



Community Based
Grantsmaking Initiative

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Regional Information Sessions

August 4 & 5, 2014

Western Region Prosperity Zone



Community Assistance Initiative (CAI) (2007-13)

A Brief History

- Board approved initiative to target Tier 1 counties that had not received any direct GLF grantsmaking
- Later expanded to any county that was or had been Tier 1 from 2007 through end of 2012
- \$2 million reserve for each Tier 1 county
- In October 2013, process was completed in 46 counties – 201 grants made totaling over \$89.1 million
- Public, community-based process took 6-7 meetings, 437 meetings total



Community Assistance Initiative (CAI) (2007-13)

✓ Strengths

- Significant level of grantsmaking
- Locals drive the process in public meetings
- Doing most good for most people
- Build the foundation for economic growth

✓ Weaknesses

- Took 6+ years to work through 46 counties
- Some Tier 2 counties also struggle
- “Sweet spot” hard to find
- Not all counties equally ready
- Long process/staff intensive



Community Based Grants Initiative (CBGI) FY 2016

THE GOALS STAY THE SAME

- Providing for clearly identified priorities/solving needs at local level
- For those with competitive projects, awarding significant grants per county (up to \$1.5 million)
- Targeting counties that are the most in need
- Promoting economic growth and development in long term
- Doing the most good for the most people

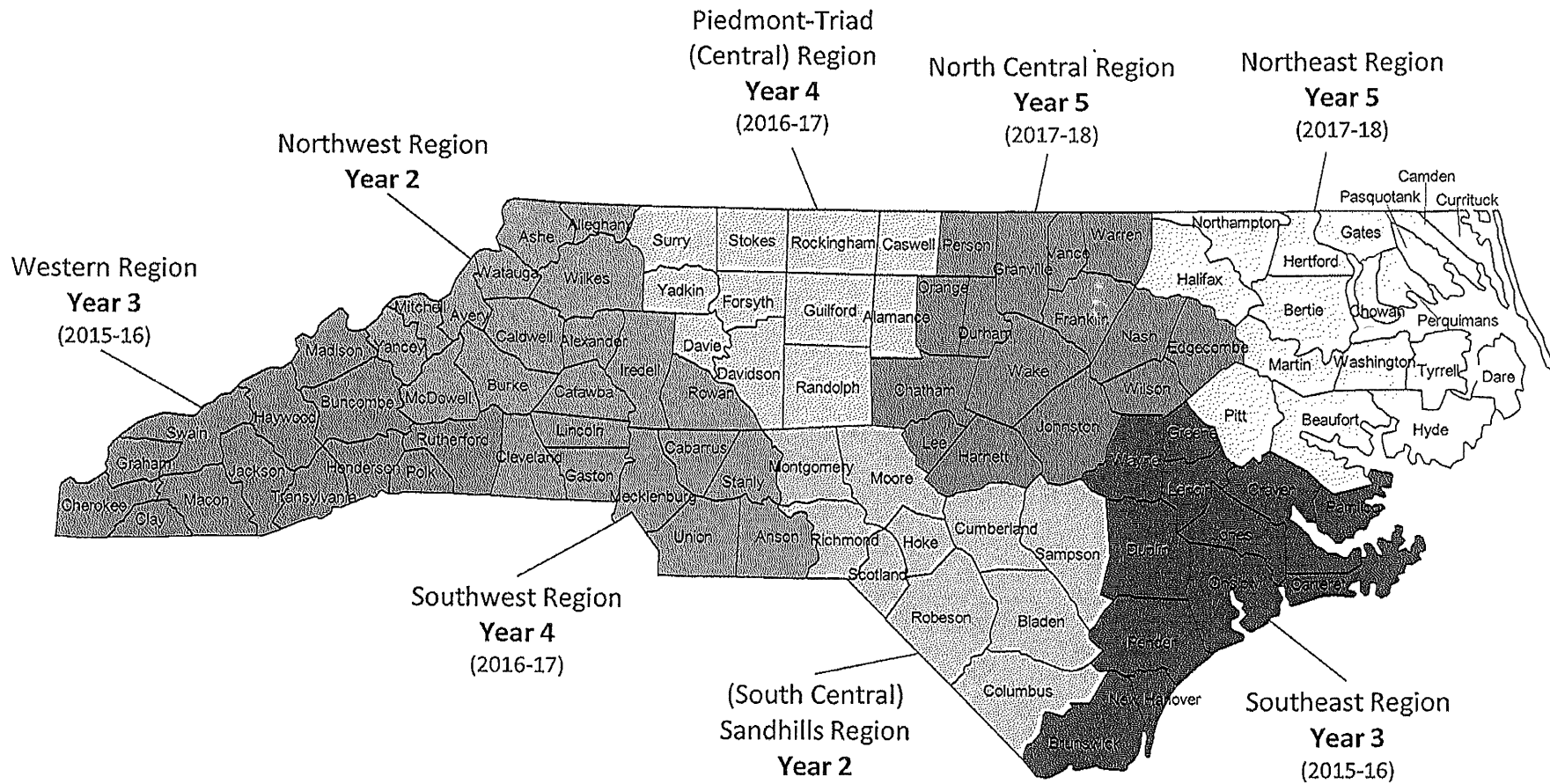


Community Based Grants Initiative FY 2016

THE PROCESS CHANGES

- It is competitive to any county within a region. Counties may submit between 1-3 *Letters of Inquiry* for project ideas that total no more than \$1.5 million.
- Only project ideas that are endorsed by county manager will receive consideration.
- Not all counties, nor all project ideas, will receive funding.
- It is an abbreviated process to identify those projects that are ready to move the needle quickly, more similar to other Golden LEAF grant programs.
- It is a focused process with grants targeted toward investments in the building blocks of economic growth. Grants are limited to projects that address economic development, education, workforce development, infrastructure, health care infrastructure and agriculture.
- Grant awards would be typically limited to 1-3 projects per county.
- A 20% cash match helps to make a project competitive.
- All counties will be able to apply when it is their region's turn. We are currently implementing this process in the Western and Southeastern Prosperity Zones.

Golden LEAF Community-Based Grants Initiative North Carolina Prosperity Zones



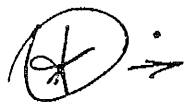
View of the Western Prosperity Zone

- No county in region has wages above the state average – median county at 2/3 of average
- Physicians per capita are low – only 3 of 13 have above the state average
- Strength in both property values & high school graduation rates – only 1 below state average
- Mixed bag in terms of ratings for unemployment, family income, math scores

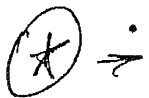


Community Based Grants Initiative FY 2016 Characteristics of Competitive Projects...

- Clearly meet identified issue/need in county, Golden LEAF priorities and are aligned with investments in the building blocks of economic growth. Will help improve human/physical capital that makes the county more attractive as a place to create, grow or locate a business. **Grants are limited to projects that address economic development, education, workforce development, physical infrastructure (including health care infrastructure), and agriculture**
- Will "do the most good for the most people"
- Demonstrate a timeliness of need and an ability to put grant funds to work quickly
- Focused on action, not planning
- Leverage additional funds/investment and community buy-in - 20% local CASH match preferred
- Will leverage previous community planning processes and build on their results/findings
- Are sustainable
- Have strong support from variety of county citizens/organizations (involvement, letters, process)

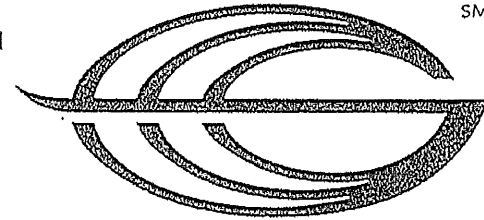


• **Low priorities include proposals related to: tourism/arts/cultural resources, shell/spec buildings, emergency services, social services**



• **Past performance and track record with Golden LEAF grants is considered**

Golden LEAF FOUNDATION



MAJOR POINTS

- The **County Manager** serves as the key contact of the process, in terms of responsibility for submitting a slate of projects that are ready to go. Projects do not have to be administered by county government
- To be competitive, a 20% CASH match for the project must be secured or pending
- The CBGI only accounts for just over one-third of Golden LEAF's grantsmaking this year, and projects fitting under other programs can feel free to submit proposals under those funding cycles. HOWEVER, to be considered under another Golden LEAF funding cycle (Open Grants, Economic Catalyst) you must follow those processes to apply
- 3 Step Review and Decision Process: County Manager Selects and Submits Project Letters of Inquiry (LOI), Golden LEAF Board invites or declines to invite full proposal based on LOI, Golden LEAF Board approves or declines full proposal applications



Community Based Grants Initiative FY 2016 Projected Process

- **August 5 & 6, 2015:** Briefings on CBGI process for the Western Prosperity Zone in Murphy and Flat Rock. It is the same briefing. Thanks for being here.
- **October 1, 2015:** Letter of Inquiry (LOI) form for 1-3 projects are due from County Manager. County Manager must endorse the Letter of Inquiry with a signature and provide a cover letter explaining how the LOIs were selected and how the project will address economic transition.. Letter of Inquiry (LOI) forms are distributed at this meeting and available on the Golden LEAF website at www.goldenleaf.org. *NOTE: LOI forms received by Golden LEAF without an endorsement signature from the County Manager will not be considered for funding in this initiative. To be considered under Golden LEAF's other funding cycle – you must apply through those processes.*
- **October 23, 2015 (location will be announced):** Golden LEAF staff completes review of LOIs and President will provide feedback on submissions. There will be a brief window of opportunity to strengthen the case for a project and provide clarifying information. (Deadline for revisions and updates will be October 30, 2015)
- **December 3, 2015:** Golden LEAF Board of Directors votes on LOIs. The vote is whether or not to invite a full proposal based on the LOI.
- **January 22, 2016:** For those invited – FULL grant proposal packages are due
- **Late January - February 2016 (dates will be announced):** Golden LEAF conducts site visits with proposal applicants
- **April 7, 2016:** Golden LEAF Board votes on full proposals



County Managers will submit from 1 to 3 LOI forms for projects that total no more than \$1.5 million. The LOIs must be accompanied by a cover letter that describes the following:

- Description of need in the county
- Description of the process for selecting the LOI projects
- Priority order of the submitted projects
- Description of past planning processes and/or SWOT analyses that inform the selection of priority projects
- The potential and capacity of project organizations to carry out the work, achieve results, maintain sustainability and manage reporting/documentation requirements
- Description of the base of community support for projects across sectors
- If applicable, an assessment of the impact and success of past Golden LEAF funded projects
- Description of local match and leverage
- Description of impact, outcome measures and population served by the proposed slate of projects



Grants Management Capacity is Critical

- 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 take 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 close if not firm-Golden LEAF will not go back and add dollars to an existing grant award



Non-Negotiables

Eligible Applicant – must be a 501c3 or governmental entity

Eligible Uses of Funds

- must be charitable – no impermissible private benefit

- typically do not make grants for purchase of land or buildings

- typically do not make grants to reimburse for prior expenditures

- typically do not make grants to capital campaigns or to build endowments

Priority projects 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 subject to all reporting requirements of Golden LEAF Foundation and Office of N.C. State Auditor/Offices of State Budget and Management as applicable. Grantees must meet all compliance conditions as outlined 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



Parting Words:

- Urgency
- Specific Outcomes
- Significance
- Focus
- Capacity
- History
- Geography



Thank you for your attention.

Questions?

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