

860.347.0025

LIVE LOCAL GIVE LOCAL