



## **COVID-19 RELIEF & RECOVERY FUND - PHASE II**

### **GUIDELINES FOR APPLICANTS**

#### **Overview**

The Princeton Area Community Foundation will launch Phase II of the COVID-19 Relief and Recovery Fund on **Tuesday, August 25, 2020**. This phase, like the first launched in early March is in response to the many needs in our community arising from the unprecedented coronavirus pandemic. In the first phase, the Community Foundation awarded grants to nonprofit organizations to alleviate the most immediate needs faced by communities throughout our region.

The Princeton Area Community Foundation COVID-19 Relief and Recovery Fund is made possible through the generous support of the late Betty Wold Johnson, George H. and Estelle M. Sands Foundation, Robert Wood Johnson Foundation, The Bunbury Fund, The Burke Foundation, Princeton University, Geraldine R. Dodge Foundation, Fund for Women and Girls, NJM Insurance Group, Horizon Foundation for New Jersey, Janssen, Billtrust, Bristol Myers Squibb Foundation, Princeton Regional Chamber of Commerce Foundation, Szaferman Lakind, Glenmede, Bryn Mawr Trust, Investors Foundation, and over 300 donors. For background on the fund, its supporters and funding awarded in Phase I, please visit our [website](#).

Phase II will not only continue to support immediate needs such as food, rental assistance, or other hardships experienced in our region as a result of the pandemic, but it will also support agencies seeking to enhance operations, service delivery, and organizational capacity building. Just as in Phase I, we want to streamline the application process, be as flexible as possible in funding, and respond quickly. The significant difference in Phase II is that agencies can apply to several grant making programs through one process. The grant making programs collaborating in this effort are:

- **The Bunbury Fund,**
- **The Community Impact Grants/The Burke Foundation Legacy Grants,**
- **The COVID-19 Relief and Recovery Fund, and**
- **The Fund for Women and Girls.**

Grants will be awarded on a rolling-basis over a three-month period. We anticipate a third phase of funding in late fall or winter.

Specific grants will be made to meet **Neighborhood Needs**, provide **Continuing Relief & Unrestricted Operating Support** for basic needs and in support of operations, as well as **Organizational Capacity-building grants** which focus on work aligned with nonprofit recovery and rebuilding. These projects will address new challenges to how nonprofits operate facing decreased revenues, reduced staffing, the need for more collaboration,

and new demands on leadership. For more information about these grants, review the guidance on our Bunbury Fund page [here](#).

## **Phase II Eligibility**

Grant seekers must meet the following criteria:

- Be tax-exempt under IRS Section 501(c)(3).
- Be currently registered as a charity with the State of New Jersey or Pennsylvania or be exempt from the provisions of the New Jersey Charitable Registration and Investigation Act or the Pennsylvania Solicitation of Funds for Charitable Purposes Act. Among the agencies in this category are churches, mosques, synagogues, public schools, or school districts. For more information on New Jersey Charitable Registration, go to the New Jersey Division of Consumer Affairs' website by clicking [here](#) or Pennsylvania's Department of State's website by clicking [here](#).
- Provide services that address the needs of low-income individuals, families or communities within the Community Foundation's footprint that includes:
  - 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.

Organizations located outside the Community Foundation's geographic region are not eligible. Applications from statewide organizations located in the region but delivering services outside of our regional footprint will not be considered.

**Phase I grantees:** Organizations that received funding in Phase I (the Relief Phase) are eligible to apply for this Phase (II). In the application, Phase I grantees will be asked to provide an abbreviated progress report.

Questions about eligibility should be directed to Nelida Valentin, Vice President, Grants and Programs, at [nvalentin@pacf.org](mailto:nvalentin@pacf.org). For questions about the application form or regarding our electronic application portal, please email Eddie Roberts, Director, Grants & Programs, at [eroberts@pacf.org](mailto:eroberts@pacf.org).

## **GENERAL GUIDELINES**

Grants will be made in three categories:

- **Neighborhood Needs**
- **Continuing Relief & Unrestricted Operating Support**
- **Organizational Capacity-building**

For Neighborhood Needs and the Continuing Relief & Unrestricted Support grant categories, priority consideration will be given to needs stemming from or exacerbated by the pandemic, such as:

- Food insecurity and distribution;
- Housing and shelter;
- Behavioral health not Medicare or Medicaid reimbursable, especially for low-income essential workers;
- Support of childcare centers and home-based care serving low-income families;
- Supportive services to low-income aging residents;
- Educational (Pre-K-12) support programs for low-income students consistent with district goals and instructional methods, that is, the strategies or activities used to guide the facilitation of learning;
- Violence reduction, including child abuse and domestic violence; or
- Educational and skills preparation for parents or single heads of households working to improve their economic security.

Each funding category will have specific eligibility criteria and will be evaluated by a team of community representatives with expertise and grantmaking experience.

***Organizations qualifying for Neighborhood Needs are not eligible for other categories of funding.*** Organizations applying for Continuing Relief and Unrestricted Support, may also apply for Organizational Capacity-building if the capacity-building request meets the eligibility criteria outlined in the [Bunbury Fund Capacity-building guidelines](#).

PHASE II FUNDING CATEGORIES			
Grant Category	Eligible Organizations	Description	Application Review
<b>Neighborhood Needs</b>	Organizations with operating revenues of \$50k or below are only eligible to apply for funding in this category. Neighborhood Needs funding supports charitable work in specific neighborhoods or community clusters of low income or vulnerable populations.	Flexible dollars for operational support <b>not to exceed \$5,000</b>	Weekly
<b>Continuing Relief and Unrestricted Operating Support</b>	Organizations delivering services to COVID-impacted, low-income families/ individuals/undocumented residents, as well as nonprofits in need of unrestricted support to continue programs and services actively offered before pandemic.	<p>This category will consider:</p> <ol style="list-style-type: none"> <li>1) Grant requests to fund services that meet basic needs stemming from the pandemic. Grants awarded would be made for services like those supported in Phase I (i.e. food insecurity, mental health, social services, rental assistance, and services to support the homeless), <b><i>Or</i></b></li> <li>2) Grant requests for unrestricted operating support that benefit existing programs, or new program approaches that respond to important community needs. This category will also consider requests to maintain an organization's operations (but not to replace lost fundraising revenue). Requests normally submitted for Community Impact/Burke Legacy Grants, and FWG funding should apply in this category.</li> </ol> <p><b>In this category, there is no floor or ceiling, but requests should be realistic and reflect the organization's needs.</b></p>	Bi-weekly

Grant Category	Eligible Organizations	Description*	Application Review
<p><b>Organizational Capacity Building</b></p>	<p>Any qualified nonprofit organization seeking support to advance its mission more effectively into the future, in addition to the priority considerations listed above.</p> <p>This category will consider requests from Organizations with board and staff leadership focused on systemic, longer-term governance and infrastructure enhancements. Focus of the grant can be at the project or organizational level.</p> <p>Applicants must have a significant track record of service.</p>	<ul style="list-style-type: none"> <li>• Financial and scenario planning for the next 12 to 24 months to aid restructuring business models and improving financial and operating stability, including safe staying open practices.</li> <li>• Planning and execution of partnerships, collaborations, and/or mergers to increase effectiveness, eliminate duplication, and improve sustainable operations.</li> <li>• Strengthening governance including embracing practices that promote a culture of equity and inclusion</li> <li>• Succession planning for board and executive leadership.</li> <li>• Guiding necessary cessation of operations and the gentle dissolution of an organization.</li> </ul> <p><b>Maximum request of \$100,000.</b></p> <p><i>* Organizational Capacity-building requests will be evaluated by the Bunbury Fund Advisors.</i></p>	<p>Monthly</p>

### **Activities Not Eligible for Funding**

- Virtual programming with no outcome measurement or strategy for reaching the targeted audience
- Revenue replacement from canceled fundraisers, programs, or endowment loss
- Universities, colleges, and private schools are not eligible to apply for financial support for their students cost covered by the CARES Act
- Medicare/Medicaid reimbursable services
- Proposals for educational programs without evidence of alignment, consultation and planning with school(s) and districts
- Capital and endowment campaigns
- Fundraising appeals and sponsorships
- Fraternal and religious activities
- Police, fire, and rescue services

**EVALUATION CRITERIA**

<b>Criteria</b>	<b>Description</b>
<b>General Applicant Information</b>	Includes information about the applicant and what the applicant wants to do, amount requested, and duration of the project.
<b>Clear Statement of Need</b>	Explain the issue(s) you are addressing and why you have chosen to respond to this/these issue(s) in this funding request. Use local information and data to make a compelling case. Anticipated outcomes must be clear. If similar programs exist in the area, explain how your program is different in terms of approach or population served. If proposing a new program, explain why it is currently necessary.
<b>Population Served</b>	Who will benefit and how? Describe the people served in terms of age, ethnicity/race, geography, or any other essential characteristics. Given the restrictions imposed by the pandemic, how will you reach the targeted population?
<b>Outcomes</b>	State the outcomes you seek to achieve. Indicate how you will determine your success in achieving the outcomes.
<b>Project Design/Activity</b>	Provide a concise overview of the activities involved. What is the evidence that the proposed approach will result in the intended outcomes? Indicate why your approach is novel or otherwise deserving of funding. If your agency is part of a collaboration, identify your partners, their roles, and the resources they will provide. Did you involve in planning the people who will benefit from the program and how?
<b>Racial Equity</b>	The Community Foundation will require applicants to address issues of racial equity regardless of the type of service(s) provided. One aspect we will seek to understand is how the applicant addresses racial equity in the services it provides. Is there an indication that the organization seeks to improve its service delivery using a lens of equity, understanding the community it serves to reach historically under-resourced populations? Please describe what your organization is doing or is in the process of doing for the entire organization to address the issue of racial equity, especially from the top of the organizational chart (board and executive leadership).
<b>Collaborative approaches</b>	Strategic alignment and collaboration around service delivery is highly encouraged when it results in more effective and efficient service. Collaboration for its own sake is not the goal.
<b>Financial Information</b>	Provide the program or organization's budget as appropriate. The organizational budget is only required for applications for capacity-building. Otherwise, a project budget should be submitted. Provide the amount of your endowment and its restrictions. Provide the amount of operating reserves, how much has been used during this pandemic and upload most recent 990.
<b>Credentials</b>	Explain why your agency and its staff are qualified to carry out the project successfully. What sets your agency apart from others doing similar work? Does your staff involved in the project reflect the diversity of the population you will serve, have experience in meeting the needs of the targeted population, and speak their language?
<b>Challenges</b>	Other than funding, what challenges does the program face?
<b>Organizational Capacity</b>	Describe your capacity to deliver the program in terms of experience and staff expertise and tenure. If there is a change in your staff leadership (i.e.,

executive director or a key project staff) you must let us know and state the plans to staff the program or organization.

## APPLICATION PROCESS

All applications must be submitted through the Community Foundation's grant portal. The login address is <https://www.grantinterface.com/princetongrants/common/logon.aspx>. The online portal is PC and Mac friendly.

**The grant application portal will remain open during the current phase of the Covid-19 Fund. Applications will be accepted on a rolling basis and reviewed by teams in accordance with the schedule listed with the grant criteria.**

### **Assistance with Preparing Applications**

The Community Foundation will host a virtual grant information session on **Wednesday, August 26, 2020 at 11:00am** to review grant guidelines and answer questions. The **grant information session is strongly suggested but not mandatory**. Attendees must register <https://pacf.org/events/>. Zoom information will be sent after the registration process is complete.

### **How Grants Are Announced**

The Community Foundation notifies all applicants of its decision by electronic mail. Grantees are encouraged to publicize their awards themselves through press releases, social media, newsletters, web sites, and annual reports, and to acknowledge COVID-19 Relief & Recovery awards. For assistance or advice on acknowledging grants from either source, please contact Michelle Sahn, Director of Communications, at [msahn@pacf.org](mailto:msahn@pacf.org) or at (609) 219-1800.

## EXPECTATIONS OF GRANTEES

### **Use of Grant Funds**

Grants must be used exclusively for the purposes and activities specified in the grant application. Grantees may be required to return grant funds not used in the manner described in their grant proposal. Grantees should notify the Community Foundation as soon as possible if their needs or circumstances change.

### **Reporting Requirements**

Grantees are required to submit **end-of-grant reports**, including financial reports and all project evaluation data, lessons learned, changes that will be made in similar future endeavors, and unintended consequences, if any. Report forms will be available on the Community Foundation's grant portal. Failure to complete and submit reports in a timely manner will render an applicant ineligible to apply for future funding. The Foundation may request a status report at its discretion.

### **Non-Discrimination**

The Community Foundation and its grantmaking partners support programs and organizations that promote inclusiveness and do not discriminate on the basis of race, gender, religion, marital status, sexual orientation, age, national origin, disability, or any other characteristics protected by law.

### **ADDITIONAL OPPORTUNITIES**

If for whatever reason, a proposal meets our guidelines, is of high quality, and addresses a significant need, **but** not funded by the COVID-19 Relief and Recovery Fund or our grant partners, we may seek support from a collaborating foundation, corporation, or individual donor. There is no guarantee, but we will continue to inspire greater collaboration among funders and donors as well.

A “final” Phase III is anticipated with an eye toward sustained recovery and rebuilding.