



Hampton Roads Community Foundation

Inspiring Philanthropy. Changing Lives.

2011 Community Grant Program

The Hampton Roads Community Foundation was founded in 1950 as the first community foundation in Virginia. Its mission is to make grants that transform the quality of life and inspire philanthropy in southeastern Virginia.

In 2010 the Foundation awarded more than \$3 million to local nonprofit organizations in response to the capital and seed funding applications received through the Community Grant Program.

Guidelines and Priorities

The Hampton Roads Community Foundation makes community grants from its unrestricted and general field of interest funds. The Community Grant Program provides capital funding for buildings, renovations and equipment purchases as well as seed funding for innovative projects within its five core program areas:

- Health & Human Services
 - Efforts to improve delivery of basic human services, such as food, shelter and clothing to families and individuals in need
 - Projects that improve service delivery to abused women and children, as well as efforts to prevent child abuse and neglect
 - Programs and organizations that provide services to populations with special needs, such as the elderly and people with disabilities
 - Organizations that develop job skills and employment opportunities for low income residents
- Education
 - Projects that improve educational achievement for students of all ages with a preference for projects that serve children, ages 0-5
- Arts and Culture
 - Work that supports effective organizational development and fiscal management
 - Projects to broaden and deepen participation and community support for the arts
- Civic Engagement

- Projects that broaden the reach of organizations that encourage civic engagement and leadership development
- Environment
 - Efforts that broaden the reach and effectiveness of organizations working on environmental preservation, restoration and education

Competitive proposals should:

- Support one of the Foundation's priority areas listed above
- Demonstrate that the project is conducive to the organization's mission and is part of a strategic plan for the organization
- Enhance the organization's or a coalition's ability to meet the needs of those it serves by allowing for the addition of new services, additional clients or increased effectiveness
- Demonstrate diversified funding sources, including board contributions and broad-based local support

The Foundation considers applications from nonprofit organizations serving residents of south Hampton Roads (Norfolk, Chesapeake, Suffolk, Virginia Beach, Portsmouth, Franklin and Isle of Wight County) and the Eastern Shore of Virginia for:

- Capital campaigns with a preference for projects that create environmentally-friendly, energy-efficient, cost-effective buildings for nonprofit organizations
- Capital projects for building additions, renovations, technology upgrades and equipment purchases
- Seed funding for innovative projects

Types of projects considered

Capital Campaigns

Capital campaigns are highly organized, intensive fundraising drives to secure money to finance new construction or major improvements to an organization's physical space.

The Foundation seeks to reduce local nonprofits' building operating costs over the long term and minimize the negative environmental impacts associated with construction and operation by encouraging "green" building practices that can cut heating and cooling costs, save water and reduce pollution. To that end, the Foundation will give strong preference to capital campaigns that incorporate these types of building practices. A committee of volunteers with construction expertise will assist the Foundation's board in assessing the extent to which building projects have incorporated these environment-friendly practices.

To apply for a grant toward a capital campaign, complete the Capital Campaigns and Projects application and submit it to the Foundation by one of the two deadlines for capital campaigns. *Please note, if your campaign goal is \$1 million or more, your grant request may not exceed more than 5% of the goal.*

The Foundation is pleased to work in partnership with the Alison J. and Ella W. Parsons Fund. Advisors to this fund review capital project and capital campaign requests received by the Foundation. For more information speak with a program officer at the Foundation.

Capital Projects

Capital projects include:

- additions or renovations to an existing facility that do not require a capital campaign effort
- technology
- furnishings, equipment, vehicles

Special Guidelines for Technology Requests

The Foundation provides funding for software, computers, networking equipment, mission-critical website enhancements, telephone systems, portable technology and related vendor-supplied staff training and technical support that will: 1) improve the productivity of nonprofit organizations, 2) improve communications within an organization, between an organization and its clients or between multiple organizations working collaboratively, and 3) enhance an organization's services and impact.

In addition to the elements of competitive capital proposals, technology requests should:

- be based on sound technology assessment and planning. The organization should have a clear rationale for any equipment being purchased and a replacement plan that is not dependent upon continued grant funding.

- demonstrate good-faith efforts to obtain nonprofit discounts, including evidence that the organization, if eligible, has completed the process for state sales tax exemption (<http://www.tax.virginia.gov/site.cfm?alias=SUTExemption>) and determined if needed software is available to nonprofits through Techsoup (www.techsoup.org) before attempting to purchase it at retail price.

Technology grants are not available for cellular phones, staff time associated with installing new equipment and entering data into a new system or operating expenses for internet service, telephone service, website hosting, regular website updates, toner, paper and other disposable supplies.

To apply for a grant for building renovations, furniture, equipment and/or technology, complete the Capital Campaigns and Projects application and submit it to the Foundation by the appropriate deadline for your type of organization.

REMINDER

Organizations awarded funding for capital campaigns or projects described above are asked not to reapply for another *capital* campaign or project for at least three years from the date of the award. Organizations, however, may apply for seed funding for innovative projects during this waiting period.

Seed Funding for Innovative Projects

The Foundation also seeks to encourage innovation in program and service delivery. To be competitive seed funding requests should conform to most or all of the following characteristics:

- Address a critical need within the Foundation's priority areas as identified through compelling needs assessment data
- Seek a solution to the root causes of the need
- Are proven effective through a research methodology within the target population
- Are not duplicative to approaches already in place within the South Hampton Roads community
- Include clearly stated goals, timeline, logic model and measurable skill and/or behavioral outcomes
- Seek to creatively collaborate and cooperate with other organizations or agencies
- Bring new program management or implementation strategies to bear on the need, particularly in the area of re-orienting traditional service approaches to more fully engage clients as active and motivated participants in the program
- Include a viable and effective evaluation component to measure interim and long-term program outcomes. These outcomes should be tied to positively moving identified indicators within the field of service.

Organizations requesting seed funding should:

- Demonstrate that the project is a strong fit with the organization's mission and is aligned with a board-adopted strategic plan
- Demonstrate the organizational and programmatic expertise and experience necessary to accomplish the project
- Demonstrate a history of strong financial management
- Have a track record of providing effective programs to the target population
- Have a structured business plan for ongoing financial and community support to insure the future of the program

To apply for a grant for seed funding, complete the Seed Funding for Innovation application and submit it to the Foundation by the appropriate deadline for your type of organization.

Organizations that have received a grant for seed funding are asked to wait three years after the award before reapplying for a seed funding grant for another project. However, organizations may apply for a Capital Campaign or Capital project grant during that waiting period.

Limitations:

Community grant funds are generally not available for:

- Organizations not tax-exempt under section 501(c)(3) of the Internal Revenue Code
- Organizations that do not provide benefits and services to residents of South Hampton Roads, (i.e., the cities of Norfolk, Portsmouth, Virginia Beach, Chesapeake, Suffolk, Franklin and Isle of Wight County) and the Eastern Shore
- Individuals
- Fundraising events (such as tickets, raffles, auctions or tournaments), annual fundraising appeals or agency celebrations
- Ongoing operating support
- Houses of worship (e.g. church, synagogue, mosque)
- Political, fraternal or religious activities*
**Organizations that require religious participation by those receiving social services*
- Endowment
- Existing obligations, debts/liabilities or costs that the agency has already incurred
- Scholarly research
- Scholarships, camper fees, fellowships or travel
- Passenger vans for transporting youth
- National or international organizations or purposes
- Hospitals and similar health-care facilities
- Projects or services normally considered the responsibility of government**
***While the Foundation prefers to award grants to 501(c)3 nonprofit agencies that are independent of local, state and federal government, it will consider awarding grants to specific municipal entities or component units of government for projects generally provided by nonprofit agencies in other communities. This policy does not prohibit public and private colleges and universities from applying.*
- Private primary or secondary schools, daycare facilities or academies other than those whose primary purpose is for students with special needs.
- Capital campaign requests exceeding 5 percent of campaigns valued at \$1 million or more

How to Apply

All grant applicants are strongly encouraged to call a program officer at the Foundation *before* submitting an application for funding to discuss the project and upcoming deadlines.

All grant applicants must submit an original plus one copy of the grant cover sheet, narrative and all attachments. Please do not place in binders or other covers. The application can also be mailed electronically in Microsoft Word format upon request by contacting the Foundation office.

Deadlines for Submission:

All applications with attachments should be received in our office by the appropriate deadline. If any of the following deadlines falls on a weekend or holiday, applications should be received by the next business day.

Program/Request Type	Submission Deadline	Decision
Capital campaign requests*	January 15 October 15	April December
Education	January 15	April
Arts & Culture	April 20	June
Health & Human Services	July 15	September
Environment and Civic Engagement	October 15	December

*Capital campaigns are highly organized, intensive fundraising drives to secure money to finance major improvements to an organization's physical space. Requests for funding for smaller capital projects such as renovations, technology or furniture and equipment should be submitted according to the organization's primary program area.

Please contact a program officer to discuss any extenuating circumstances or emergency situations that prevent submission according to this schedule.

Proposal Review and Approval:

Each grant application is reviewed by Foundation staff to determine if the proposal falls within the Foundation's priorities and complies with these guidelines. If so, Foundation staff may conduct a site visit. Requests for funding of capital campaigns are referred to the appropriate committee for initial review. Each proposal is thoughtfully considered by our board of directors at one of its scheduled quarterly meetings. Foundation staff will notify organizations as soon as a grant decision is made.

If you are submitting a capital project or capital campaign request, your request will be reviewed by the Alison J. and Ella W. Parsons Fund at their next regularly scheduled meeting. The Parsons Fund advisors meet twice each year. Your program officer can provide detail on when your application will be reviewed by the Parsons Fund.

Grant Reporting Requirements:

The Hampton Roads Community Foundation requires certain reports on the outcome of the project and how Foundation funds were used. Reporting requirements vary depending on the type of funding received and the duration of the project and will be outlined in the grant agreement accompanying your award letter. Every effort is made to combine reporting requirements for the Hampton Roads Community Foundation and the Alison J. and Ella W. Parsons Fund so that duplicate reports are not required.

Questions

If you have any questions, please contact the program department at (757) 622-7951 or grants@hamptonroadscf.org.

The Foundation makes grants on an equal opportunity basis without regard to race, religion, sex, marital status, disability, national origin or age.



Capital Campaigns and Projects Community Grant Cover Sheet

You are strongly encouraged to call a Program officer at the Foundation *before* submitting a full proposal.

Proposal Contact Information

Organization Name:

EIN:

Address:

City, State, Zip Code:

Contact Person:

Title:

Phone Number:

E-mail Address:

If you would like to receive the Grant Seeker Gazette, a monthly e-newsletter providing updates on Foundation grant deadlines and events, please visit our website at www.hamptonroadscf.org.

Basic Project Information

What type of grant are you requesting?

- Capital Campaign

Capital campaigns are highly organized, intensive fundraising drives to secure money to finance new construction or major improvements to an organization's physical space.

Deadline: January 15 or October 15

- Capital Project (renovations, equipment purchases, etc.)

Deadline varies by program area. Check website for deadline appropriate for your organization.

Amount of grant request from the Hampton Roads Community Foundation:

Total project budget:

Project time line:

Identify which program area your project primarily addresses:

- | | | |
|---|--------------------------------------|---|
| <input type="checkbox"/> Human Services | <input type="checkbox"/> Education | <input type="checkbox"/> Arts and Culture |
| <input type="checkbox"/> Civic Engagement | <input type="checkbox"/> Health Care | <input type="checkbox"/> Environment |



Alison J. and Ella W. Parsons Fund

If you are submitting a capital campaign or capital project request, the proposal will also be considered by the advisory committee of the Alison J. and Ella W. Parsons Fund.

The executive director or chair of the organization's board of directors must sign this application.

Signature

Title

Print Name

Date



Narrative

In no more than four pages, please provide the following information:

I. Organizational Background (To be completed by all applicants)

- Briefly describe the mission, activities and history of your organization. Please include information on your organization's number served, client demographics and any organization-level outcome measures.
- What are the three most important goals your organization hopes to accomplish over the next 12 months?
- Describe the project and how it will improve your organization's ability to meet its goals and how the quality of life will be improved as a result.
- Identify which of the Foundation's priorities this project addresses.

II. Grant Description (Complete the applicable section for your request.)

A. New Construction or Renovation of Existing Building

- Please highlight any green building practices you have included in your construction plans. For more information on green building, visit <http://www.usgbc.org/>. *Your program officer may request additional information as our guidelines are developed by our Green Building Initiative Committee.*
- Please describe who holds, or will hold, title to the land and/or building. How was the land and/or building acquired?
- If remodeling an existing building, how was the building used before you acquired it?
- If building new construction, describe why only new construction will meet your need. Did you consider using an existing structure?
- Do you have proper clearance and approvals from zoning and other state and local groups?
- Do you have the support of local neighborhood groups, historic districts and other groups that may be affected by this project?
- Describe how funds from the Foundation (and/or The Parsons Fund) will be used.
- Describe the impact this project will have on your organization's ongoing operating budget, such as any increases in utilities, maintenance costs, mortgage payments, and/or additional staff.
- Include a project timeline that details when fundraising began, the duration of the campaign and when you expect that the actual renovation/construction will conclude.
- If a feasibility study was conducted, attach the executive summary of the consultant's report.

B. Technology Improvements

- What new advantages will this technological investment provide?
- How will you measure the impact of new technology?
- What efforts have been made to explore donation of equipment? If this purchase includes software, is it available to nonprofits at a discount through www.techsoup.org?
- What kind of technical support will you have to ensure the equipment has the greatest impact?
- What is your plan for future replacement of this equipment? Do you have an operating reserve for technology?
- Describe how funds from the Hampton Roads Community Foundation (and/or The Parsons Fund) will be used.
- Describe the impact this project will have on your organization's ongoing operating budget, such as any increases in utilities, maintenance costs, and/or additional staff.
- Include a project timeline.

C. Furnishings/Equipment/Vehicles

- Describe what you propose to purchase and why the purchase is necessary.
- How will the purchase change or enhance existing programs?
- Have suitable in-kind donations been solicited?
- Describe how funds from the Foundation (and/or The Parsons Fund) will be used.

Capital Campaigns and Building Projects

Revised November 2010



- Describe the impact this project will have on your organization's ongoing operating budget, such as any increases in maintenance costs and/or additional staff.
- Include a project timeline.

III. Attachments

- A detailed, itemized project budget that includes revenues and expenses.
- A list of contributors to this project by category (i.e. individual, government, corporate and foundation) or by giving level and the total amount of contributions and pledges raised.
- A list of other pending grant requests, the amount requested and an estimated decision date.
- Board of directors list with mailing addresses and professional or civic affiliation
- Most recent audited financial statements
- Current operating budget, including revenues and expenses

Mail original and one copy of all materials to:

The Hampton Roads Community Foundation
Attention: Community Grant Program
101 W. Main Street, Ste. 4500
Norfolk, VA 23510





Seed Funding for Innovation Community Grant Cover Sheet

You are strongly encouraged to call a Program officer at the Foundation *before* submitting a full proposal.

Proposal Contact Information

Organization Name:

EIN:

Address:

City, State, Zip Code:

Contact Person:

Title:

Phone Number:

E-mail Address:

If you would like to receive the Grant Seeker Gazette, a monthly e-newsletter providing updates on Foundation grant deadlines and events, please visit our website at www.hamptonroadscf.org.

Basic Project Information

Total amount of grant request from the Hampton Roads Community Foundation:

If you are requesting multi-year funding:

Amount requested for Year 1: _____ Year 2: _____ Year 3: _____

Total project budget:

Project time line:

Identify which program area your project primarily addresses:

- Human Services
- Education
- Arts and Culture
- Civic Engagement
- Health Care
- Environment

The executive director or chair of the organization's board of directors must sign this application.

Signature

Title

Print Name

Date



Narrative

In no more than four pages, please provide the following information:

I. Organizational Background

- Briefly describe the mission, activities and history of your organization. Please include information on your organization's number served, client demographics and any organization-level outcome measures.
- What are the three most important goals your organization hopes to accomplish over the next 12 months?
- Describe the project and how it will improve your organization's ability to meet its goals and how the quality of life will be improved as a result.
- Identify which of the Foundation's priorities this project addresses.

II. Grant Description

- Describe the research evidence that the program is effective with the target population (Please include citations to the relevant research.)
- Describe the organization's experience, expertise and success in program delivery with the target population. Please include descriptions of previous program objectives, number of individuals served, outcomes observed and any lessons learned.
- Describe any collaborative or cooperative agreements between the organization and other organizations in the implementation of the proposed program
- Provide an overview of the program that includes:
 - The overall goals and objectives of this program
 - Evidence of program need based on a local needs assessment or other data
 - The target population to be served by the program and the recruitment strategy (if applicable)
 - A detailed description of services or interventions to be offered including delivery method and staffing
 - A completed program logic model including intervention descriptions and expected short-term outcomes and long-term objectives (Please use the attached Program Logic Model Form)
 - An evaluation plan including the evaluation method and data collection strategies to be employed (control group study, comparison data with like populations, indicator movement, etc.)
- A complete program implementation timeline/schedule
- Please explain what impact the program will have on your organization's ongoing operation and/or program budget and how the program will be maintained after the seed funding period.
- Describe how the funds from the Foundation will be used and over what period of time.

III. Attachments

- A detailed, itemized project budget that includes revenues and expenses.
- A list of contributors to this project by category (i.e. individual, government, corporate and foundation) or by giving level and the total amount of contributions and pledges raised.
- A list of other pending grant requests, the amount requested and an estimated decision date.
- IRS Determination Letter
- Board of directors list with mailing addresses and primary professional and/or civic affiliations of each member
- Most recent audited financial statements
- Current operating budget, including revenues and expenses

Mail original and one copy of all materials to:

The Hampton Roads Community Foundation
Attention: Community Grant Program
101 W. Main Street, Ste. 4500, Norfolk, VA 23510



Program Logic Model (For seed funding applicants only)

Provide information on the specific objectives (including target numbers), the anticipated shorter-term outcomes and the anticipated longer-term objectives. Make sure the logic model is clear, measurable and concrete. This logic model will be the basis for your final report to the Foundation and the template against which the success of your program will be judged.

Process Objectives (Things this program will do or provide)	Shorter-term Outcomes (Shorter-term changes clients will make by the end of the grant period)	Longer-term Objectives (Long-term changes among clients or a larger target population beyond the term of the grant)

Add additional sheets as necessary.

