Welcome to
Funding Helps! Tips for a Successful Grant Application

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Program Manager, Sustainable Jersey

WiFi network: Guest-at-TCNJ3 | Username: guest1783 | Password: ujy6uvuh
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:
  o Identifies actions to become more sustainable
  o Provides tools, resources and guidance to make progress
  o *Provides access to grants and funding*
Small Grant Sponsors

Municipal Program

GARDINIER ENVIRONMENTAL FUND

PSEG
We make things work for you.

Schools Program

GARDINIER ENVIRONMENTAL FUND

njea NEW JERSEY EDUCATION ASSOCIATION

NJ Health New Jersey Department of Health

PSEG
We make things work for you.
## Small Grants Awarded

### MUNICIPAL PROGRAM

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Grants Awarded</th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gardinier (Energy)</td>
<td>20</td>
<td>$395,000</td>
</tr>
<tr>
<td>NJDOH</td>
<td>4</td>
<td>$32,000</td>
</tr>
<tr>
<td>PSEG</td>
<td>161</td>
<td>$1,002,750</td>
</tr>
<tr>
<td>Walmart</td>
<td>151</td>
<td>$999,500</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>336</strong></td>
<td><strong>$2,429,250</strong></td>
</tr>
</tbody>
</table>

**Funding Levels:**
- $2,000 capacity building grants
- $4,000 grants for NJDOH cycles
- $10,000 to $35,000 large grants

### SCHOOLS PROGRAM

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<tr>
<th>Sponsor</th>
<th>Grants Awarded</th>
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</thead>
<tbody>
<tr>
<td>Gardinier (Energy)</td>
<td>11</td>
<td>$155,000</td>
</tr>
<tr>
<td>NJEA</td>
<td>96</td>
<td>$360,000</td>
</tr>
<tr>
<td>NJDOH</td>
<td>59</td>
<td>$232,746</td>
</tr>
<tr>
<td>PSEG</td>
<td>103</td>
<td>$302,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>269</strong></td>
<td><strong>$1,049,746</strong></td>
</tr>
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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

<table>
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<tr>
<th>Sponsor</th>
<th>Announcement</th>
<th>Application Deadline</th>
</tr>
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<tbody>
<tr>
<td>Gardinier (Energy)</td>
<td>Late Summer</td>
<td>End of October</td>
</tr>
<tr>
<td>PSEG</td>
<td>Mid-November</td>
<td>End of February</td>
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<td>Late Summer</td>
<td>End of October</td>
</tr>
<tr>
<td>NJDOH (Health)</td>
<td>Mid-March</td>
<td>Early June</td>
</tr>
<tr>
<td>PSEG</td>
<td>Early November</td>
<td>Beginning of February</td>
</tr>
</tbody>
</table>

*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

- Received a Grant: 48%
- Not Yet Received a Grant: 52%

**Schools Program**
118 out of 265 district participating in the program have at least one school that’s received a grant

- Received a Grant: 45%
- Not Yet Received a Grant: 55%
Evaluation Criteria

- Project Description
- Project Team Members
- Action Plan & Timeline
- Community Engagement
- Impact on the Community
- Budget
• 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
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
  o Establish relationships with other community members/organizations early on.
  o Use a variety of methods to share the grant project and let the community know what’s to come.
  o Keep information clear, concise and meaningful.

• Post Project Completion
  o Place signage at project sites.
  o 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
Final Thoughts
Project
Extensions/Modifications

• Extensions for 6 to 12 months may be granted for any project.
  o 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.
  o 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
  o Kaitlyn Vollmer, Program Coordinator, 609-771-3189 or grants@sustainablejersey.com.

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

• Schools Program
  o 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