



2022 CALL FOR PROPOSALS

BACKGROUND STATEMENT: The Princeton Area Community Foundation is pleased to announce a comprehensive Call for Proposals. Eligible nonprofits will be able to express interest for multiple grant opportunities through a common point of entry in our Community Foundation’s grant portal. This year, the following grantmaking programs will consider requests for funding within this Call for Proposals:

- 1. Community Impact Grants (CIG):** The Community Foundation, the Burke Foundation and Janssen have pooled their responsive grantmaking funds to offer Community Impact Grants. CIG is a discretionary, competitive grantmaking opportunity focused on supporting nonprofits whose mission(s) address the needs of children, youth, adults, and families living in poverty within our geography. Requests for funding considered in this category will be awarded as unrestricted support.
- 2. Fund for Women and Girls (FWG):** The FWG is a Field of Interest Fund at the Community Foundation. The FWG will consider applications from nonprofits within our geography to fund programs and operating expenses that support women and children in the following categories: **Mentoring and Leadership, Mental and Physical Health and Safety, Domestic Violence, and Childcare.** The FWG will consider investing in capital projects that support these endeavors (e.g., new construction, expansion or renovation of a facility, or equipment).
- 3. NextGen Fund Giving Circle (“NextGen Fund”):** The NextGen Fund is a giving circle generated by participatory philanthropy where individuals ranging 20-40 years of age pool their contributions and collectively participate in grantmaking. The NextGen Fund will consider requests from nonprofits in our geographic footprint for projects/programs, or operating expenses that support the following categories: **Accessibility to Mental Health Services, initiatives for LGBTQ youth, Domestic Violence, Foster Care, Affordable Housing, and new innovations for local climate change mitigation.**
- 4. Princeton Mercer Regional Chamber of Commerce Community Development Fund (“Chamber’s Fund”):** The Chamber’s Fund adds to the strength and vitality of our communities by actively supporting nonprofits that provide **educational** programming for at-risk students, and to organizations that contribute to the **economic and workforce development interests of the region.** The Chamber’s Community Development Fund has a defined geographical footprint and will consider requests specifically focused on education, economic and/or workforce development.
- 5. COVID-19 Relief and Recovery Fund (“COVID Fund”):** The Community Foundation will carefully consider proposals from nonprofits within our geography continuing to help families suffering from the direct impact of the pandemic. Requests for funds from this Fund must specifically respond to needs created or exacerbated by the pandemic. This fund will only consider requests from nonprofit partners previously funded in COVID-19 Relief and Recovery (Phases I, II, or III).

Nonprofits may determine their eligibility by carefully reviewing three steps that are described in more detail further in this document:

- **STEP 1: BASIC ELIGIBILITY**
- **STEP 2: WHAT WE DO NOT FUND**
- **STEP 3: A REVIEW OF GRANTMAKING GUIDELINES**

At the end of this review process, a nonprofit may proceed to the application if the proposal meets the grantmaking criteria that has been outlined.

Please proceed to STEP 1: BASIC ELIGIBILITY

STEP 1: BASIC ELIGIBILITY

Eligible applicants must answer “Yes” to the three questions.

- 1) **TAX-EXEMPT STATUS?** Does the nonprofit have tax-exempt status under the IRS Section 501(c)(3)? If not, does your organization have a fiscal sponsor with a tax-exempt status? The fiscal sponsor must be a locally based nonprofit within the Community Foundation’s geographic footprint.

- 2) **CHARITABLE REGISTRATION?** Is the nonprofit registered with the State of New Jersey or Pennsylvania as a charity? For organizations exempt from the provisions of the New Jersey Charitable Registration and Investigation Act or the Pennsylvania Solicitation of Funds for Charitable Purposes Act, is the organization a religious organization or a school district that files its curricula with the Department of Education? For more information on New Jersey Charitable Registration, go to the New Jersey Division of Consumer Affairs’ [website](#) or Pennsylvania’s Department of State’s [website](#).

- 3) **GEOGRAPHY?** Is the nonprofit located in the Foundation’s geographic footprint? Is a significant part of the nonprofit’s services devoted to residents living in the **Greater Mercer County Area**? Greater Mercer County Area is defined as including:
 - All of **Mercer County**,
 - **Southern Middlesex County**, including Monroe, Plainsboro, and Cranbury,
 - **Southern Somerset County**, including Montgomery, Rocky Hill, and adjacent sections of Franklin Township,
 - **Southern Hunterdon County**, including Lambertville, West Amwell Township, and the adjacent parts of East Amwell Township,
 - **Northern Burlington County**, including Bordentown and Bordentown Township, and,
 - **Eastern Bucks County, Pennsylvania**, including New Hope, Morrisville, Washington Crossing and Yardley.

View a map of our region here: [map](#)

In addition, the following geographic area applies **ONLY** to nonprofits soliciting requests for funding from the **Princeton Mercer Regional Chamber of Commerce Community Development Fund (Chamber’s Fund)**. The Chamber’s geographic area includes the following municipalities:

- | | | |
|-----------------------------|-------------------------|---------------------------|
| • Municipality of Princeton | • Ewing Township | • Robbinsville Township |
| • West Windsor Township | • Lawrence Township | • Monroe Township |
| • Plainsboro Township | • Hopewell Borough | • Cranbury Township |
| • Montgomery Township | • Hopewell Township | • Borough of Allentown |
| • South Brunswick Township | • Pennington Borough | • Franklin Township |
| • City of Trenton | • East Windsor Township | • Borough of Rocky Hill |
| • Hamilton Township | • Hightstown Borough | • The Village of Kingston |

If your nonprofit answered “YES” to all 3 questions, then please proceed to STEP 2 to further determine your eligibility.

STEP 2: WHAT WE DO NOT FUND

Please review carefully what we do not fund.

- Building renovations and new facility construction. Exception Note: *The **FWG** will consider investing in construction that supports endeavors listed in their grant guidelines in the FWG section of this document entitled “what we invest in.”*
- Capital and endowment-building campaigns and projects. Exception Note: *The **FWG** will consider investing in capital projects that support endeavors listed in their grant guidelines in the FWG section entitled “what we invest in.”*
- Pre-college-level private schools, veteran or fraternal organizations, religious programs or activities unless funds support direct community benefit.
- Exception Note: ***The Chamber’s Fund** will not consider applications from colleges or universities.*
- Nonprofits that support terrorist activities or discriminate based upon race, color, religion, national origin, gender, age, disability, marital status, sexual orientation or veteran status.
- Fundraising appeals, events, and sponsorships.
- Routine expenses of raising money.
- Scholarships and individual sponsorships.
- Sponsorships for Field trips or Sports activities.
- Lobbying or political activities.
- Fraternal and religious activities.
- Tax-supported and government operated basic programs and services (i.e., essential police and fire services.)
- **FWG Only:** core curricular school activities are not considered by the FWG.

If you answered “YES” in STEP 1 and your nonprofit is not requesting support for any of the activities listed above in STEP 2, then please proceed to STEP 3 to continue to determine your eligibility. STEP 3 is a review of grantmaking guidelines.

STEP 3: REVIEW OF GRANTMAKING GUIDELINES

For 2022, the Community Foundation will accept applications for review by five grantmaking programs. The grantmaking programs and their review committees are as follows:

GRANTMAKING PROGRAM	REVIEW COMMITTEE
The Community Impact Grants	CIG Core Evaluation Team
The Fund for Women and Girls	FWG Grants Committee
The NextGen Fund Giving Circle	Next Gen Fund Committee
The Princeton Mercer Regional Chamber of Commerce's Community Development Fund	Chamber's Fund Committee
The COVID-19 Relief and Recovery Fund	Committee On Impact

For each grantmaking program, their guidelines are listed in the following pages. Please review carefully to determine your nonprofit's eligibility.

If you have any questions, please direct your questions to Nelida Valentin, the Community Foundation's Vice President, Grants and Programs, at nvalentin@pacf.org.

We suggest that you type in the subject line: "**Question about the 2022 Call for Proposals**" and copy Danny Freund, Grants Manager at dfreund@pacf.org.

Because of the anticipated high interest in this call for proposals, questions will be answered only by email and may take a few days to respond.

Nonprofits will have the opportunity to attend a virtual Grant Information Session. Details on the Grant Information Sessions can be found in the section titled **GENERAL INFORMATION**.

COMMUNITY IMPACT GRANTS 2022 FUNDING GUIDELINES

The Community Foundation, the Burke Foundation and Janssen have pooled their responsive grantmaking funds to offer the **Community Impact Grants**. This discretionary, competitive grantmaking program is managed by the Princeton Area Community Foundation and is focused on *improving the lives of children, youth, individuals, and families living in poverty within our geographic footprint*. There will be one Community Impact Grants cycle in 2022. This year, all grant applications will be considered for unrestricted support.

Guidelines	Description
Tell us briefly about your organization's mission.	<p>Please describe your organization's mission and programs.</p> <p>To be eligible for consideration, your organization's mission must be focused on alleviating or addressing a root cause of poverty that impacts children and youth, individuals, families, or communities within our geographic footprint. Nonprofits might choose to focus grant funds on specific initiatives, such as affordable housing, youth development, food insecurity, educational programs, economic /community development initiatives, or arts education initiatives. Your nonprofit must be based within our geographic footprint and have a history of serving economically disadvantaged populations or communities.</p> <p>Please indicate if your nonprofit has previously received a grant from the Community Foundation, including from the Covid-19 Relief and Recovery Fund.</p>
Tell us about the accomplishments you are proud of.	<p>What are you most proud of? Many organizations adapted or grew their services during the pandemic and reached new and meaningful levels of impact. Please share with us what you are most proud of. If the results occurred with support from a PACF grant, please let us know.</p>
Tell us about the need in the community.	<p>The Community Foundation, through its discretionary grants, is focused on making <u>local</u> impact. Please use <u>local information and data</u> to make a compelling case. In discussing your organization's mission and programs, share information about who you serve. Identify your collaborators and supporters. Explain how you collaborate to achieve your results.</p>
Tell us what worries you now.	<p>What challenges does the organization face, especially considering the past two years under Covid? Some organizations have already told us that they have received sufficient funding support for now, but are concerned about the future, calling it a "fiscal cliff." Others have told us about the difficulty in recruiting volunteers or hiring staff to fill vacant positions. Please share with us what is worrying you or what might prevent your organization from successfully implementing your programs and services.</p>
Tell us how you will use the funds.	<p>Community Impact Grant funding will be considered unrestricted grants to support a nonprofit organization's mission. Grant recipients may utilize these funds to underwrite administrative and operating expenses, especially in areas impacted by the pandemic. Nonprofits may also request funding to support programs that serve under-resourced, low-income, vulnerable individuals, families, children and youth, neighborhoods, or communities within the Community Foundation's footprint. We understand that in unpredictable times, an organization might need to reallocate funds from programs to operations or vice versa to achieve and sustain the level of impact necessary to meet it</p>

	<p>charitable mission. Through this grantmaking program, the Community Foundation will support such flexibility. In the spirit of communication and relationship building, we request that if your request is funded, and you experience a need to reallocate resources, please contact our grantmaking staff to inform us of such a change. Please keep in mind that this is a competitive grantmaking program. In this grantmaking cycle, the Community Foundation will be seeking opportunities to invest in compelling initiatives and in organizations reaching vulnerable populations.</p>
<p>Tell us realistically what your organization needs.</p>	<p>Approximately \$1MM will be available to award Community Impact Grants in 2022. Please understand that we always receive more applications than we can support.</p> <p><u>We request that you identify the amount needed.</u> Please keep in mind that we anticipate a high demand. Your request should be reasonable and in alignment with your current situation.</p> <p>If you have an innovative or special initiative that responds to an emerging need that should be considered this year, please be sufficiently descriptive about the urgency, or let us know if you are rebuilding services lost during the pandemic.</p> <p>Successful grantees will receive a one-year grant. Funding in one year is not a guarantee of funding in subsequent years.</p>
<p>Tell us how you define success.</p>	<p>Please tell us how your organization will track measures of success. How will the metrics be defined or redefined given how the pandemic might have impacted how you operate? What constitutes success for your organization or programs? Listing outputs is useful. If you have developed an evaluation model, please tell us.</p>
<p>Please share financial information</p>	<ul style="list-style-type: none"> • Please provide an organization’s budget and let us know how the request fits into the budget. • As part of our due diligence process, our team conducts a review of your organization’s 990. If you have completed and submitted your most recent 990, but it does NOT show up on GuideStar, please upload a copy.
<p>How Grants Are Announced</p>	<p>The Community Foundation first notifies all applicants of its decision by electronic mail, and then posts a full listing on its website. Grantees are encouraged to publicize their awards through press releases, social media, newsletters, web sites, and annual reports, and to acknowledge the support. For assistance or advice to acknowledge grants, please contact Michelle Sahn, Director of Communications, at msahn@pacf.org or at (609) 219-1800.</p>
<p>A MESSAGE ABOUT THE POST-</p>	<p>We expect to receive more requests for Community Impact grants that we can fund. While we may inevitably need to decline requests, we would like to learn more. After our 2022 grantmaking process is completed, we are likely to contact</p>

**GRANT AWARD
PROCESS**

organizations, (both funded and declined), to request a site visit. Our rationale for requesting a site visit may include the following:

- To initiate or to continue to build a relationship with your organization. If your organization has not received a grant from the Community Foundation, we will likely request a visit to get to know your organization.
- To understand the impact the pandemic had and/or continues to have on your organization's sustainability and programs.
- To continue to gather qualitative and level of service information about your programs and services and to learn more from you about emerging or persistent needs in the community.

Community Impact Grants will be offered annually. We will seek to better understand your organization's mission and services to make informed decisions today and into the future.

**FUND FOR WOMEN AND GIRLS
2022 FUNDING CRITERIA**

Fund for Women and Girls' (FWG) grantmaking is financed by the collective philanthropy of the Fund's members and donors. The annual grants process is competitive. FWG awards one-year grants at a maximum of \$25,000 each. At the discretion of the Grants Committee, organizations may be considered for a multi-year grant for up to three years.

VISION	A community where women and children reach their full potential.
MISSION	To improve the lives of economically vulnerable women and children in greater Mercer County through community investment, education, and collaboration.
WHAT WE INVEST IN	We will consider projects/programs and operating expenses that support women and children in the following categories: Mentoring and Leadership, Mental and Physical Health and Safety, Domestic Violence, Childcare. FWG will consider investing in capital projects that support these endeavors (e.g., new construction, expansion or renovation of a facility, equipment).
PROCESS	The Fund for Women and Girls evaluates proposals from June through September, with site visits occurring as needed. The Grants Committee selects four to six finalists in September. Summaries of the finalists' proposals will be presented to FWG's voting members. Grantee recipients will then be notified in October and may be asked to present at the FWG's Annual Grantmaking Event in late fall. Following the Grantmaking Event, FWG disseminates information about the grant recipients using print and social media, newsletters, websites, and annual reports. FWG also encourages grantee partners to publicize their awards themselves through press releases, giving the FWG the opportunity to be quoted in any press release. We request that grantee partners acknowledge the support of the Fund for Women and Girls as "The Fund for Women and Girls of the Princeton Area Community Foundation."
SELECTION CRITERIA	<p>The application will be evaluated on and should contain clear evidence of the following criteria:</p> <ul style="list-style-type: none"> • The project fits within the Fund for Women and Girls' grant guidelines. • The grant's rationale and implementation plan/methods are grounded in relevant research and best practices. • The grant has a meaningful impact on its intended beneficiaries as demonstrated by measurable outcomes. • The grant is grounded in the expressed needs of its intended participants. • The nonprofit seeks out collaborative partnerships and leverages them for efficiencies and greater reach. • The nonprofit shares its knowledge and experience with the broader community and aspires to be a leader in its field. • The nonprofit is building capacity to sustain the project/program beyond the grant. • The grant contributes to the growth and future success of the nonprofit.

**NEXTGEN FUND GIVING CIRCLE
2022 FUNDING CRITERIA**

The NextGen Fund Giving Circle grantmaking is funded through participatory philanthropy where individuals, generally aged 20-40, pool their donations and collectively decide which charities will be awarded grants.

WHAT WE INVEST IN	We will consider projects/programs and operating expenses that support the following categories: Accessibility to Mental Health Services, initiatives for LGBTQ youth, Domestic Violence, Foster Care, Affordable Housing, and new innovations for local climate change mitigation.
OUR GRANTMAKING	NextGen evaluates proposals from June through July, with decisions made in the summer. Site visits may be requested after grants are made. The NextGen Giving Circle will circulate a press release highlighting the grant recipients. NextGen also encourages grantee partners to publicize their awards through their own outreach. We request that grantee partners acknowledge the support of the NextGen as “NextGen Giving Circle at the Princeton Area Community Foundation”.
SELECTION CRITERIA	<p>The application will be evaluated on and should contain clear evidence of the following criteria:</p> <ul style="list-style-type: none"> • The project fits within NextGen’s priority areas. • The grant has a meaningful impact on its intended beneficiaries as demonstrated by measurable outcomes. • The grant is grounded in the expressed needs of its intended participants. • The organization seeks out collaborative partnerships and to leverage partnerships, achieving greater efficiencies and reach. • The organization shares its knowledge and experience with the broader community and aspires to be a leader in its field. • The grant contributes to the growth and future success of the organization.

PRINCETON MERCER REGIONAL CHAMBER OF COMMERCE COMMUNITY DEVELOPMENT FUND 2022 FUNDING CRITERIA	
FUND MISSION	<p>The Princeton Mercer Regional Chamber of Commerce’s Community Development Fund (“The Chamber’s Fund”) contributes to the strength and vitality of our communities by actively supporting organizations that contribute to the economic and workforce development interests of the region. The Fund partners with regional nonprofits to meet specific needs within our community.</p>
FOCUS AREAS	<p>The Chamber’s Fund seeks to build strong partnerships and lasting value in our communities by supporting organizations that play a critical role in the following focus areas.</p> <p>Education: We support innovative programs that help low-income and at-risk students succeed in school and prepare for post-secondary education and/or entry into the workforce. Priority is given to programs that reach a broad number of students, bring together community resources, support curriculum innovation, and can, if successful, be replicated.</p> <p>Economic Opportunity and Workforce Development: Through the Fund, we support the creation of economic opportunity through grants to nonprofits that foster economic development including programs that support small business development and expansion, commercial revitalization, job creation, work-entry programs, specific skills training, and transportation.</p>
OUR INVESTMENT	<p>We consider requests to support programs that are highly effective or innovative and do not duplicate other programs or services. Priority is given to programs where organizations come together to solve community issues collaboratively. Grants up to \$30,000 may be awarded.</p>
SELECTION AND EVALUATION PROCESS	<p>Funding requests are evaluated through a competitive process by the Fund Committee, a volunteer group, with guidance from the staff of the Princeton Area Community Foundation</p> <p>Potential grantees must be able to demonstrate the milestones, deliverables, and outcomes of the planning process and how they will be measured and evaluated. Depending on the size and duration of the grant, funds may be disbursed based on performance over the life of the grant. Organizations will be required to report annually on agreed upon milestones/deliverables, and to assess quantitative impact on communities served.</p>

**COVID-19 RELIEF AND RECOVERY FUND
2022 FUNDING CRITERIA**

BACKGROUND	<p>The country is attempting to learn to live with the COVID-19 virus. However, we must remember that the pandemic also exposed and worsened longstanding inequities in our communities and public schools. The Community Foundation’s COVID-19 Recovery and Relief Fund responded and a report on its impact is available here.</p>
CRITERIA	<p>The COVID Fund will remain open and available to support initiatives that do not duplicate state and federal government aid.</p> <p>Applicants must provide evidence that the initiative is in direct response to the impact of COVID-19. Initiatives addressing longstanding inequities in our region should consider an application to the Community Impact Grants.</p> <p>Only recipients funded in Phases I, II and III are eligible to apply.</p>

THANK YOU FOR REVIEWING STEPS 1, 2 AND 3.

If your organization meets the criteria outlined in all three steps, please review the **GENERAL INFORMATION** posted below and proceed to the application.

GENERAL INFORMATION

- **DEADLINE FOR SUBMITTING APPLICATION(s):** Monday, June 20, 2022, by 4:00 pm. To ensure fairness and equitable access to this opportunity for all applicants, no extensions will be granted.
- Login Address: <https://www.grantinterface.com/princetongrants/common/logon.aspx>

Note: you will need to create a login before accessing the application. The online portal is PC and Mac friendly.

GRANT INFORMATION SESSIONS

Attendance to the Grant Information Sessions is optional, but strongly encouraged since our approach and criteria has changed.

Registration will be required in advance of the Grant Information Sessions.

Dates for the **VIRTUAL Grant Information Sessions** are as follows:

- **Session 1:** Thursday, May 19, 2022 - (10:15 am – 11:45 am)
- **Session 2:** Thursday, May 26, 2022 - (10:00 am – 11:30 am)
- **Session 3:** Wednesday, June 1, 2022 - (3:00 pm – 4:30 pm)

Visit our website, www.pacf.org, for registration information.

Thank you for your interest!