Community-Based Grants Initiative Guidelines

The Community-Based Grants Initiative invites proposals from the counties within the Western Prosperity Zone for FY2022. Those counties are: Buncombe County, Cherokee County, Clay County, Graham County, Haywood County, Henderson County, Jackson County, Macon County, Madison County, Polk County, Rutherford County, Swain County, and Transylvania County

Priority Funding Areas

Through its Community-Based Grants Initiative (CBGI), the Golden LEAF Foundation seeks to assist projects in the Western Prosperity Zone of North Carolina that support the building blocks of economic development and are aligned with the Golden LEAF priority areas. More details regarding Golden LEAF's priority areas and priority outcomes are available at the links below.

- Job Creation and Economic Investment
- Workforce Preparedness
- Agriculture
- Community Competitiveness, Capacity, and Vitality

Golden LEAF is committed to using the funds entrusted to it for projects that show the most potential for strengthening North Carolina's economy, especially in tobacco-dependent, economically distressed, and/or rural communities.

Eligibility

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. To be eligible for consideration in the Community-Based Grants Initiative, a project must have the endorsement of the county manager of the county in which the organization is located and submit a completed online Stage 1 Application form and attachments described in these instructions. County managers submit a separate form identifying the projects they have endorsed for the program.

Regional Projects

Golden LEAF may also accept regional projects in this program. Regional projects do not have to receive the endorsement of the county manager. Generally, regional projects serve at least three counties and involve collaboration among organizations in those counties. Golden LEAF determines whether a project is a regional project and will provide access to the application process to those that are. If you would like to discuss whether your project is regional, please contact Golden LEAF staff.

> If, after reading the guidelines, you have questions regarding Golden LEAF or the CBGI application process, please contact Ted Lord (tlord@goldenleaf.org), Terri Bryant Adou-Dy (tbryant@goldenleaf.org), or Marilyn Chism (mchism@goldenleaf.org) by email or by phone at 252-442-7474.

Application Process

Golden LEAF staff is available to discuss project ideas with potential applicants at any time during this process. For information on scheduling a meeting, please email CBGI@goldenleaf.org.

Step 1: Contact your County Manager to discuss your project idea.If your project is deemed to be a priority for your county, your county manager will give you access to the Golden LEAF application portal by sharing a link via email.

Or, contact Golden LEAF staff to discuss a potential regional project. If Golden LEAF determines your project is a regional project, Golden LEAF will give you access to the application portal by sharing a link via email.

Once you receive access to the portal, follow the process below to submit your Stage 1 Application. The information below is intended to serve as an outline to enable a potential applicant to begin preparation of required materials.

Step 2: Establish or access your Golden LEAF online account and fill in all required fields on the Stage 1 Application form.

<u>Expected Project Outcomes</u>
From a provided list, select up to four project outcomes that you will use to gauge the success of your proposed project. (See details at the end of this document.)

<u>Short Answer Questions</u>
The Stage 1 Application form requires responses to the following four short answer questions.

1. Briefly describe your 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 your 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 (see details at the end of this document). How will progress and success be measured? What <u>specific</u> data or documentation will be used and/or collected to measure outcomes? (Word limit 150)

3. Describe plans to sustain funding for your 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 organization. (Word limit 150)

Step 3: Complete the project budget and budget narrative.
- Within the portal, you will be directed to a link to download an Excel workbook.
- 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 Stage 1 Application.

Step 4: Complete the certification and signature form.

- Within the portal, you will be directed to a link to download a Word version of the certification and signature form.
- Fill in 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 organization's board of directors.**
- Save the executed certification and signature page to upload with the Stage 1 Application.

Step 5: Verify the required attachments—fully signed Certification and Signature Form, and Budget and Budget Narrative Form—are complete and uploaded to the application portal. **Submit the online application by noon on September 30, 2021.**

Applicants may submit supplemental information and letters of support; however, the Stage 1 Application must be complete and stand on the content in the form.

DEADLINE | You must submit a Golden LEAF online Stage 1 Application with required attachments by **noon on Thursday, September 30, 2021**

Step 6: The Stage 1 Application is reviewed and applicants notified by Golden LEAF staff.

- The Golden LEAF staff will review eligible applications, discuss the project with the applicant to address any questions staff has, and will present them to the Golden LEAF Board of Directors for action at its meeting in December 2021.
- The Golden LEAF Board will review the applications and will vote to either:
  - **Invite a Stage 2 Application**. Organizations that are invited to submit a Stage 2 Application will receive further instructions and access to the Stage 2 Application. Notification will be made to the contact person listed on the Stage 1 Application form. **An invitation to submit a Stage 2 Application does not imply a proposal will be funded** but indicates an interest by the Golden LEAF Board to learn more about the project.
  - **NOT invite a Stage 2 Application.** Grants will not be awarded to organizations that are not invited to submit a Stage 2 Application. Notification of the decision will be made to the contact person listed on the Stage 1 Application form.
  - **Take some other action,** e.g., defer decision regarding the Stage 1 Application, on rare occasions.

NOTE: CBGI Stage 1 Applications received by the Golden LEAF without prior written endorsement from the county manager and that have not been determined to be regional projects by Golden LEAF will not be considered or reviewed by Golden LEAF under the CBGI process. If you are interested in applying through other Golden LEAF funding programs, please visit the website at www.goldenleaf.org or contact the Programs Staff at 888-684-8404.

The Public Records Act
Information submitted to Golden LEAF is subject to the North Carolina Public Records Act and subject to inspection by the public. For information on limited exceptions to the Public Records Act, please contact Golden LEAF staff.

EXPECTED PROJECT OUTCOMES

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

Job Creation and Economic Investment

Collaborate with EDPNC, N.C. Department of Commerce, local governments, and organizations to provide funding to assist with job creation. Support healthcare as an economic development engine in rural and economically distressed areas of North Carolina.

- ☐ 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
- ☐ Business start-ups

Workforce Preparedness

Increase the number of qualified individuals with skills aligned with current and future needs of North Carolina 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.
- ☐ 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 Competitiveness, Capacity, and Vitality

Support other opportunities to promote economic development through critical infrastructure and employment of health care professionals.

- ☐ Investment in public infrastructure
- ☐ Number of homes, businesses, and institutions served by new broadband access
- ☐ Number of rural leaders receiving training or coaching
- ☐ Number of people employed in targeted fields

This list is from the Stage 1 Application form and is included here for the information of potential applicants.