

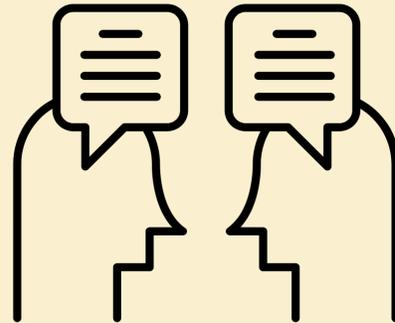
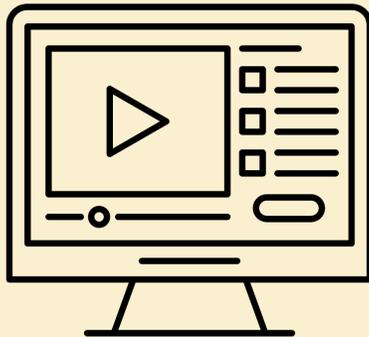


**Community-Based Grants Initiative**  
Northwest Prosperity Zone

# Golden LEAF Community-Based Grants Initiative

## Workshop Agenda

- Overview
- Process
- Priorities



# Golden LEAF Staff



**Scott T. Hamilton**  
President,  
Chief Executive Officer



**Ted Lord**  
Senior Vice-President and  
Staff Attorney



**Marilyn Chism**  
Director of Programs

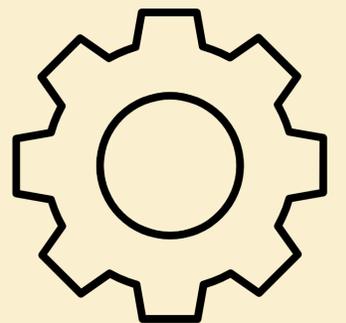
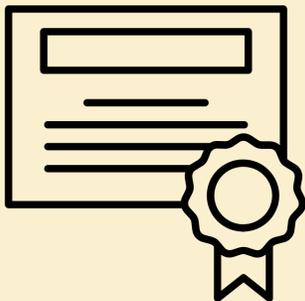
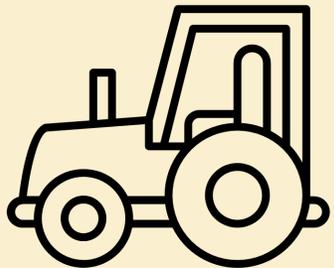


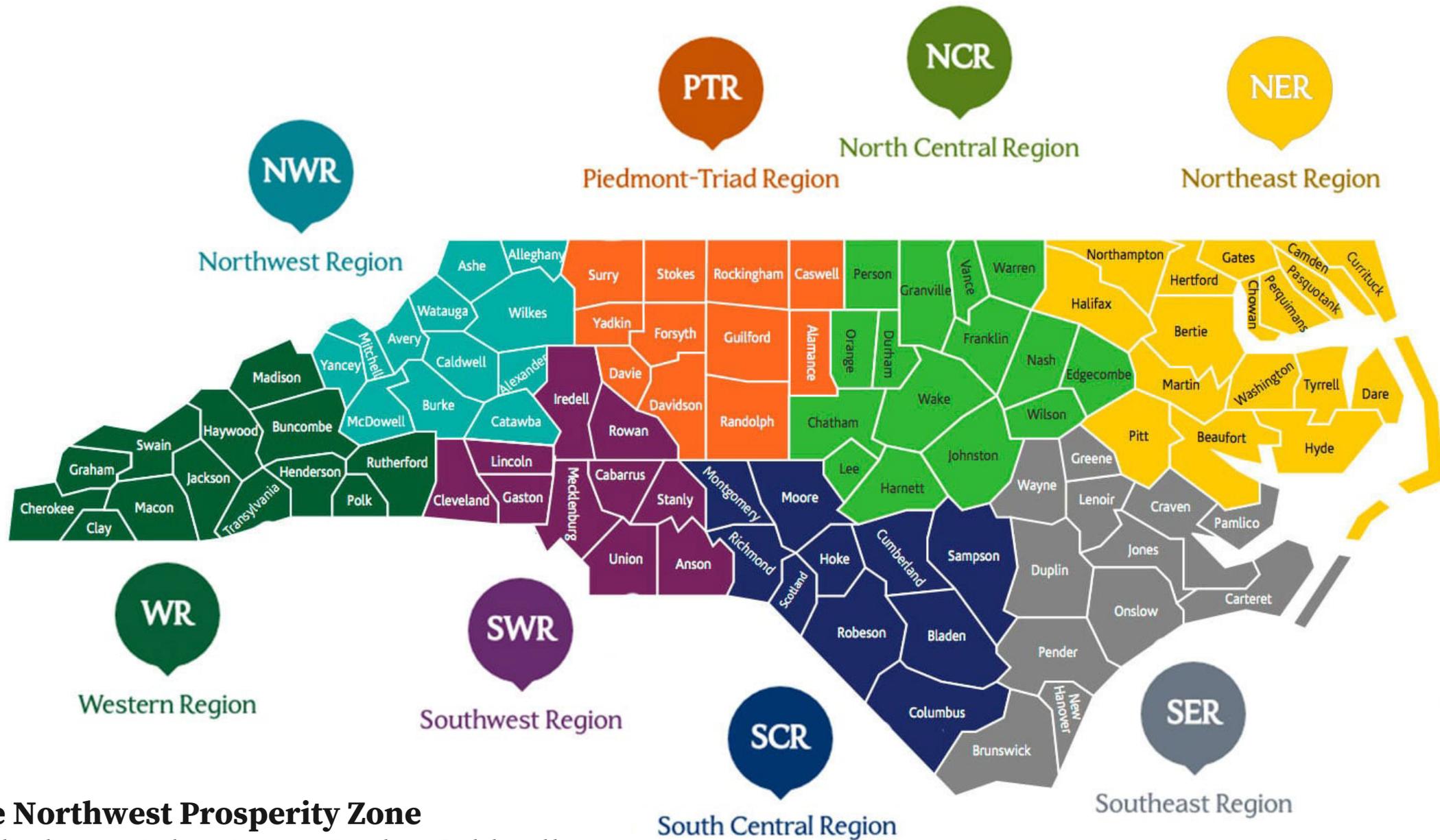
**Terri Bryant Adou-Dy**  
Director of Programs and  
Program Administration

# Golden LEAF Community-Based Grants Initiative

It is a **focused** process targeted toward investments in the building blocks of economic growth. It is **competitive** among all counties within a Prosperity Zone.

Golden LEAF priority areas include projects that support agriculture, workforce development, and education as well as capital investment for infrastructure to support economic development and healthcare job creation.





**The Northwest Prosperity Zone**

Alexander, Alleghany, Ashe, Avery, Burke, Caldwell, Catawba, McDowell, Mitchell, Watauga, Wilkes and Yancey.

# Golden LEAF Community-Based Grants Initiative

Projects are reviewed and awarded funds through a **three-stage process**:

- County Manager endorsement
- Letter of Inquiry (LOI)
- Full Application

Only project ideas that are endorsed the by county manager will receive consideration in this program. Regional projects are subject to an alternate process to determine eligibility.

Not all counties, nor all project ideas, will receive funding.

Maximum grant awards per county will not exceed \$1.5 million in amount or three in number.

# Community-Based Grants Initiative (CBGI)

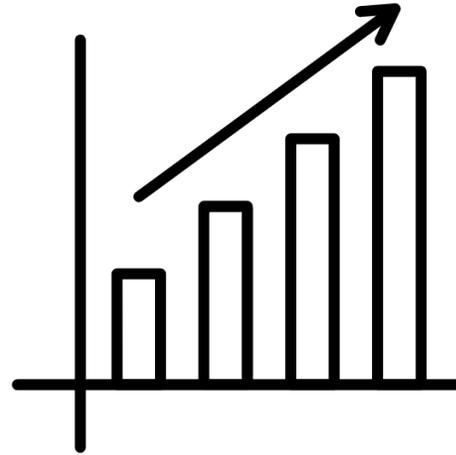
Funds are awarded for identified priorities to solve needs at the local level. The CBGI is only one part of Golden LEAF's grantmaking this year. Projects that fit in other programs, e.g. Open Grants or Economic Catalyst, may submit proposals in those programs through a separate process.

- Target communities that are the most in need
- Promote long-term economic growth and development
- Do the most good for the most people

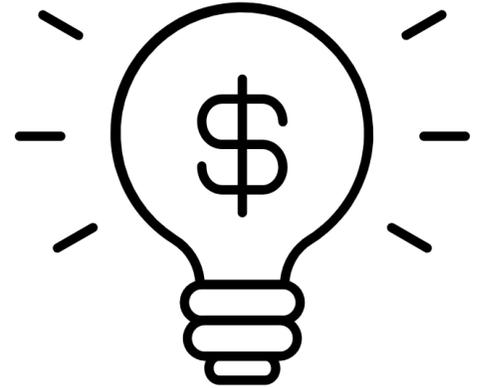
# Available Funding for CBGI



The Foundation has budgeted **\$11 million** for this initiative in FY 2021



Total requests could exceed \$24 million  
(12 counties multiplied by \$2 million, plus regional projects)

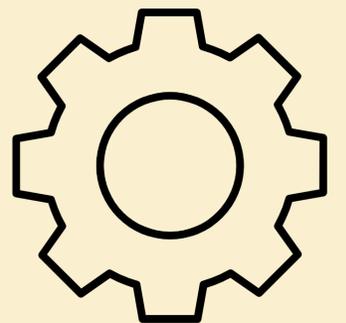
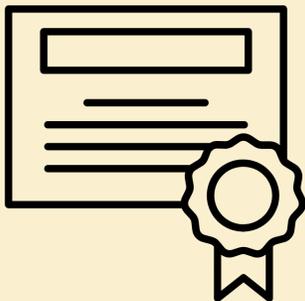


Does not limit opportunity in other Golden LEAF programs

# Characteristics of Competitive Projects

**Clearly meet** identified issue or need in the county, address Golden LEAF priorities, and be **aligned** with investments in the building blocks of economic growth. Will help **improve** human and/or physical capital that makes the county more attractive as a place to create and **grow economic opportunity**.

Funds are limited to projects that support agriculture, workforce development, education, and capital investment for infrastructure to support economic development and healthcare job creation.



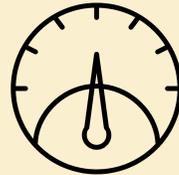
# Characteristics of Competitive Projects

Strategic.

Demonstrate immediate need and the ability to put funds to work quickly.

Focused on action, not planning.

Leverage additional funds or investment.



Moves the economic needle in the community.

Builds on previous community planning processes.

For prior grantees, performance and track record managing Golden LEAF projects.

Community buy-in and strong support from a variety of citizens and organizations

Sustainable.

# Characteristics of Low Priority Projects

- Tourism, arts, or cultural resources
- Shell/spec buildings
- Emergency services including fire departments
- General social services
- Reimbursement for prior expenditures
- Capital campaign or endowments

# Golden LEAF Priority Outcomes

## Economic Investment and Job Creation

- Investment in privately owned property, plant, and equipment
- New jobs created
- Average annual wage of new jobs

## Workforce Preparation and Education

- Courses or programs completed
- Industry credentials earned
- Students employed in field of study

## Agriculture

- Participants at agricultural trainings
- Publications directed towards farmers
- Use of facilities

## Community Vitality

- Investment in public infrastructure

# Application Process

The county manager serves as the key contact and gatekeeper for the process.

Projects do not have to be administered by county government. Governmental entities and 501(c)(3) nonprofits are eligible to apply.

## **Three Step Review and Decision Process:**

- 1) County manager endorses projects and applicants submit Letters of Inquiry (LOI)
- 2) Golden LEAF Board invites or declines to invite full proposal based on LOI
- 3) Golden LEAF Board approves or declines full proposal applications.

# CBGI Timeline

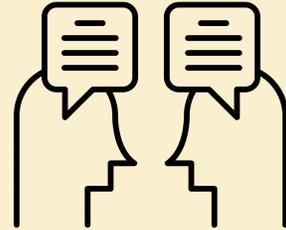
<b>October 22, 2020</b>	Letters of Inquiry and County Manager Endorsement Sheet due.
<b>November 2020</b>	GLF staff completes review of LOIs. <i>Staff may request additional or clarifying information.</i>
<b>December 3, 2020</b>	GLF Board of Directors votes whether to invite a full proposal. <i>No county will be invited to submit more than 3 proposals or more than \$1.5 million in requests.</i>
<b>February 11, 2021</b>	Full grant proposals due for those invited.
<b>February – March 2021</b>	GLF conducts site visits with proposal applicants.
<b>April 1, 2021</b>	GLF Board votes on full proposals.

# Letter of Inquiry (LOI) Process



**September 16, 17, and 22**

Virtual briefings on CBGI process for the Northwest Prosperity Zone.



**Now through October 15**

GLF Staff available to consult potential applicants.

GLF Staff will want to know the applicant is in touch with the County Manager.

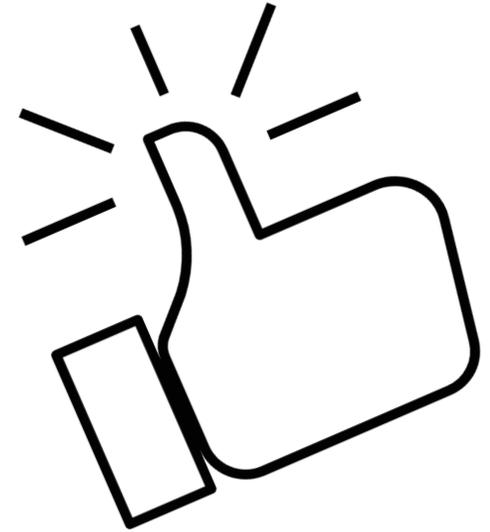


**Prior to October 22**

County Manager identifies up to four projects requesting up to \$2 million total.

County Manager shares link to online LOI form with applicant entity.

# County Manager Endorsement



County managers will complete and submit a form endorsing up to four Letters of Inquiry for projects that total no more than \$2 million. No one application may exceed \$1.5 million.

## Information on the form includes:

- ✓ Description of the process for selecting the LOI projects
- ✓ Priority order of the submitted projects
- ✓ Description of the why the county needs the project
- ✓ Description of the community support and local commitment for the projects

# **Due October 22 by Noon**

## **County Manager Endorsement**

County manager must complete the endorsement form for all 1-4 projects to be submitted. This form should be signed, scanned, and emailed.

## **Letters of Inquiry**

The county manager will have a shared link to the online Letter of Inquiry portal with applicants selected to participate.

Applicants must submit the Letters of Inquiry using the online portal.

# Letter of Inquiry



## Community-Based Grants Initiative Letter of Inquiry Guidelines

301 North Wintwood Avenue, Rocky Mount, NC 27804  
Phone: 252-442-7474 Toll Free: 888-684-8404  
[www.goldenleaf.org](http://www.goldenleaf.org)

For the NORTHWEST PROSPERITY ZONE: Alexander County, Alleghany County, Ashe County, Avery County, Burke County, Caldwell County, Catawba County, McDowell County, Mitchell County, Watauga County, Wilkes County, Yancey County

We appreciate your interest in the Golden LEAF Foundation. This fiscal year, through its Community-Based Grants Initiative (CBGI), Golden LEAF seeks to provide assistance for projects in the Northwest Prosperity Zone of North Carolina that support the building blocks of economic development. To be eligible for consideration, a project must be included among the list of endorsed projects submitted to Golden LEAF by the county manager of the county in which the organization is located or serves (if the organization is not located in the Northwest Prosperity Zone), and the applicant must submit a completed online Letter of Inquiry (LOI) form and attachments as described in these instructions. The county manager may endorse a maximum of four projects.

Golden LEAF seeks to fund those programs and initiatives that most closely align with its mission and priorities. Governmental entities and 501(c)(3) nonprofit tax-exempt organizations that serve the people of North Carolina are eligible to request funding from Golden LEAF. This document describes how to be considered through Golden LEAF's Community-Based Grants Initiative. If, after reading the guidelines, you have questions regarding Golden LEAF or the CBGI application process, please contact Ted Lord ([tlord@goldenleaf.org](mailto:tlord@goldenleaf.org)), Terri Bryant Adon-Dy ([tbryant@goldenleaf.org](mailto:tbryant@goldenleaf.org)), or Marilyn Chism ([mchism@goldenleaf.org](mailto:mchism@goldenleaf.org)) by e-mail or by phone at 888-684-8404.

### The Process

**Step 1: Contact your COUNTY MANAGER to discuss your project idea.**  
If your project is deemed to be a priority for your county and/or region, your county manager will give you access to the Golden LEAF online LOI form. Once you receive access from your county manager, follow the process below. Attached is a copy of the LOI form to help potential applicants know what information is needed to apply. You can only submit an LOI if you have access to the online LOI form from your county manager.

**Step 2: Establish or access your Golden LEAF online account and fill in all required fields in the online LOI form.**

**Step 3: Complete the project budget form and budget narrative.**  
• The main budget table should contain only cash, not in-kind, contributions to the project. List in-kind contributions in the appropriate section below the budget table.  
• Save the completed budget and budget narrative to upload with the LOI form.

**Step 4: Complete the certification and signature form.**  
• Fill in the all the fields except the "Signature" lines.  
• Print the form and obtain the required signatures as described on the form. For 501(c)(3) organizations, one signature must be that of a member of the applicant's board of directors.  
• Save the executed certification and signature page to upload with the LOI form.

Word version of the LOI form available at [goldenleaf.org](http://goldenleaf.org) for information only.

Applications are only accepted via the portal link provided by the County Manager.

# Letter of Inquiry

## Expected Project Outcomes



301 North Winstead Avenue, Rocky Mount, NC 27804  
Phone: 252-442-7474 Toll Free: 888-684-8404  
[www.goldenleaf.org](http://www.goldenleaf.org)

### Community-Based Grants Initiative Letter of Inquiry

#### EXPECTED PROJECT OUTCOMES

Below, select up to four project outcomes that you will use to gauge the success of your proposed project.

**Economic Development** (Collaborate with EDPNC, NCDOC, and local governments and organizations to provide gap funding to assist with job creation. Support healthcare as an economic development engine in rural and economically distressed areas of NC.)

- Investment in publicly owned infrastructure
- Investment in privately owned property, plant, and equipment
- New full-time jobs created
- Average annual wage of new full-time jobs

**Workforce Preparedness and Education** (Increase the number of qualified individuals with skills aligned with current and future needs of NC businesses. Prepare students with the technical and life skills necessary to enter work.)

- Increase in students completing at least one curriculum program in the area funded
- Increase in students completing at least one continuing education course or program in the area funded
- Increase in students earning at least one industry/third-party credential certification, license, or other credential (non-academic) in the area funded
- Increase in students completing CTE pathways in the area funded
- Increase in students participating in work-based learning
- Industry credentials earned
- Increase in students receiving meaningful exposure and opportunities to explore local career opportunities

**Agriculture** (Support agriculture as a means of promoting economic development.)

- Number of participants at agricultural trainings
- New publications directed toward farmers
- Monthly use of agricultural facilities that benefit farmers

**Community Vitality** (Support other opportunities to promote economic development, typically in conjunction with other outcomes listed above.)

- Investment in public infrastructure
- Number of homes, businesses, and institutions served by new infrastructure
- New private jobs resulting from infrastructure improvements

The application includes identification of the **specific** Golden LEAF **priority outcomes** that will be **measured** for the proposed project.

While your project may have other outcomes not listed, a successful application will address at least one Golden LEAF priority outcome.

# Golden LEAF Priority Outcomes

## Economic Investment and Job Creation

- Investment in privately owned property, plant, and equipment
- New jobs created
- Average annual wage of new jobs

## Workforce Preparation and Education

- Courses or programs completed
- Industry credentials earned
- Students employed in field of study

## Agriculture

- Participants at agricultural trainings
- Publications directed towards farmers
- Use of facilities

## Community Vitality

- Investment in public infrastructure

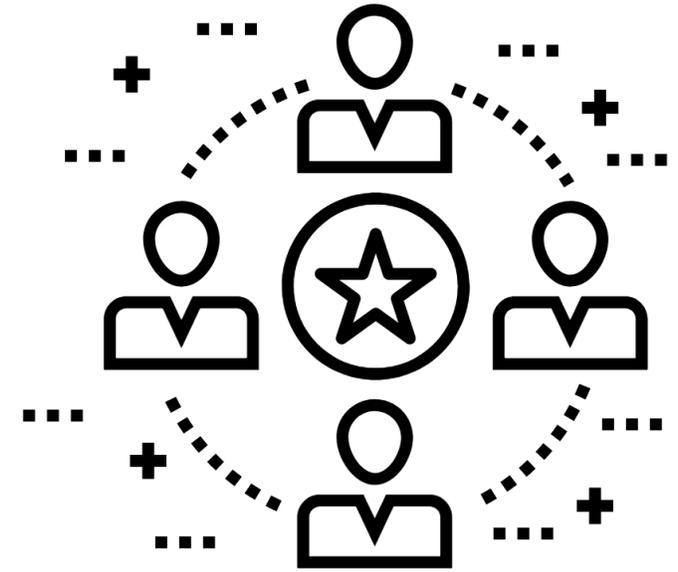
# Letter of Inquiry

## Short Response Questions

1. Briefly describe the project: Explain what will be done, how much time will be needed to complete the project, what will be accomplished, and the area and population served. Describe how the project will benefit tobacco-dependent, economically distressed and/or rural communities and the people who live there. (*Word limit 200*)
2. Describe how the project will meet the proposed outcomes checked in the *Expected Project Outcomes* section. How will progress and success be measured? What specific data or documentation will be used and/or collected to measure outcomes? (*Word limit 150*)
3. Describe plans to sustain funding for the project beyond the grant. (*Word limit 150*)
4. Organizational History – Briefly describe the applicant’s history, current programs and accomplishments. Include a short summary of its mission, goals and objectives and any examples of similar projects implemented by the applicant. (*Word limit 150*)



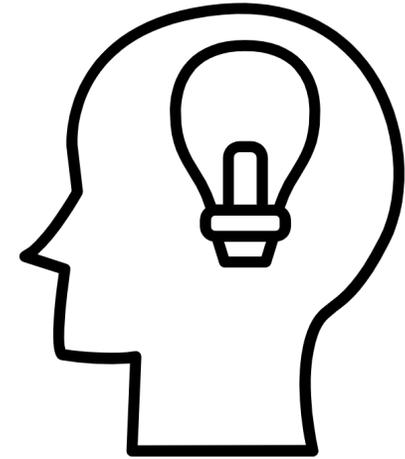
# Regional Projects



- Golden LEAF will consider regional projects
- Golden LEAF makes the determination of what constitutes a regional project:
  - ✓ Multi-county
  - ✓ Real collaboration—not separate projects
- Contact Golden LEAF to discuss process
  - ✓ No county manager endorsement required
  - ✓ Still an LOI due October 22, 2020
- Counts against the total \$11m budget, but not against any one county's maximum of \$1.5m
  - ✓ Example: Regional project of \$2m reduces the funding available for other projects to \$9m available among the counties in the region.

# Considerations

Grants management capacity is critical to a project's success in this program



The ability of any applicant to meet Golden LEAF reporting requirements and provide verification of expenditures, activities, and outcomes is a strong consideration.

Interested applicants should note:

- Be realistic about outcomes that will result from the project – they will be tracked...sometimes for years to come.
- Be sure that projected budget numbers are accurate-Golden LEAF will not add dollars to an existing grant award in this program.

# Requirements

- Eligible Applicant
  - ✓ 501(c)(3) nonprofit
  - ✓ Governmental entity
- Eligible Uses of Funds
  - ✓ Must be charitable – no impermissible private benefit
  - ✓ May not be used for purchase of land or buildings
  - ✓ May not be used for grant administration
- Projects are subject to due diligence by Golden LEAF staff, Board, and legal counsel as necessary.
- Golden LEAF Board of Directors makes final funding decisions.
- Funded projects are subject to all reporting requirements of Golden LEAF Foundation, the State Auditor, and Office of Budget and Management as applicable. Grantees must comply with all conditions and requirements in the grantee agreement.
- All correspondence/communications to and from Golden LEAF are subject to the North Carolina Public Records Law and may be disclosed to third parties.

# **Golden LEAF Community-Based Grants Initiative**

## Parting Words

**Process  
& Timeline**

**Strategic**

**Urgency**

**Specific  
Outcomes**

**Significance**

**Focus**

**Capacity**

**Geography**

# Questions?



[CBGI@goldenleaf.org](mailto:CBGI@goldenleaf.org)

Golden LEAF Office: 252-442-7474

Please make sure you complete the survey from the Rural Center if you participated in that process.