



2017 NEW JERSEY SUSTAINABILITY SUMMIT



Welcome to **Funding Helps! Tips for a Successful Grant Application**

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What is Sustainable Jersey?

- Voluntary certification program for municipalities and schools in sustainability
- Provides framework for action
- Positive impact on the municipal/school community
- Move toward a sustainable future
- Recognize and reinforce progress



Benefits of Participation

- Three key components:
 - Identifies actions to become more sustainable
 - Provides tools, resources and guidance to make progress
 - ***Provides access to grants and funding***





Small Grant Sponsors

Municipal Program



PSEG

We make things work for you.

Schools Program



PSEG

We make things work for you.



Small Grants Awarded

MUNICIPAL PROGRAM

<u>Sponsor</u>	<u>Grants Awarded</u>	<u>Total \$</u>
Gardinier (Energy)	20	\$395,000
NJDOH	4	\$32,000
PSEG	161	\$1,002,750
Walmart	151	\$999,500
TOTAL	336	\$2,429,250

Funding Levels:

\$2,000 capacity building grants
\$4,000 grants for NJDOH cycles
\$10,000 to \$35,000 large grants

SCHOOLS PROGRAM

<u>Sponsor</u>	<u>Grants Awarded</u>	<u>Total \$</u>
Gardinier (Energy)	11	\$155,000
NJEA	96	\$360,000
NJDOH	59	\$232,746
PSEG	103	\$302,000
TOTAL	269	\$1,049,746

Since 2009
\$3,487,996 in grants to fund
605 projects in New Jersey
municipalities and schools has
been distributed



Small Grant Cycle Timeline

MUNICIPAL PROGRAM

<u>Sponsor</u>	<u>Announcement</u>	<u>Application Deadline</u>
Gardinier (Energy)	Late Summer	End of October
PSEG	Mid-November	End of February

SCHOOLS PROGRAM

<u>Sponsor</u>	<u>Announcement</u>	<u>Application Deadline</u>
Gardinier (Energy)	Late Summer	End of October
NJEA	Late Summer	End of October
NJDOH (Health)	Mid-March	Early June
PSEG	Early November	Beginning of February

**Please note funding cycles are subject to change and official announcement will be made when funding cycles become available*

Eligibility Requirements

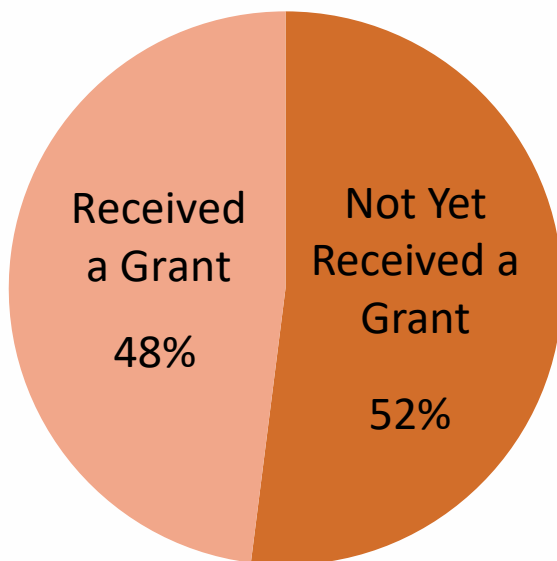
- Registered with Sustainable Jersey/Sustainable Jersey for Schools
- Active Green Team
- Use funding to implement an action eligible for points in the Sustainable Jersey/Sustainable Jersey for Schools program



Award Statistics

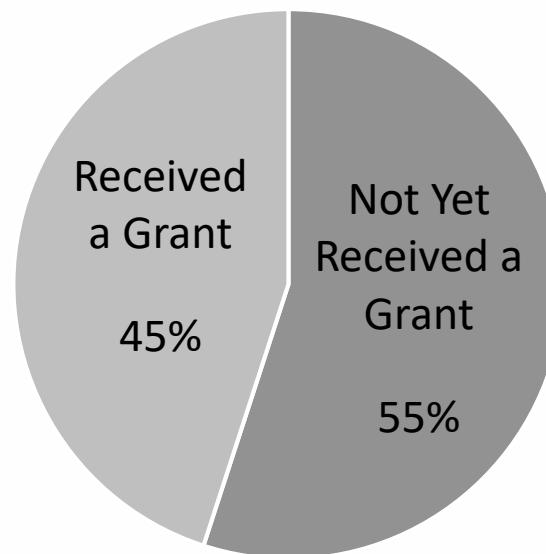
Municipal Program

211 out of 444 towns
participating in the program
have received a grant



Schools Program

118 out of 265 district
participating in the program
have at least one school
that's received a grant





Evaluation Criteria



Project
Description

Project Team
Members

Action Plan &
Timeline

Community
Engagement

Impact on the
Community

Budget



Project Description & Team Members



- Concisely summarize the project.
- Contributes to the successful completion of a Sustainable Jersey action.
- Team is qualified to undertake the project.
- Team includes representatives from the community, (district/school if applicable), and other stakeholder groups involved or impacted by the project's implementation.

Action Plan & Timeline

- Addresses steps needed to successfully complete the project.
- Target completion dates are realistic and will enable the project to be completed within the performance period.



Community Engagement

- Proposed project capitalizes on collaborations between municipal and/or district/school stakeholders.
- The plan includes efforts to share the success of the project with the wider municipal/school community.



Impact on the Community

- Who will benefit and how many clearly stated.
- Clear description of how implementing projects augments existing green team efforts/serves as a catalyst to advance sustainability and leverage resources.





Budget



- Budget narrative clearly summarizes project expenses and identifies all sources of funding needed to complete the project.
- Project leverages no or low cost resources to cost-effectively complete the proposed project.
- Detailed budget consistent with budget narrative and clearly identifies eligible expenses billed to the grant.
- Budget is realistic, costs justified, and resource contributions, including in-kind, have a reasonable value.
- Promotional items including “give-aways” (i.e. T-shirts, water bottles), meeting supplies, incentives or awards do not compromise more than 10% of the proposed grant budget.
- **Ineligible: Facilities and administrative (overhead) costs**



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Lessons Learned



Administrative Delays

- Inquire about the procurement process.
- Plan time for paperwork.



Project Selection

- Identify all requirements associated with the project.
- Consider community dynamics when crafting your proposal so that it's successful.
- Consult stakeholders before settling on a plan.
- Understand your capacity.



Outreach

- **Post Grant Award**

- Establish relationships with other community members/organizations early on.
- Use a variety of methods to share the grant project and let the community know what's to come.
- Keep information clear, concise and meaningful.

- **Post Project Completion**

- Place signage at project sites.
- Continued outreach for project longevity.



Building Your Team

- Recruit volunteers early on.
- Spend time and resources to train volunteers.
- Identify and involve all relevant parties from the beginning.
- Get students/youth involved.
- Keep meetings short, timely, meaningful and efficient.



Project Implementation

- Research products you plan to use.
- Plan ahead for summer months/downtime.
- Set deadlines and adhere to them.
- Plan for the unexpected.



Reporting/Expenditures

- Keep all expenses organized.
- Include shipping costs in your proposed budget.



Additional Tips

- Consultant-driven projects should feature a green team component.
- Popular projects include water bottle refill stations, community/school gardens, ERIs, tree inventories – think outside the box





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Final Thoughts





Project Extensions/Modifications



- Extensions for 6 to 12 months may be granted for any project.
 - Include the reason for the extension, including project delays, etc., along with the date you'd like the extension until.
- Project modifications must be **pre-approved** by Sustainable Jersey.
 - Include the reason for the modification and a revised budget template if applicable.
- Requests for both emailed directly to Kaitlyn at grants@sustainablejersey.com.

Reporting Requirements

- Large grants (10K and over) require an interim and final report.
- Capacity building grants require a final report.
- You will need to use the **original email address** from the grant application to access the reporting forms.
- List of expenditures should match uploaded receipts/invoices.
- If applicable, install a sign or include recognition of sponsor funding on other materials.





Questions? Call Us!



- **Small Grants Program**

- Kaitlyn Vollmer, Program Coordinator, 609-771-3189 or grants@sustainablejersey.com.

- **Municipal Program**

- Samantha McGraw, Program Manager, 609-771-2938 or info@sustainablejersey.com.

- **Schools Program**

- Veronique Lambert, Program Coordinator, 609-771-3427, schools@sustainablejersey.com.

Final Thoughts

Collective Impact:

n. the commitment of a group of actors from different sectors to a common agenda for solving a specific social problem, using a structured form of collaboration

