Community Small Grants Program
2021-2022

SUMMARY

Neighbors West-Northwest invites community groups in NW and inner SW Portland to apply for our Community Small Grants program. This funding is intended to activate communities and unite neighbors toward common goals.

Through this program we seek to:

- Increase the number and diversity of people engaged in our communities

- Support local organizations' efforts to expand leadership capacity and partnerships, and reach internal equity goals

- Amplify overlooked voices and increase public influence on decision making

- Support community preparedness and resiliency building efforts

- Expand local capacity to care for the physical environment

The Small Grants Program emphasizes broad community participation, especially through partnerships among neighborhood, business, and community-based organizations. Priority will be given to projects that engage historically under-represented and under-served communities. Projects should engage and benefit community members in the Neighbors West-Northwest area.

There are now 4 pathways to apply for a Small Grant, each with slightly different applications. A full description of these project types and application details are provided on page 3.

- Community Building Event

- Communication Project

- Neighborhood Care, Cleanup or Resiliency Project or Event

- Civic Engagement or Social Justice-Focused Project

We look forward to working with organizations that share our goal of building equitable, livable, and sustainable neighborhoods and communities for all. Applications are welcome from neighborhood associations, identity-based groups, youth and faith organizations, and any community group in or serving the region.

Thank you to Mayor Ted Wheeler, the Office of Community & Civic Life, and the Portland City Council for funding community building in Portland.

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STATEMENT OF NON-DISCRIMINATION

NWNW is committed to making our resources available to every member of NW and inner SW Portland without regard to national origin, race, color, age, marital or familial status, sex, sexual orientation, gender identity, gender expression, educational background, disability, religion, veteran status, political opinion, physical appearance, or income. We expect our grantees to uphold this policy in their work and will withhold funds if a determination is made to the contrary.

APPLICATION DEADLINE & PROJECT TIMELINE

Applications will be accepted and reviewed twice a year. Applications received in-between these dates may be held for the next review session. See Application Instructions (page 7) for further details.

Grant Applications available	No later than June 1, 2021
1st Round Grant Applications due	Thursday, July 15, 2021 by 5:00 pm
1st Round Awards Announced	Friday, August 13, 2021
2nd Round Grant Applications due	Thursday, January 13, 2022 by 5:00 pm
2nd Round Awards Announced	Friday, February 11, 2022
Projects must be completed with all expenses paid by	June 30, 2022
Final report and documentation no later than	July 30, 2022

Applications must be submitted online: nwnw.org/about-us/what-we-do/grants/
Contact Anastasia Zurcher, anastasia@nwnw.org or 503.823.4288, for assistance:
- If you don't have reliable computer access or need translation services
- With grant writing
- With general questions or concerns
- If you don't have a 501(c)3

Grant Writing Support

First-time grant-writer? Not sure if your idea qualifies for funding? NO PROBLEM! No prior experience is necessary. NWNW staff is available to answer any questions and give feedback on your application. Don't hesitate to reach out, we are here to help make your project a success!

For More Information
Anastasia Zurcher
503.823.4288 / 971.226.9116
anastasia@nwnw.org
nwnw.org/about-us/what-we-do/grants/

PROJECT CATEGORIES

COMMUNITY BUILDING EVENT	This category includes any large or small community gathering, open to the public, that does NOT charge an admission (donations may be collected). Event should aim to bring people together in a shared experience, build relationships, and strengthen community.
Funds can be used for	Any event related expenses: personnel costs like artist/presenter fees, security, clean up, equipment rental, refreshments, venue rental, permits and fees, etc.
Examples	Block party, street festival, BBQ or ice-cream social, art exposition, concert, National Night Out party
Max award	$2,500 (May apply for a Communications grant add-on of up to $500, in order to increase reach, total $3,000.)
Notes	Outreach may be made to a limited local area, but should include all residents or entities within that area.

COMMUNICATION PROJECT	This category is intended to help "get the word out" about your organization, event, or project. It should include the broadest reach possible, and not be limited to current members of an organization. The goal here is to reach those who do not normally engage with your group.
Funds can be used for	Funds under this category will be primarily in production services such as printing, but can also include professional services such as web/graphic design, SEO optimization, social media boosts.
Examples	flyers, social media boosts, postcards, signs, event signage, website improvements
Typical award	$1,000
Notes	Must demonstrate expected reach of the chosen method, and intentional inclusion of under-represented groups.

NEIGHBORHOOD CARE, CLEANUP, or RESILIENCY	This category is for community emergency resilience building projects, litter pickups, recycling/reuse events, beautification projects, or other projects that improve the physical environment.
Funds can be used for	Funds are primarily used for cleaning supplies, tools and refreshments for the volunteers.
Examples	E-prep events, litter pickups, graffiti cleaning, ivy pull, community garden construction, recycling/re-use events
Typical award	$750
Notes	Litter clean-up events must also apply for SOLV funding to be eligible. Litter grabbers and graffiti removal supplies are available from NWNW.

CIVIC ENGAGEMENT or SOCIAL JUSTICE-FOCUSED PROJECT	This category is intended for those projects that do not fit neatly into one of the other categories but still provide an exceptional community building, social justice, or civic engagement opportunity. The focus of these projects is not on any one event, but on community growth. Consideration will be given to potential for impact on public decisions, strength of partnership building, scope of social equity building or another missing component in the civic engagement dialogue. COVID-19 support projects will be considered under this category.
Funds can be used for	Event related expenses, personnel, promotion and outreach, etc.
Examples	Skill building, leadership development, or educational opportunities, political forums, voter registration campaign
Max award	$2,500 (May apply for a Communications grant add-on of up to $500, in order to increase reach, total $3,000.)

GRANT-MAKING PROCESS

Up to **$20,000** is available for award to groups supporting community building in the Neighbors West-Northwest area. Applicants may request from **$300 to $2,500 (with possible $500 Communications add-on for Events that highly align with grant goals),** depending on project type (see additional details under *Project Categories*, pages 3-4). Maximum awards will only be granted to projects that meet the following guidelines: seek to achieve two or more program goals, make a concerted outreach to under-served populations, and involve a documented partnership between at least two organizations.

Staff Approval: "Mini" grants, requests under $750, may be reviewed, scored, and approved by NWNW staff. In the case that staff has concerns about an application it will be processed via the review committee as outlined below.

Review Committee: "Small" grant applications (over $750) will be reviewed and scored by a volunteer review committee after eligibility is confirmed by NWNW staff. Applicants may be contacted during the review process for additional information. Applications will be evaluated on potential impact, fit with grant program goals, project feasibility and budget, and inspiring qualities. Additional consideration will be given to projects that involve or engage historically under-represented and under-served communities.

We define historically under-represented and under-served communities as those primarily composed of Black, Indigenous, People of Color (BIPOC), immigrants and refugees, low-income individuals and families, renters, young adults, disabled people, and lesbian, gay, bisexual, transgender and queer identifying community members.

For more information see *Project Criteria* on next page.

NWNW Board Approval: NWNW Board will vote on the committee's recommendations. Awards will be announced on the Friday after the NWNW Board meeting (see *Application Deadline and Project Timeline* on page 2 for dates).

Awards: A letter of acceptance and grant packet will be sent to each grantee. Meetings will be scheduled for acceptance of the grant funds and review of grant requirements.

ELIGIBILITY REQUIREMENTS

Neighborhood, community organizations, or community groups are eligible to apply.

- Applicants must either have federal tax-exempt (501(c)(3)) status or obtain a fiscal sponsorship from a federally tax-exempt organization or government entity. If grant application utilizes a fiscal sponsor, applicant must include a letter of support/MOU from their fiscal sponsor. **Fiscal sponsorship from NWNW is possible**, inquire with Program Manager for details.

- Past grants to applicant must be considered complete, having submitted their final report, in order to be eligible for another grant.

- Grants will not be awarded to an individual.

PROJECT CRITERIA

1. To be considered for funding, project proposals should describe clearly how the project will involve and engage the community and achieve one or more of the following **goals**:

   a) increase the number and diversity of people engaged in our communities

   b) support local organizations' efforts to expand leadership capacity and partnerships, and reach internal equity goals

   c) amplify overlooked voices and increase public influence on decision making

   d) support community preparedness and resiliency building efforts

   e) expand local capacity to care for the physical environment

2. Projects must start after July 1, 2021 and be completed by June 30, 2022.

3. Projects must have a substantial impact on or create a mutual benefit for the NWNW community, or be located in the NWNW area (see map on page 13).

> **Please note that proposals that foster partnerships and collaborations in addition to supporting at least one of the above goals will be more competitive. A partnership means organizations that work together to implement the project and to ensure its success. A sponsor or donor is not considered a partner. Each organization should submit a "Partnership Letter," on their own letterhead, that describes individual and shared roles. Partnerships are not required but are strongly encouraged.**

Additional Preferred Criteria

Building Partnerships. Projects that include partnerships between one or more neighborhood association, community organization, business association, or historically under engaged group will be given additional consideration in the evaluation process, this includes organizations predominantly led by and/or involving people from historically under-represented or under-served communities including: Black, Indigenous, People of Color (BIPOC), immigrants and refugees, low-income individuals and families, renters, young adults, people with disabilities, and lesbian, gay, bisexual, transgendered and queer identifying community members.

Creative, new programs. NWNW prefers to seed new community projects. If you request funds for the same project for a subsequent year, you should demonstrate how additional funds will help your project evolve beyond the first year's accomplishments.

Put the money to work. Only apply for the amount of funds you need to do your project. The maximum award is available for the strongest projects that build community, create new partnerships, reach diverse communities, attract new members, and support existing members. If your project meets fewer goals, it may be considered for a lesser award.

Funds cannot be used for

1. Costs incurred in preparing this application
2. Ongoing general organizational support such as rent, utilities, staff wages
3. Direct grants, scholarships or loans for the benefit of specific individuals
4. Loans or debt retirement
5. Annual appeals, general fund drives
6. Emergency funding
7. Capital projects

Grants are intended to support proposed events, programs, or activities and will not pay for expenses that are not directly related to the proposed project.

GRANT COMPLIANCE & REPORTING REQUIREMENTS

Project Changes

It is the responsibility of the grant applicant to notify NWNW in writing and in advance of any changes to the project and/or budget. Failure to do so may result in expenses not being covered by this grant. A cost difference of 20% or more must be reported.

Recognition

Grant recipients will acknowledge NWNW and the Office of Community & Civic Life in all marketing materials, as applicable. The NWNW & Civic Life logos must be included on any print materials.

Final Report

Final Report including:

- Narrative Report

- Budget Narrative Report with final Expense Report

- At least one photograph (preferably in electronic format) of your project activities

This final report must be submitted to NWNW within 30 days of project completion or by July 31, 2022, whichever comes first. Compliance with final reporting requirements in previous grant cycles will be considered when reviewing the applicant's future grant applications.

APPLICATION INSTRUCTIONS & CHECKLIST

Use this list to ensure you've included all the components of a complete application. Do not include any additional documents, i.e. photos, newsletters, additional letters of support etc. The committee will not consider additional items. See the next section *Application Description* for a full explanation of each question.

Questions? Contact Anastasia, anastasia@nwnw.org or 503.823.4288. **We strongly encourage new applicants to reach out for grant writing support!**

Application Item	Size & file type	Notes
1. **Cover page:** Summary of information for the project and project manager	1 page .doc	Complete all information requested online and in this application.
2. **Proof of non-profit status:** either your organization's IRS non-profit determination letter or a copy of your formal agreement with your fiscal sponsor agency.	Usually 1 page .pdf .jpg	NWNW member organizations have this on file, no need to submit. If applying for NWNW fiscal sponsorship this will be coordinated with staff.
3. **Narrative:** include the question in bold prior to your answers, in the order they are listed.	Max 2 pages .doc	Follow the provided Word template and upload
4. **Timeline:** include any relevant dates required to ensure a successful project.	Fit to 1 page .doc .pdf	Use list or calendar format
5. **Budget:** include all expected expenses and funding sources needed to complete project.	Fit to 1 page .xls .csv	Use provided Excel template and upload
6. **Budget Supporting Docs:** Include backup documentation such as quotes, invoices, online retailer screenshots or contracts to justify amounts.	.doc .pdf .jpg	Supporting docs in .pdf or .jpg
7. **Partnership Letter** *(optional)*: Each organization should submit a Partnership Letter that describes individual and shared roles/expectations.	1 page .pdf .doc	Letterhead of partner organization

Deadline: Applications are due no later than 5:00 pm, Thursday, July 15th 2021 (Round 1) or January 13th 2022 (Round 2).
All components must be received by the deadline to ensure acceptance.

Submittals must be completed online at nwnw.org/about-us/what-we-do/grants/

APPLICATION DESCRIPTION

Cover Page

The cover page information must be completed in the online application as well as the narrative template and will provide contact information and a summary for reviewers.

Project Title: A *brief* descriptive title for your proposed project.

Applicant: The lead **organization or group** responsible for submitting the application, coordinating the project, and meeting all grant requirements. Please note that if the applicant is a neighborhood association, the proposed project must first be formally voted on and approved by that board.

Project Coordinator/Contact Name: The name of the **primary contact person** for the application and grant administration. *This will be the person eligible to submit reimbursement requests.*

    Phone: The contact person's telephone number.

    Email: The contact person's email address. Please note, this is the email address where formal correspondence (including potential award letters) will be sent.

    Mailing Address: The contact person's mailing address.

Applicant or Fiscal Sponsor 501(c)3 Tax-ID #: This is the employer identification number (EIN) of the applicant or fiscal sponsor.

    Fiscal Sponsor & Contact Name: If applicant is not a federally tax-exempt organization, write the name of the organization or government entity providing fiscal sponsorship. Please identify the name of the contact person at your fiscal sponsor. If applicant is a tax-exempt organization, write 'N/A' in this space.

    Fiscal Sponsor Mailing Address: The fiscal sponsor organization mailing address.

    Fiscal Sponsor Phone: Fiscal sponsor contact's telephone number.

    Fiscal Sponsor Email: Fiscal sponsor contact's email address.

Partner Organizations: The names of any organizations officially partnering on the proposed project. Please note that a partnership with a neighborhood association requires a formal vote and approval by the board. Partnerships are optional but strongly encouraged.

Requested Funding Amount: The total dollar amount being requested of NWNW Small Grants.

Project Summary: The project summary should be fewer than 50 words and provide a short, stand-alone description of the project.

Narrative

There are 3 project narrative questions for all applicants to answer, then 1-2 distinct questions dependent on project category. Please read carefully and be sure to answer all required questions. The project narrative should not exceed two pages single-spaced, 12-point font, 1-inch margins. Please answer all the questions in the order they are listed on the narrative form and include the question **in bold** prior to your answer.

Narrative Questions For All Project Categories

1. **Project description:** Describe what the project is. Include details on who/how/when the project will be completed.

This should be the longest part of your narrative. Clearly explain what your project is. Let us know who will be responsible for getting what done. How do you plan to ensure each component will be completed as described? When will the primary component of the project/event take place? (No need to include details of each step, this will come in the Timeline.) Include as much relevant information as needed to get the story across, but be clear and concise.

2. **Project Goals & Expected Impact or Outcome:** Your response must describe how the project meets at least one of the below goals. Having multiple goals will increase application competitiveness. Please list **specific steps** that will lead to those outcomes.
   a) Increase the number and diversity of people engaged in our communities
   b) Support local organizations' efforts to expand leadership capacity and partnerships, and reach internal equity goals
   c) Amplify overlooked voices and increase public influence on decision making
   d) Support community preparedness and resiliency building efforts
   e) Expand local capacity to care for the physical environment

This is your chance to show us why a Small Grant is appropriate for your project. How does the project described above help to build community? Include any relevant project background information, such as how the need for the project was identified. What impacts or outcomes do you hope to see as a result of your project?

3. **Project Success:** How will you know if your project is successful? List metrics to be used.

Let us know how you will evaluate whether the project goals were met. This should include at least a few numbers such as response rate, open rate, attendance, or pounds of litter collected. Other successes will be more subjective and based on observations.

Questions Specific to Project Category

COMMUNICATION PROJECTS only
4. **Reach:** How many people do you anticipate reaching? Show how you got this number. What additional efforts will you make to reach under-served populations?

This question should be based on your distribution list/communication method. How many addresses? How many clicks? If this is a first-time project it can be a best guess, but we want to

*know **why** you made that guess. Concrete steps to include under-served populations must be demonstrated.*

COMMUNITY BUILDING EVENT or CIVIC ENGAGEMENT OR SOCIAL JUSTICE-FOCUSED PROJECTS only

4. **Reach & Promotion:** How many people do you hope to participate? Show backup of how you got this number. Describe your plan for promoting the project in the community, including acknowledgement of funders. *NWNW & Civic Life logos must be included on printed materials.* How will you reach under-served populations? If applying for the Communications Add-On this aspect MUST be addressed.

☐ **Indicate whether you would like the Communications Add-on of up to $500, must be reflected in the budget.**

This question seeks to find out how many people will be involved in the project and how are you making an effort to include new populations. Numbers need to be provided; this can come from distribution lists, past examples, or similar events held elsewhere. This can be a best guess, but we want to know why you made that guess. In order to be eligible for the Communications add-on, there must be a clear and distinct plan to reach under-served populations (see page 5 for definition).

5. **Group capacity:** Describe your groups organizational capacity and qualifications in relation to this project. Identify community partners involved in this project and describe each organization's role.

For this question we want to know that there is capacity to complete the project as proposed. Do you personally or organizationally have the skills, tools, and networks necessary to get it done. How committed are the partners to the success of this project?

NEIGHBORHOOD CARE, CLEANUP OR RESILIENCY PROJECTS/EVENTS only

4. **Reach & Promotion:** How many people do you hope to participate? Describe your promotional plan, will this include outreach to those not already participating in your group? How will you include under-served populations?

This question seeks to find out how many people will be involved in the project and how are you making an effort to include new populations. Numbers need to be provided; this can come from distribution lists, past examples, or similar events held elsewhere. This can be a best guess, but we want to know why you made that guess.

5. **Group capacity:** Describe your groups organizational capacity and qualifications in relation to this project. Identify community partners involved in this project and describe each organization's role. SOLV, Metro, Free Geek, Agilyx, PBEM, NET are likely partners for this project type. A litter cleanup must include registration with SOLV.

For this question we want to know that there is capacity to complete the project as proposed. Do you personally or organizationally have the skills, tools, and networks necessary to get it done.

Timeline

Provide a simple timeline for your project, including your expected start and completion dates and any major project milestones. Examples include: planning phase, outreach, application deadlines, deposits paid, deliverables due, start of promotion, project complete, report submitted, etc. This can be done as a list or as a calendar and include the exact date or the date range it will be completed in.

Keep in mind that all project activity must be completed by June 30, with all receipts received.

Examples of Timeline format

CALENDAR STYLE

July	August	September
October	**November**	**December**
January	**February**	**March**
April	**May**	**June**

LIST STYLE

Date	Project Task

Budget

Each application must include a detailed project budget with dollar amounts for purchases, leveraged funds, and volunteer time. Use the provided Excel **Budget Form** template. The budget should be clear, appropriate, and sufficient to complete the project. Costs should clearly support the proposed tasks and be consistent with the project narrative.

There are 2 sections, "Project Expenses" and "Project Funding." If you are not using leveraged funds or in-kind donations, services, and time, you can write "none" in those sections.

1. PROJECT EXPENSES

This should include all purchases needed to implement this project, this will be your Total Budget. Indicate which category each item falls into. Add rows as needed. **Please provide documentation of costs for ALL listed items,** such as: work orders, estimates, donation letters, online retail screenshots, and price lists, or explain how your figures were calculated.

Budget Category descriptions

Personnel: Include costs for professional services, participant stipends for items such as travel or food.

Event Related Expenses: eg. space rental, equipment rental, food, etc. Loaned equipment and donated rental space should be valued at the market rate.

Supplies & Materials: List supplies and materials costs. Quotes can help determine costs. Donated equipment and supplies should be valued at the retail market rate these materials or equipment would cost if purchased.

Administration: Limited to 10% of total budget. List any fiscal sponsorship fees or costs associated with project management or accounting.

2. PROJECT FUNDING

NWNW Small Grant Request: This is where you list how much you are requesting from this grant program. Requests can range from $300 to $3,000 ($3,000 only available with the $500 Communications add-on).

Additional Funding and Resources

If your Total Budget is greater than the NWNW Small Grant Request, you need to show where the additional funding will come from in order to ensure a successful project. Showing the volunteer time dedicated to the project also demonstrates a commitment to project completion.

Leveraged Funds: Leveraged Funds includes additional dollars supporting this project—for example, additional grants or direct support from your organization. List all funds dedicated to this project.

In-Kind Donations, Services, & Time: In-kind donations may include project materials, technical assistance from professionals, space rental, etc. Donated services or labor should be valued at the rate these individuals would have been paid for their services or general volunteer hours at $21.50 per hour. Estimated dollar amounts of in-kind donations are acceptable. For professional or skilled volunteer work, visit www.bls.gov/oes/current/oes_or.htm to identify a median per hour volunteer rate. Enter volunteer hours as (# hours X # volunteers X $rate) Total.

As you begin implementing your project and costs are incurred, if the final cost will vary from the budget by more than 20%, please confirm the changes with NWNW. Failure to get prior approval may result in those items not being funded.

MAP of NWNW AREA

Events are not required to take place within the NWNW area, but should have a significant benefit for the NWNW community.