

SUCCESSFULLY APPLYING FOR GRANT FUNDING

Leah Yasenchak, PhD
AICP/PP, CEcD

November 2014



BRS

Brownfield Redevelopment Solutions, Inc.

739 Stokes Road, Units A & B, Medford, NJ 08055
t (856) 964-6456 f (732) 782-0404

PO Box 2293, Medford Lakes, NJ 08055
njbrownfield.com



Topics to be Discussed

1. Sources of Funds
2. Grant Writing
 - Initial steps
 - Budget
 - Match and leveraged funds
 - Narrative
 - Project Partners
4. Implementing the award
5. Case Study #1: NJ Municipal Public Access Grant
6. Case Study #2: Flood Hazard Risk Reduction and Resiliency Grant



BRS

Brownfield Redevelopment Solutions, Inc.

739 Stokes Road, Units A & B, Medford, NJ 08055
t (856) 964-6456 f (732) 782-0404

PO Box 2293, Medford Lakes, NJ 08055
njbrownfield.com



Types of Assistance Available

- Consider the types of funding that would work best for your project & you have the capacity to implement
 - Grants
 - Loans & loan guarantees
 - Tax credits
 - Technical assistance



BRS

Brownfield Redevelopment Solutions, Inc.

739 Stokes Road, Units A & B, Medford, NJ 08055
t (856) 964-6456 f (732) 782-0404

PO Box 2293, Medford Lakes, NJ 08055
njbrownfield.com



Identification of Funding Sources

Search high & low!

- ❑ Get on funder email lists
- ❑ Routinely monitor funder websites for announcements
- ❑ Explore government websites like grants.gov & nj.gov/nj/gov/njgov/grants.html
- ❑ Attend funding workshops
- ❑ Consider paying for access to funding directories, such as Foundation Center
- ❑ Network so others will think of your project when they learn of new opportunities



BRS

Brownfield Redevelopment Solutions, Inc.

739 Stokes Road, Units A & B, Medford, NJ 08055
t (856) 964-6456 f (732) 782-0404

PO Box 2293, Medford Lakes, NJ 08055
njbrownfield.com



Beginning the Process

Timing is everything!

- Budget sufficient time to write the application
- Gathering data for the application in support of your project will take time
- Afford time to complete any community notification requirements
- Allow sufficient time to get support/commitment letters
- If allowed, consider taking the time to speak or meet with the funder in advance
- Make sure you have credentials in place to submit the application.



BRS

Brownfield Redevelopment Solutions, Inc.

739 Stokes Road, Units A & B, Medford, NJ 08055
t (856) 964-6456 f (732) 782-0404

PO Box 2293, Medford Lakes, NJ 08055
njbrownfield.com



Developing Your Project Idea

- Create a winning strategy for your project
- How is your project different from other applicants?
- Consider all potential components of your project & think outside the box
- Think through your needs:
 - Wages & fringe
 - Travel & staff education expenses
 - Equipment & supplies
 - Hard & soft contractual expenses



BRS

Brownfield Redevelopment Solutions, Inc.

739 Stokes Road, Units A & B, Medford, NJ 08055
t (856) 964-6456 f (732) 782-0404

PO Box 2293, Medford Lakes, NJ 08055
njbrownfield.com



Determine Your Eligibility

Don't waste your time if your project is ineligible!

- ❑ Typical eligibility restrictions include:
 - ❑ Types of activities to be funded
 - ❑ Project or applicant geographic location
 - ❑ Applicant organization type & possibilities for partnerships

- ❑ Always contact the funder if you have any questions on eligibility before submitting an application!



BRS

Brownfield Redevelopment Solutions, Inc.

739 Stokes Road, Units A & B, Medford, NJ 08055
t (856) 964-6456 f (732) 782-0404

PO Box 2293, Medford Lakes, NJ 08055
njbrownfield.com



Garnering Community Support

- ❑ Funders want to ensure projects are not being done in a vacuum & are supported by the community
- ❑ Some applications have community notification requirements
- ❑ Letters of support or commitment are often required
 - ❑ Not just about the number of letters received
 - ❑ Quality letters are important!
 - ❑ Take the time to tailor letters to the organization instead of just using a template



BRS

Brownfield Redevelopment Solutions, Inc.

739 Stokes Road, Units A & B, Medford, NJ 08055
t (856) 964-6456 f (732) 782-0404

PO Box 2293, Medford Lakes, NJ 08055
njbrownfield.com



Project Budget

- ❑ Develop a realistic yet competitive budget
- ❑ Depending on the volume of applications received, some funders may choose to fund only a portion of the project, so consider submitting a phased project approach
- ❑ Determine if the grant funding is provided up front or if it is made available on a reimbursable basis
- ❑ Double check for math errors!



BRS

Brownfield Redevelopment Solutions, Inc.

739 Stokes Road, Units A & B, Medford, NJ 08055
t (856) 964-6456 f (732) 782-0404

PO Box 2293, Medford Lakes, NJ 08055
njbrownfield.com



Match & Leveraged Funding

- ❑ Many funders will require a cash or in-kind match, typically on a percentage basis
- ❑ Consider increasing your competitiveness by providing a match even if it is not required
- ❑ Leverage! Attach evidence to the application of other funding sources that have gone into the project



BRS

Brownfield Redevelopment Solutions, Inc.

739 Stokes Road, Units A & B, Medford, NJ 08055
t (856) 964-6456 f (732) 782-0404

PO Box 2293, Medford Lakes, NJ 08055
njbrownfield.com



Grant Application Narrative

For those applications that require narratives...

- ❑ Write a compelling story that sets your project apart in the reviewers' minds
- ❑ Clearly define your priorities for the project & weave them throughout the application
- ❑ Pull at reviewers' heartstrings! Emphasize how bad things will be in the community until the project is addressed vs. talking about your community's strengths at length



BRS

Brownfield Redevelopment Solutions, Inc.

739 Stokes Road, Units A & B, Medford, NJ 08055
t (856) 964-6456 f (732) 782-0404

PO Box 2293, Medford Lakes, NJ 08055
njbrownfield.com



Tips & Tricks

- Read the application guidance cover-to-cover & follow directions
- Write as though the reader knows nothing about your community
- Get an outside editor
- Be kind to your reviewers & minimize use of acronyms & jargon
- Keep extraneous information out that will just distract from your story
- Keep it realistic & ensure your assertions are backed up with data or examples



BRS

Brownfield Redevelopment Solutions, Inc.

739 Stokes Road, Units A & B, Medford, NJ 08055
t (856) 964-6456 f (732) 782-0404

PO Box 2293, Medford Lakes, NJ 08055
njbrownfield.com



Tips & Tricks (cont.)

- Answer all questions. If a question doesn't apply to you, respond with an "N/A" or explain why it doesn't apply
- If a proposal checklist is provided by the funder, use it to ensure you haven't missed anything
- Ensure you can fulfill the timeframe required by the funder



BRS

Brownfield Redevelopment Solutions, Inc.

739 Stokes Road, Units A & B, Medford, NJ 08055
t (856) 964-6456 f (732) 782-0404

PO Box 2293, Medford Lakes, NJ 08055
njbrownfield.com



After Awards are Announced

What have I gotten myself into?!

- Forms, forms, forms!
- Some funders require drafting of a separate grant work plan
- Execution of grant agreement



BRS

Brownfield Redevelopment Solutions, Inc.

739 Stokes Road, Units A & B, Medford, NJ 08055
t (856) 964-6456 f (732) 782-0404

PO Box 2293, Medford Lakes, NJ 08055
njbrownfield.com



Thank You !

**Leah Yasenchak, PhD
AICP/PP, CEcD**

Leah@BRSInc.com

(732) 859-0831



BRS

Brownfield Redevelopment Solutions, Inc.

739 Stokes Road, Units A & B, Medford, NJ 08055
t (856) 964-6456 f (732) 782-0404

PO Box 2293, Medford Lakes, NJ 08055
njbrownfield.com



Tara B. Paxton, AICP/PP
Assistant Planner & Grant Administrator



Township of Brick

You got the grant - now what?

- ∞ Policies
- ∞ Procedures
- ∞ Organization
- ∞ Key to making grants process easy



Policies & Procedures

Does your municipality have a designated grants employee?

- ☞ Knows what is in the grant agreement
- ☞ Makes sure procedures are followed and resolutions are passed
- ☞ Follows through on grant agreement execution
- ☞ Ensures grant is in the budget or Chapter 159
- ☞ Keeps records in central location
- ☞ Processes invoices and reimbursements
- ☞ Performs reporting

Township of Brick Grant Procedures

Please adhere to the following procedures with regard to writing, obtaining and managing your departmental grants:

- If your department is interested in applying for the grant; contact the Grant Administrator and we will coordinate either a conference call or a meeting to see if the grant opportunity meets your needs.
- The Grant Administrator will coordinate between the designated staff and the Grant Writer (Millennium Group) to draft the grants and plan submission.
- Utilize the attached grant checklist to determine the grant requirements. Sometimes, a grant looks like it is a perfect fit. However, when you consider the amount of time you will spend administering the grant and making sure you meet all of the Grantor requirements; it may not be worth the effort.
- If you do decide to move forward schedule a meeting or discuss the grant with the Grant Administrator and/or Administrator.
- The new process will require PRIOR APPROVAL from administration and council and notification to the finance office.
- When a resolution of approval is required, the resolution must be sent to the Council Secretary prior to the next available Council meeting for consideration for the agenda. The resolution must be copied to the Grant Administrator, Finance Office and Administrator. It will not be considered for adoption by Council unless it is approved by those entities first and checked off on the checklist.
- In the cases when there is no resolution requirement, approval must be obtained by the requesting department from administration and the Council Business and Finance Committee if a grant match is required.
- If no grant match is required, it must first be approved by the Administrator and Grant Administrator. Once again, these approvals must be copied to the Finance Office.
- If the grant application is approved by the Grantor, all contract documents and resolutions of acceptance must be copied to the Grant Administrator and Finance Office.
- A shared "GRANTS" drive will be created for all users to save their files so that they are accessible for proper tracking. All files will have to be maintained in these folders. Copies of the grant documents and the checklist must be kept in these folders – it will cut down on the amount of copying and duplication. There will also be a spreadsheet for each grant maintained by the Finance Office showing the balances and encumbrances for each grant. The financial columns will be protected, but additional columns can be added for notes, etc. If you edit anything in these files, you must email Finance and the Grant Administrator to inform them of changes. This will be the central control for the grant tracking.
- All requisitions for grant charges or projects being paid for by grants must be set to the Grant Administrator for signature. This step is being put in place to create a check and balance between where grants are being charged and to be sure they are being reimbursed to the right account.
- When an invoice is submitted to a grantor agency, it must be copied to the Finance Office so they know when to expect funds and what those funds are to be applied to. If a check comes in with no prior knowledge of what it is for, it will not be applied to your grant and it will create errors in your reporting.
- When grant expenditures are not charged to the correct line item or account, it creates bookkeeping issues and also creates errors in your reporting.
- If a project is a reimbursement, and has to be charged to a capital ordinance, please put the capital ordinance number and the grant number it should be tracked to. In addition, the purchase order number should be indicated on all grant payment submissions (invoices, etc.)

Policies & Procedures

****It is required you meet or discuss the grant proposal with Administration and/or Grant Administrator prior to beginning the checklist.****

TOWNSHIP OF BRICK GRANT APPROVAL CHECKLIST

Requesting Department: _____

Department Contact: _____ Ext. _____

Name of Grant: _____
Description of Grant: _____

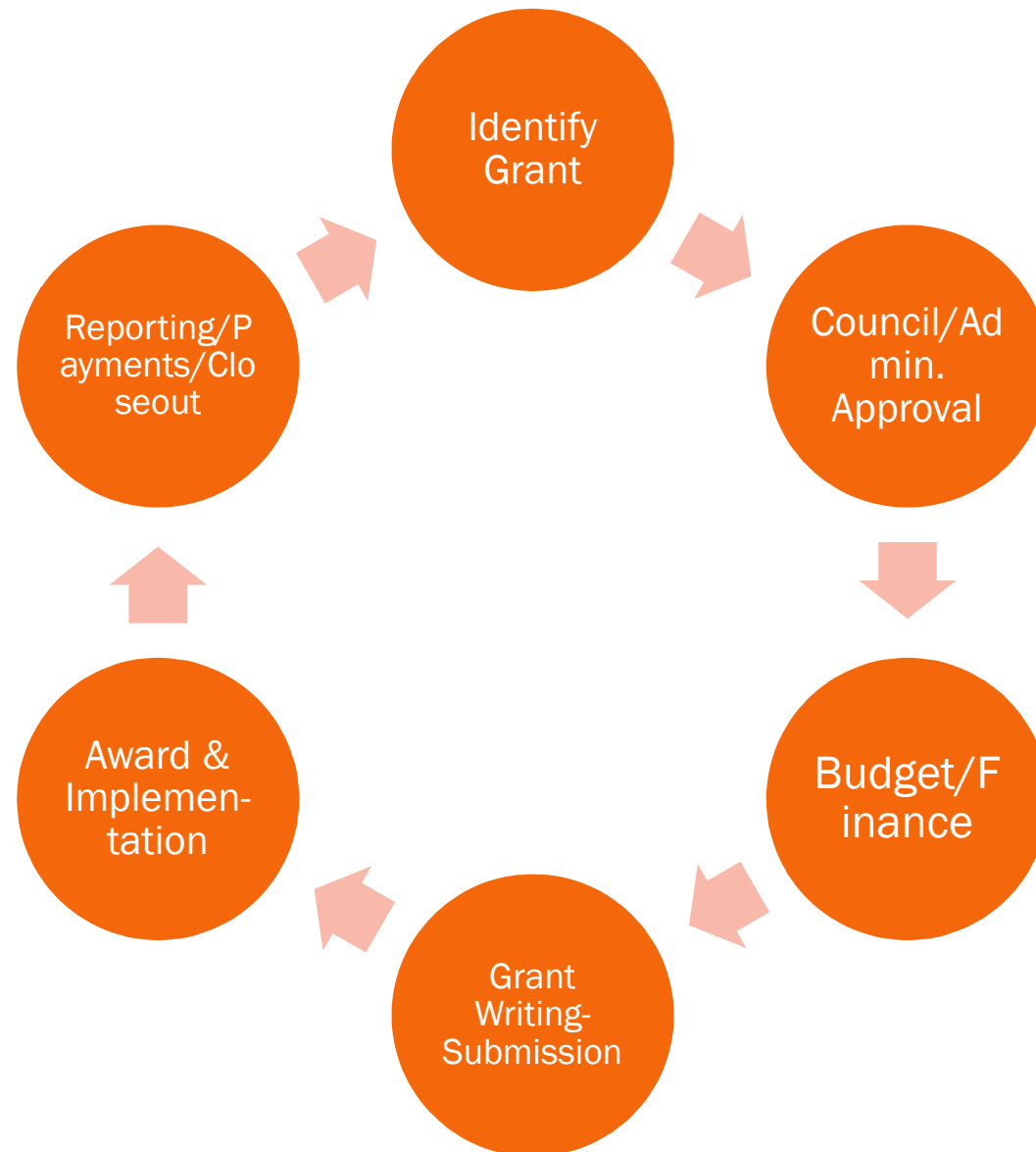
Funding/Awarding Agency: _____

Funding Agency Contact Person: _____
Grant Amount: _____ Term of Grant: _____ Deadline _____
Match Required? Yes _____ No _____ Amount _____
Type of Grant _____ Reimbursement _____ Up Front _____
Resolution Required? Yes _____ No _____ Other _____ Reso # & Date _____
Was Grant Budgeted? Yes _____ No _____ FY _____ Ch. 159 _____

____ Grant Administrator Approval _____ (Date approved)
 ____ Business Administrator/CFO Approval _____ (Date approved)
 ____ Purchasing Agent Approval _____ (Date approved)
 ____ Finance Office Approval – Preparation of Chapter 159 if needed _____ (Date approved)
 ____ Council Committee Approval _____ (Date approved)
 ____ Land Use
 ____ Storm Recover (Sandy)
 ____ Recreation
 ____ Public Safety
 ____ Recreation
 ____ Public Works
 ____ Other
 ____ Council Budget & Finance Committee Approval _____ (Date Approved)
 ____ Resolution for Submission of Grant _____ (Date)
 ____ Grant Submitted _____ (Date)
 ____ Grant Approved/Denied _____ (Date)
 ____ Resolution for Acceptance of Grant _____ (Date)
 ____ Fully Executed Acceptance of Grant Sent to Awarding Agency _____ (Date)
 ____ Grant Contract sent to
 ____ Finance Office _____ (Date)
 ____ Purchasing Office _____ (Date)
 ____ Business Administrator _____ (Date)
 ____ Clerk's Office _____ (Date)
 ____ Approval from Dir. Of Div. of Local Gov't Services to insert grant into Municipal Budget _____ (Date)
 ____ Request Finance Office provide Grant # for billing to grant _____ (Date) Grant # _____
 ____ All Requisitions sent to Grant Administrator for Approval _____ (Date)
 ____ Grant Reporting to awarding agency copied to Council & Grant Administrator

- ∞ Identify one person in each department as contact for grant consultants and/or grant employee
- ∞ Develop Checklists and use them
- ∞ Hold Training at meetings to discuss policies and procedures

Work flow



Access to grant applications and reporting

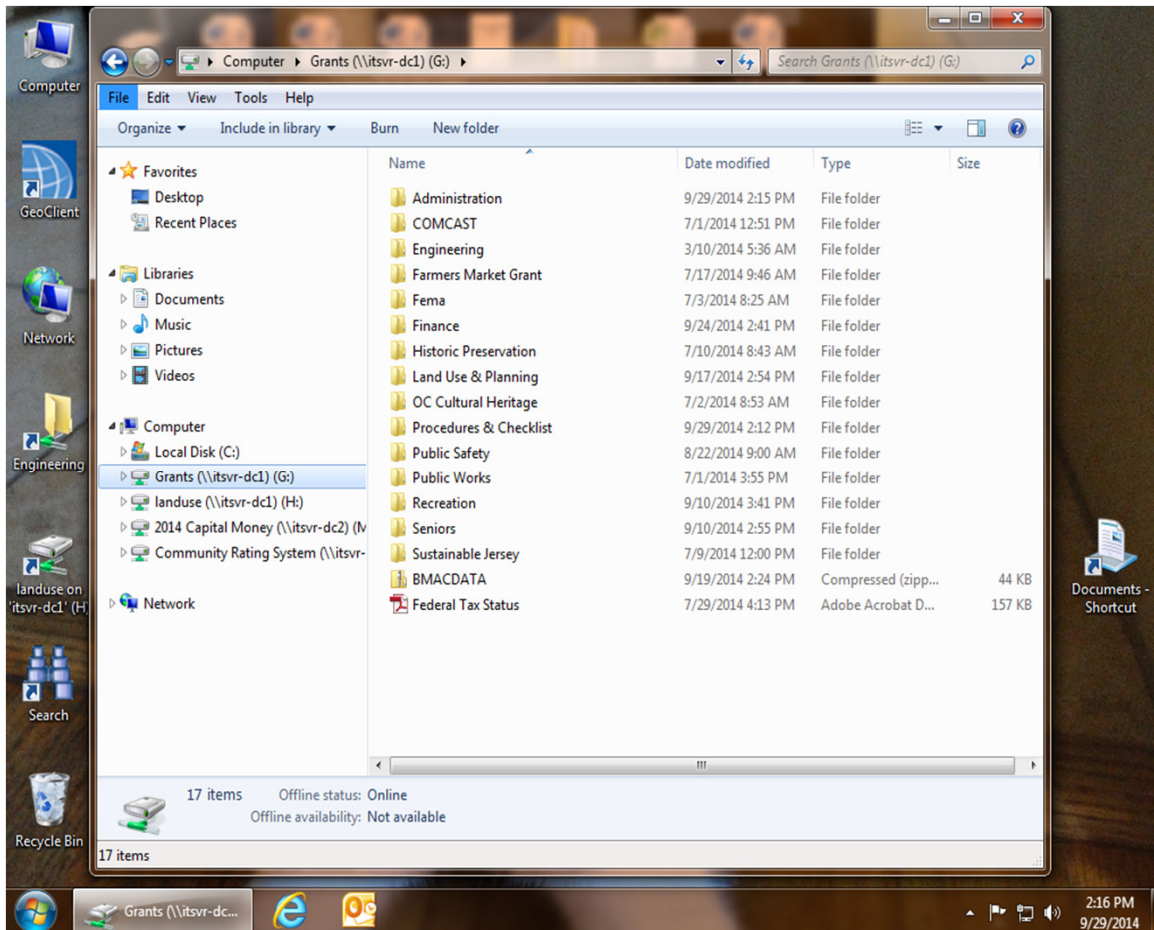
- ∞ Password & Username management – keep all grant reporting and application site user names and passwords in administration
- ∞ In Contacts or in a file that is accessible to only a few
- ∞ Designation of back up person(s) – at least 3



Welcome to



Create drive on network just for grants



- Have IT Dept. authorize users
- Organize contents by year
- Folders by department or grant

Keep all files organized on shared drive

BCI Burke Company LLC



Accepted and Approved

Signed: _____

Dr Pepper Snapple Group – KaBOOM!
Let's Play Construction Grant Program

Organiz:
Phone Nur
Email/Fax Nur
Add
City, State, Zip C
Ship To N
Ship To Zip C
Project Na

Product Code	
35-79630-2	Nucl
550-0143	Sing
550-0145	Sing
560-0457	Swif
560-0563	Cruis
560-2573	Kidfe
580-0299	Rain
580-0301	Touc
580-0302	Touc
580-1294	FS V
580-1302	FS S
590-0008	Para
660-0145	Post
	KaB
	Grar
	subr



Ma
Title: Sale
BCI

Thank you for the opportunity to provide you with this quote.
We look forward to filling your park & playground needs in the months and years to come!

Pricing and Freight valid for 30 days from date of quote.

Special Notes:

Prices do not include unloading, material storage, site excavation/preparation, removal of existing equipment, removal of excess soil from footing holes, site security, safety surfacing (unless shown in quoted items above), installation (unless shown in quoted items above) or sales tax (if applicable). Prices are based on standard colors per CURRENT YEAR BCI Burke Catalog. Custom colors, where available, would be an extra charge. Freight charges are predicated on all items being ordered and shipped at the same time.

BCI Burke Company, LLC
"An ISO 9001:2008 and ISO 14001:2004 Certified Company"
660 Van Dyne Road • P.O. Box 549 • Fond du Lac, WI 54936-0549 • Phone (920) 921-9220 • Fax (920) 921-9566 • www.bcburke.com
Reinventing Play™

OMI, and a
a playground
illing to comply
n may result in

ist be on or before

in summary here as
ild a community

of the following
ipment Company, or
the selected

cturer toward whom
usive of grant

t so that KaBOOM!
count.

the Grantee, once the

a remaining balance

turer, for purchase of
ntee and Grantee

does not complete a playground build, Grantee will reimburse KaBOOM! for the amount of the payment.

8. During any time of the grant program the grant can be withdrawn due to incomplete benchmarks during the planning process.

Follow up

Grant Manager

- ☞ Make sure your finance office is aware when a grant is applied for
- ☞ Copy clerk, administration and finance on all correspondence
- ☞ Follow up with finance office when reimbursement are submitted – follow up with grantor may be needed to get paid

Finance Office

- ☞ Finance office must insert grant into budget or have Chapter 159 adopted
- ☞ Set up of grant number
- ☞ Authorize access to grants to department representatives
- ☞ Inform you of payment and closeout of grant

Questions

- ☞ Tara B. Paxton, AICP/PP
- ☞ tpaxton@twp.brick.nj.us
- ☞ 732-262-4783 ext.1344