




G O L D E N L E A F

North Carolina's
Partner in Long-Term
Economic Advancement

Spring 2009

- Introduction to Golden LEAF
- Golden LEAF Programs
 - Economic Catalyst Cycle
 - Golden LEAF Opportunities for Work 
 - Open Grants Program 
- Priorities for Grantsmaking
- Tips for Grant-Seekers to Golden LEAF and other Foundations

Golden LEAF Foundation

- Receives and distributes a portion of the funds from the settlement of litigation involving the manufacture of tobacco products.
- Created in 1999 as a non-profit corporation by Court Order in the consent decree resolving litigation initiated by the NC Department of Justice.
- Helps tobacco-dependent, economically distressed, and/or rural communities.

Golden LEAF Foundation

Purpose

- To make grants and support organizations that promote the social welfare of North Carolina's citizens and to receive and distribute funds to lessen the economic impact of changes in our tobacco economy.
- The Foundation assists tobacco-dependent, economically distressed, and rural communities as they adapt to changing economic conditions and as they make a transition to more diversified economic bases.

Golden LEAF Foundation

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Golden LEAF Grants Awarded

as of May 26, 2009

	Project Area	Number	Amount
Annual Grants:	Agriculture	200	\$28,776,751.00
	Community Asst & Education	81	\$ 22,250,998.00
	Economic Development	76	\$13,668,104.00
	Healthcare	40	\$12,734,652.00
	Tourism	79	\$10,179,097.00
	Workforce Preparedness	72	\$14,909,525.56
Scholarships		22	\$15,392,500.00
Economic Catalyst		73	\$144,144,412.00
Economic Stimulus		27	\$9,902,896.00
Site Certification		25	\$765,446.25
Strategic Init.:	Aerospace Alliance	6	\$11,063,336.00
	Biotechnology	9	\$67,970,000.00
	Community Assistance Initiative	40	\$20,546,455.00
	UNC-CH Initiative	12	\$2,019,694.41
	Total	762	\$374,323,867.22

FY2000-2009 Funding Overview

as of May 26, 2009

- **3,240 proposals received**
- **762 funded – 24%**
- **2,406 declined – 74%**
- **72 pending – 2%**
- **Maximum Grant – \$100,000,000**
- **Minimum Grant - \$1,000**
- **Median Grant Amount - \$245,633**

Currently: 237 Active Grants

525 Closed Grants

FY2009 Funding Overview

as of May 26, 2009

- **363 proposals received**
- **81 funded – 22%**
- **210 declined – 58%**
- **72 pending – 20%**
- **Maximum Grant – \$1,999,100**
- **Minimum Grant - \$15,000**
- **Median Grant Amount - \$150,000**

Eligibility

Organizations eligible to receive a grant from Golden LEAF are:

- Government entities and
- 501(c)(3) tax-exempt organizations that serve the people of North Carolina.

Golden LEAF Grant Programs

- Economic Catalyst Cycle
- Golden LEAF Opportunities for Work
- Open Grants Program

Golden LEAF Special Initiatives

- Aerospace Alliance Initiative
- NC BIOIMPACT Initiative
- 1:1 Laptop Initiative
- Community Assistance Initiative

Visit www.goldenleaf.org/initiatives/ for more information about Golden LEAF Special Initiatives

FY 2010 Special Initiatives

- Two Primary Areas Adopted by Board
 - Aerospace Workforce
 - Agriculture
- Details of Programs Under Development

Grant Programs:

Economic Catalyst Cycle

- Support for projects where job creation opportunities are at risk without Golden LEAF support
- Funds used for public infrastructure, job training, upfitting buildings or acquiring equipment to be leased for fair market value to companies that commit to create jobs
- Claw back provisions or inducement agreements required
- Golden LEAF funds fill gaps that cannot be filled by other funding sources
- Three deadlines per year: September 15, January 15 and April 15

Visit www.goldenleaf.org/grants/economic-catalyst-cycle-2008-2009/ for more information and application materials

Grant Programs:

Golden LEAF Opportunities for Work

GLOW is a short-term, non-degree workforce development grant initiative that supports vocational and/or technical training programs targeting identified employment opportunities in tobacco-dependent, economically distressed and/or rural communities.

The expected outcome of projects should be the eligibility of trainees for placement in permanent, full-time jobs requiring their new skills.

Grant Programs:

Golden LEAF Opportunities for Work

- Additional eligibility requirement: Applicant must be a direct provider of training
- Maximum grant: \$250,000
- Competitive proposals will target identified job opportunities that are demonstrated by letters of support from industry.
- Project support is limited to short-term, non-degree workforce training programs that lead to immediate, permanent, full-time employment for participants.
- Proposal deadlines: April 30, June 30 and August 31 or as long as funds are available.

For more details and application information, visit:
www.goldenleaf.org/grants/glow-2009-2010

Grant Programs:

Open Grants Program

The Golden LEAF Foundation is committed to using the funds entrusted to it for projects that show the most potential for strengthening North Carolina's long-term economy, especially in tobacco-dependent, economically distressed, and/or rural communities. Golden LEAF's grantsmaking is focused in the areas of **Agriculture, Job Creation and Retention**, and **Workforce Preparedness**. Projects that focus on other opportunities to support and develop economic strength in tobacco-dependent, economically distressed, and/or rural communities continue to be welcomed.

Grant Programs:

Open Grants Program

Replaces the Annual Grants Cycle

What are the major differences between the former Annual Grants Cycle and the Open Grants Program?

- Rolling deadline – allows eligible organizations to apply at the time that is best for them
- Letter of Inquiry (LOI) form required - decreases the “up front” work for the applicant
- Only applicants with competitive proposals, as determined by Board review of the LOI, will be invited to complete a full application
- 6 month cooling off period

Grant Programs:

Open Grants Program

What are the major differences between the former Annual Grants Cycle and the Open Grants Program? (cntd.)

- Most grants not expected to exceed \$200,000—reflects shift to initiative-based grantsmaking
- Golden LEAF does not expect to provide support through the Open Grants Program to projects that would fall within the Foundation's other program areas and initiatives.

Grant Programs:

Open Grants Program

In **Agriculture**, Golden LEAF sees particular promise in:

- Value-added processing
- Market expansion
- Alternative crops, livestock and aquaculture

Golden LEAF is exploring opportunities for an agricultural grants initiative separate from our Open Grants Program. For more information, visit www.goldenleaf.org after July 1, 2009.

Grant Programs:

Open Grants Program

Job creation and retention projects include efforts to create opportunities for employment with new and existing businesses in tobacco-dependent, economically distressed, and/or rural communities, particularly in the healthcare sector.

Grant Programs:

Open Grants Program

In **workforce preparedness**, Golden LEAF focuses on:

- Efforts to train workers in tobacco-dependent, economically distressed and/or rural communities
 - Training programs for identified job opportunities
 - Job opportunities in innovative sectors like **advanced manufacturing, healthcare and alternative energy** are of particular interest
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Grant Programs:

Open Grants Program

- Projects that focus on other opportunities to support and develop economic strength in tobacco-dependent, economically distressed, and/or rural communities.
- In light of the economic downturn, Golden LEAF will be looking for opportunities to complement and leverage federal and state stimulus programs to increase the impact of its grantsmaking on its target communities.

Open Grants Program

Application Process

- The Open Grants Program has a rolling deadline. We will post a calendar for review of LOIs and applications to give guidance on decision schedules
- Application Materials & Guidelines can be found on our website www.goldenleaf.org
- No Faxed Applications

Grant Application Tips

Golden LEAF Foundation

Characteristics of Competitive Proposals

- Projects that serve unmet needs that are clearly defined in communities.
- Projects that have clear objectives and deliverables and are accompanied by a plan for evaluating the short-term and long-term impacts of the project, with a concentration on economic impact.
- Projects that demonstrate a market demand for products or trainees.
- Projects that leverage support from other sources, including support that may be available through state or federal economic stimulus programs.

- Projects that result in job creation and retention in tobacco-dependent, economically distressed, and/or rural communities. Projects that include evidence of employers' interest in hiring or retaining workers are preferred.
- For projects developing new agricultural technologies and crops, those projects with clear and practical applications and market demand for the product, expected commercial viability within a short time frame, a plan for protecting the benefit of any intellectual property for North Carolina and North Carolina farmers, and a plan for outreach and deployment of new discoveries or research results to farmers are preferred.
- Programs to create, expand, and/or improve business activity in tobacco-dependent, economically distressed, and/or rural communities.

- Programs that are collaborative in nature and/or are linked with or supported by existing multi-community, regional, or statewide programs and efforts.
- Training/workforce preparedness initiatives that target specific job opportunities in new and expanding industries and businesses located or considering locating in tobacco-dependent, economically distressed, and/or rural communities or that promote job retention activities in tobacco-dependent, economically distressed, and/or rural communities. Training programs supported by Golden LEAF must be advertised, open to the public and result in the attainment of transferable skills.
- Projects that provide evidence of support, endorsement and demand by the communities or constituencies the project proposes to serve.
- Projects that provide evidence of sustainability through the submission of business and feasibility plans.

Golden LEAF Foundation

Low priority will be placed on proposals seeking funding for:

- Endowments
- Capital Campaigns
- Construction Projects*
- Infrastructure*
- Debt
- Revolving Loan Funds
- Purchase of Land
- After-School or Day Care Programs
- General Employability Training Programs
- General Use Community Centers

Tips for Application

- Funds are to be used exclusively for charitable, scientific, educational or other tax-exempt public purposes .
- All information is subject to the Public Records Act.

Tips for Application

- Read and follow the instructions & guidelines
- Be mindful of the review/decision schedule before you submit your LOI or proposal.
- Projects should be outcome driven
- Do some research
- Use the Open Door Policy
- Be careful what you wish for

More Tips...

- Find the fit!
- Partnerships/Collaborators – Keep it real
- Don't get ahead of your funder
- Don't pad your budgets or expected outcomes
- Letters of support
- Ask for declination follow-up
- Ask for recommendations on other funders

More Tips!

- Evaluation, Evaluation, Evaluation!
- Ask yourself: Who benefits? How do they benefit? What difference will it make? How will we know?
- Look at posted grants and information
- Persistence pays
- Organizational management – Audits/Conflict of Interest Policy

Best Practices: Grants Management & Reporting

- Read your Grantee Agreement!
- Read and refer to your project proposal & budget
- Communicate with Golden LEAF early & often
- File reports on time – Respond to requests for information in a timely fashion
- Be open to scrutiny
- Honor our ongoing relationship
- Help us celebrate your good work

Golden LEAF

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