



COMMUNITY
FOUNDATION
of Middlesex County

CFMC Competitive Application Process

Overview and Updates for the 2023-2024 Process

Virtual Information Session for Nonprofit Organizations

Note: This session is being recorded.



Update and Overview of HOW CFMC is REVISING its competitive application process

- **TERMS defined:**
 - **Annual Process:** how we refer to our annual call for applications
 - begins in the fall of one calendar year (2023) and continues in the spring of the next calendar year (2024) – Annual Process 2023-2024
 - **Cycle:** refers the specific call for applications
 - In an Annual Process, such as 2023-2024, a call for applications will be referred to as:
 - Fall Cycle 2023
 - Spring Cycle 2024



ANNUAL COMPETITIVE APPLICATION PROCESS

Fall Call for Applications	Spring Call for Applications
<ul style="list-style-type: none"> • General Operating Support for 501(c)(3) organizations • Programs or Projects serving a broad group, demographic, or region within any of our areas of need/impact • Requests to the: <ul style="list-style-type: none"> • Mary Janvrin and Natalie Janvrin Wiggins Fund for Birds, Other Animals, and Nature (Janvrin Fund) • Killingworth Community Fund • River Valley Fund for Families • At-Risk Boys Fund 	<ul style="list-style-type: none"> • General Operating Support for 501(c)(3) organizations • Programs or Projects serving a broad group, demographic, or region within any of our areas of need/impact • Requests to the: <ul style="list-style-type: none"> • Mary Janvrin and Natalie Janvrin Wiggins Fund for Birds, Other Animals, and Nature (Janvrin Fund) • Sari A. Rosenbaum Fund for Women & Girls (including programs serving women, girls, and individuals identifying as female) • St. Luke’s Home Fund (veterans and seniors) • Animals: Respect & Friendship Fund (ARF!) (animal welfare, rescue/rehabilitation, human/animal therapeutic services)
<p>Funding released 1st quarter of new calendar year.</p>	<p>Funding released 3rd quarter of calendar year.</p>



TYPES OF FUNDING REQUESTS CONSIDERED

- **501(c)(3) nonprofit organizations** may apply for General Operating support regardless of where they are headquartered and what their need is (i.e. program/project vs capacity building vs general operating) as long as the requested funding will be utilized for services and programs directly impacting Middlesex County (application narrative must provide specific details of the organization's work in our footprint);
- **Groups under fiscal sponsorship, Government entities, School Districts, and Health Care Organizations (i.e., Hospital-managed programs)** will apply for Project support for programs that are budget-enhancing (not budget-replacing); School districts will be limited to a maximum of two applications in any one funding calendar year.
- **Faith-Based Organizations** will apply for Project support for projects/programs that do not require adherence to religious doctrine to participate and are open to all;
- **Collaborations** will apply for Project support.



What won't be funded:

- Grants directly to individuals *or* Initiatives that regrant 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.
- Capital improvement or building projects.
- Recouping lost revenue which occurred during previous calendar years or losses incurred prior to the current application cycle.
- 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, although religious organizations providing non-religious community services will be considered.
- Endowments, reserve funds, capital campaigns, or annual fund drives.



Some Q & A:



- **Can our organization submit multiple applications?**

No – one application per organization will be accepted.

CFMC continues to monitor and determine the needs and issues in our community.

Our review includes monitoring the number of applications under consideration, the funding requested, and the funding available to be granted in EACH call for applications.

Organizations may not receive a grant in both the Fall and Spring cycle, only one grant can be awarded to a single organization in an annual process.

- Our program is **collaborative with two or more nonprofits** involved – do we submit one application or may each organization apply?
 - **One** organization applies on behalf of all the partners/collaborators – One (1) application per program/project
 - The non-applicant organization(s) may submit an application, but the funding request cannot support the collaboration project and funding is not guaranteed.



Key Points and Notes:

- Fall 2023 Awards cannot be used to pay for expenses incurred prior to January 1, 2024
- Spring 2024 Awards cannot be used to pay for expenses incurred prior to July 1, 2024
- General Funding Requests: Maximum of \$5,000
- Janvrin Funding Requests: Maximum of \$15,000
- 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.
- Applying for or receiving an ARPA (American Rescue Plan Act) grant will not prohibit an application to CFMC.
 - However, as part of our due diligence, and to better understand the needs of all our nonprofits and access to revenue, we do ask the status of any loans or funding applications which have been submitted and/or received.
- Continue to table the 3 year on/ 1 year off guideline at this time; however, we continue to evaluate that requirement. Prior year's grant awards do not guarantee continued support.



Key Points and Notes:

- Application will continue with two core questions, need and sustainability.
- What keeps you sustainable in the near term?
 - Maintain our open approach to all nonprofits and all focus areas.
 - Continue to be interested in critical needs, sustainability, and adapting to a “post-COVID” normal – education, transportation for seniors/medical needs, mental health, veterans, digital divide, adaptation of arts & culture & heritage, employment, utilities/rent, childcare, and other needs that arose due to the pandemic.
 - Basic Needs broadened to include the digital divide, the ability to offer and access alternative programming models.
- If you are “seeding” or “piloting” a program:
 - Where are you in the “development process” and what will it take to launch the program?
 - What is the plan for sustainability if it is successful?



General Funding Requests – *What does that mean?*

- Funding requests of up to \$5,000 will be considered.
- Funding requests include how the grant will support the organization, for example:

Supporting the organization's general operations and its work in the community

Supporting programs/services of the organization

Technology/Equipment

Program/Project Implementation

Capacity Building / Organization Improvement

Training/Technical Assistance

Areas of Impact / Focus

- Community Enrichment (Arts/Culture/History)
- Community Health (Health/Medical/Hospital Care)
- Economic Security/Economic Opportunity
- Economic Development
- Education (Community Wide/Schools)
- Public / Social Benefit (Civic Improvement/ Social Services)
- Environment
- Animal Welfare and Protection
- Recreation
- And our Field of Interest Funds



General Funding Requests – *What does that mean?*

- These requests may focus on a specific program or project – or may focus more broadly on general support.
- Funding requests are reviewed by a variety of committees and may be funded through
 - our Funds established for the general application process,
 - our funding partner GSB, and/or
 - any of the following Field of Interest Funds:



Fall 2023 Cycle

- At Risk Boys Fund
- Katchen Coley Fund for Conservation and Stewardship
- Killingworth Community Fund
- River Valley Fund for Families Fund

Spring 2024 Cycle

- Animals: Respect & Friendship Fund (ARF!)
- Sari A. Rosenbaum Fund for Women & Girls
- St. Luke's Home Fund (seniors and veterans)

General funding and program-specific requests will use the same online application: [General Funding Application](#).

The field of interest is determined by the areas of need/impact, target demographics, and geographic areas served as selected in the application.



Our Funding Partners and Field of Interest Funds:

GSB – we're honored to partner with GSB. In 2021, GSB turned to CFMC to manage their grant application process. Organizations that previously applied directly to GSB and serve Middlesex County are encouraged to apply to CFMC's general competitive grants process.

Animals: Respect & Friendship Fund - provide for the needs (food, health and shelter), services (training, rescue and adoption) and educational programs provided by organizations dedicated to helping animals and their human friends.

At Risk Boys Fund - that help young men and boys reach their full potential. Education - Self-Respect / Self-Confidence - Skill Development - Enhance positive work and life experiences.

Katchen Coley Fund for Conservation and Stewardship – supports conservation, beautification, and environmental education programs in Middletown and adjacent towns.

Killingworth Community Fund – programs and services that add value to, and have a positive impact on, the health and vitality of the Killingworth community. Grant proposals should address a need and demonstrate impact on the organization, project, community, and/or persons served.



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Our Funding Partners and Field of Interest Funds:

River Valley Fund for Families - to help nonprofit organizations in the areas of health services, educational services, and social services that serve children and families in the Connecticut River Valley and Shoreline areas.

Sari A. Rosenbaum Fund for Women & Girls - that empower women, girls, and individuals who identify as “female” to be self-reliant and to reach their potential. Programs may be models in providing meaningful opportunities and services to women and girls. Education – Mentoring - Programs and services for senior women - Issues of body image, self esteem - Domestic violence services – Life Skills and Essential Needs to help women, girls, and individuals who identify as “female” to thrive.

St. Luke’s Home Fund (seniors and veterans) - to continue the mission of St. Luke’s Home, Inc., by providing support for programs and services for seniors and veterans in Middlesex County.



Janvrin Fund Requests – *What does that mean?*

- Funding requests must meet the mission of the Fund:

to preserve, protect, and steward land, waterways, and wildlife habitats for the benefit of the county's ecosystem, the habitats for birds and other wildlife, and the well-being and enjoyment of our residents.
- Programs, projects, or services funded must directly impact Middlesex County – could benefit any and all 15 towns in our region;
 - May also touch communities outside our region (surrounding communities) but the focus must be Middlesex County.
- Grants are not restricted to solely “traditional environmental organizations.” Organizations of all types may apply – we encourage creative, out-of-the-box approaches to programs and services as well as collaborations that **meet the eligibility criteria.**
- Funding requests of up to \$15,000 will be considered.
- Applications that leverage organizational dollars, other funding sources, and partnerships are preferred.

CFMC is not accepting land acquisition applications at this time.



“Planting the seeds for new ways of thinking”

We are particularly interested in programs that:

- Programs and projects that are creative – “out of the box” – offer opportunities, engagement, and access in new ways;
- Engage youth in environmental education to help develop the next generation of stewards of the environment;
- Promote partnerships across a wide and broad spectrum of constituents and cohorts.
- Foster equitable conservation and stewardship*.

****Equitable conservation and stewardship:** We’re born on the land. Eat food grown in it. Drink water that flows over it. Build our communities upon it. There’s not a single aspect of our lives that is not touched by land and water. While land and water connect us all, it has also been used historically to separate us. Entire communities of people have been excluded from direct interaction with the environment and understanding of the fundamental connection to our community. That shared history of inequity means that collectively our stewardship work does not benefit all people as we intend it to. Equitable conservation and stewardship programs seek ways to connect all people, of all demographics including race, economic status, and abilities, to our environment.*

Adapted from Conservation Trust for North Carolina “An Equitable Vision for Conservation”

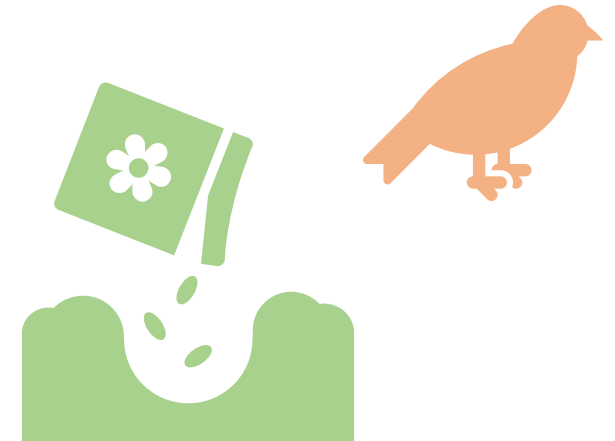


We welcome applications for programs/projects that:

- Preserve, protect, and steward lands, waterways, wildlife habitats for the benefit not only of the ecosystem, but for the health, livelihood, and enjoyment of local residents.
- Collaborative in nature;
- Regional in scope;
- Rooted in solution-oriented approaches;
- Include specific, measurable outcomes;
- Promote positive change over the long term.

We will take under consideration grants for:

- Existing programs or special projects;
- New initiatives;
- Capacity building or technical assistance grants.



CFMC is not accepting land acquisition applications at this time.



Some Q & A:

What do you mean by “creative” and “out of the box” and “imaginative”?

- We are excited to “plant the seeds for new ways of thinking” – about our environment, our stewardship, our birds and other wildlife
- We know you have some great ideas and programs you would like to do that may not be the “traditional” conservation, stewardship, and education programs. This is an opportunity to propose that idea.

Does this mean you will not consider the more traditional conservation, stewardship, education programs that are in place?

- Not at all. We welcome applications for all types of programs and projects that meet the purpose of the Janvrin Fund.



What are some examples of equitable conservation and stewardship?

- We don't want to limit your ideas – so examples are merely that – ideas we have seen in other communities or conversations we have had that **engage a broad population and consider the needs, access, and abilities of our community as a whole.**
- We are seeking ways to connect **all people**, of **all demographics** including race, economic status, and abilities, to our environment.
- This could be a
 - program in partnership with neuro-diverse populations, or
 - a community garden or pollinator pathway that is designed in a more urban setting to involve youth and adult populations who do not otherwise have opportunities to learn about and share in the natural world.
- The COVID pandemic has shown how important our open spaces and natural places are to our mental health and our sense of community.
 - Implementing opportunities to experience our open spaces – opportunities for everyone, regardless of where they live or their physical abilities – is important for the overall well-being of our neighbors.
 - These could be story walks for families or educator-led mental health hikes.



General Reminders and Online Application Information:

The FAQ, PowerPoint Slide deck, Link to this information session, Application outline and **link to the application form** will be posted to the **Grants Program Pages** on our website in the Nonprofit section:

The screenshot shows the website's header and navigation menu. The header includes the logo, the text "COMMUNITY FOUNDATION of Middlesex County", and the tagline "Philanthropy • Leadership • Legacy". There are two buttons: "Make a Donation" with a heart icon and "Search the Site" with a magnifying glass icon. The navigation menu includes "Ways To Give", "Planned Giving", "Advisors", "NonProfits", "CFMC", "Videos", and "Log Out". A red box highlights the "NonProfits" menu item with the instruction "1. Using the mouse, Hover over Nonprofits". A red arrow points from this box to the "NonProfits" menu item. Below the navigation menu, a dropdown menu is visible under "NonProfits". A red box highlights the "Grants" menu item with the instruction "2. Select Page". A red arrow points from this box to the "Grants" menu item. The "Grants" dropdown menu includes "Grants Program", "General Funding Application Information", "Janvrin Fund Application Information", "Recent Grants", and "Grant Making Timeline". The "General Funding Application Information" and "Janvrin Fund Application Information" items are circled in red.

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Philanthropy • Leadership • Legacy

Make a Donation ❤️ Search the Site 🔍

Ways To Give ▾ Planned Giving ▾ Advisors ▾ NonProfits ▾ CFMC ▾ Videos Log Out

1. Using the mouse, Hover over Nonprofits

2. Select Page

Grants
Grants Program
General Funding Application Information
Janvrin Fund Application Information
Recent Grants
Grant Making Timeline

Resources
Guidelines
Grant Evaluation
Marketing Your Grant



Application Tips:

- **Budget Documents**

- All organizations are required to submit the organization's Board approved operations budget (include estimated expenses and revenues).
- 501(c)(3) organizations requesting general operating support that have a footprint encompassing more than Middlesex County are required to also submit an operating budget specifically pertaining to Middlesex County.
- Organizations applying for a specific project must submit the CFMC Project Budget form.
 - 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.
 - Must include other funding/revenue sources in the Budget Summary, if applicable.
 - Collaborating? Show in the budget form how the funding will be used by all organizations



Application Tips:

- **Acronyms:** If you use them in your narrative – the first time should include what the acronym means
- **Narrative:**
 - Be clear about your need and request for funding – be specific – *stay on point*
 - Discuss your impact – if you reference the number of people you serve, be specific about the service, the population, and how impact is measured
 - If you are offering a community outreach program – explain clearly how you will notify and engage the community to ensure attendance
- **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 not match the total on the budget summary
 - Check your math on the budget summary



General Reminders and Online Application Information:

- **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.
- The **Budget Summary Form** is available on the Grants Program page on our website in a Word document:
 - Required for Program/Project applications and organizations with footprint greater than Middlesex County
 - Download the document;
 - Complete;
 - Save as a PDF and then upload it to the application 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.



Application Requirements:

The following **are required** and are uploaded in the application form on our website as **PDF files**:

- Organization Operating Budget – including both estimated expenses and revenue
- List of Board of Directors with professional affiliations
- IRS Determination Letter required
- For Project-specific applications, the CFMC Program Budget Form is required
 - This form is available on our website in Word – download the form, and upon completing the sections, save the document as a PDF File before uploading it to the application

Applications that are joint Nonprofit Collaborations or are programs provided by Nonprofit Organizations to School Districts, must include Letter(s) of Support.

Coalitions that utilize a Fiduciary Agent/Sponsor must contact CFMC to describe the sponsorship and obtain a Fiduciary Agent Agreement Form.



Partnerships and Collaborations

School-based programs:

- Nonprofits must have a letter from the Superintendent of the school district and the Principal of the school that includes:
 - The school's understanding of the program
 - If a partnership, what services, staffing, funding the school is providing
 - If curriculum support, like a nature program, how the program supports the curriculum or adds to the curriculum which cannot otherwise be provided through the regular classroom plan
- Part of the nonprofit narrative should include why the nonprofit is providing the programming to the school; for example the school does not have staff knowledgeable in the area or the program provides another level of curriculum enhancement to a subject being taught or the program provides curriculum not otherwise included in the school's general teachings.



Partnerships and Collaborations

Two or more non-school based organizations:

- One nonprofit must take the fiduciary lead and complete the application
- Application must have a letter from the other nonprofit(s) that includes:
 - The organization's understanding of the program and commitment to the funding process
 - What services, staffing, funding the organization(s) is providing
- How long has the partnership been in existence:
 - Is it new or on-going?
 - Is it one-time or will it continue?



More General Reminders:

- **Incomplete** applications **will not be reviewed**.
- Applications that **do not meet the criteria** will not be reviewed.
- You will receive a copy of the application via email after submission from our website server.
 - We are not requiring the submission of 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 final online submission email notification within 3 to 4 business days, please notify Thayer or Mary 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.



IMPORTANT:

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.

COPY THIS FIRST

Please use the following link to return and complete this form from any computer.

https://middlesexcountycf.org/?gf_page=preview&id=33&gf_token=df182aef8357415fb7088da9141677ac

Note: This link will expire after 30 days.

Enter your email address to if you would like to receive the link via email.

Email Address

“youremail@youremail.com”

Send Link

Before you click this

TIP: Copying the link (and saving to a document or notes application) as well as requesting the link will ensure you have access to your in-progress application – should for some reason the email with the link be delayed in arriving.



Final Grant Evaluation

- Evaluations for previous awards are due September 30th – if funding is fully expended.
- *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 grant is not fully expended, please submit an interim grant report – email Mary at Programs@MiddlesexCountyCF.org or Thayer at Thayer@MiddlesexCountyCF.org to request the form.*

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

We need your help! We love to tell [your story](#) and need photos, quotes, and short stories of your impact to feature in our E-news, updates for donors and the Community Report.



2023 Fall Cycle Timeline:

- August 31, 2023: Application form available on the website
- September 28, 2023: Applications due at 4:00 p.m.
- October 2023: Application Review – CFMC staff follow up, when necessary
- November 2023: Committee Recommendations
- December 2023:
 - December: CFMC Board of Directors review of recommendations
 - Last week of December/first week of January: CFMC will notify applicants of final decisions.
- January 2024: CFMC mails grant agreements letters
PR & Evaluation Workshop
- February 2024: CFMC mails grant checks



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We appreciate all you do for Middlesex County.
Your work makes an incredible impact in our community.

Thank you!



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Philanthropy • Leadership • Legacy

www.MiddlesexCountyCF.org

www.facebook.com/CommunityFoundationMC

Instagram: @CFMC_CT

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