GUIDELINES FOR $UCCESSFUL PROPOSALS

Housing and Community Development **Network** of New Jersey

THE BASICS

- ✓ Determine if you are eligible to apply for these funds
- ✓ Read through the Proposal before you start
- ✓ Are you going to work on this as an individual writer or as a team
- ✓ Follow the Rules
- ✓ Don't wait for the last minute to start
- ✓ Write as if the person reading this knows nothing about:
  - ✓ Your organization
  - ✓ The Project/Program

REQUIRED

✓ **Transparency Act requirements**: All grantees must have a DUNS number which is a unique 9-digit code assigned by Dunn and Bradstreet to recognize organization - 866-705-5711

✓ Must be registered at www.SAM.Gov

THE NEED/PROBLEM STATEMENT

- Clearly articulate the need your grant proposal will address

- Explain WHY this issue is important

- Explain HOW you plan to address the issue or problem briefly

- WHY is your organization the right organization to address this issue

- If you have a FEW statistics or trends that you can include to support your position, do so here

COMPLETE & ON-TIME

✓ Your application must be 100% complete by due date.

✓ Submit all of the items listed on the "Grant Application Checklist". Missing documents means application is incomplete

✓ Incomplete applications received after the due date will **not** be considered for funding.

✓ Submit a copy of your agency's most recent audited financial statements

- questioned costs or material weakness findings, may

  disqualify your agency from receiving Federal funds.

- any application without an audit **will not be accepted**

- the required audit / financial statement may be waived for

  a newly incorporated organization

COMPLETE & ON-TIME (cont'd)

✓ Submit all of the items listed on the "Grant Application Checklist". Missing documents means application is incomplete

✓ Identify how the proposed project is addressing priorities identified in the City's Annual Action Plan.

TELLING YOUR STORY

- Write as if the person reading knows nothing about your organization or the situation

- Use powerful, persuasive language

- State what you plan to achieve using key words like: Increase, Reduce, Provide, Protect, Improve, etc.

- This section should show your broad overall goals (details later)

- NO Jargon – limited acronyms

- Have someone else read your proposal

COLLABORATION

- Talk about those organizations that you are working with to address these issues

- Explain HOW you will work with them

- You need to submit MOU's

- DO NOT just provide a listing

GOALS

- Use quantifiable terms
- Identify who or what your objectives will serve
- Make sure your objectives are measurable and realistic
- Objectives should be consistent with your Statement of Need

INPUTS/OUTPUTS/OUTCOMES

Inputs:

- The resources you need to make it happen – including personnel, technology, space, supplies, etc.

INPUTS/OUTPUTS/OUTCOMES

Outputs

- What are you doing to reach your goal?
    - Produce and Promote Workshops in the community
    - Develop workbooks for participants

INPUTS/OUTPUTS/OUTCOMES

Outcomes

- What effect did your efforts have?
  - Increased skill level
  - Greater financial stability

EVALUATION/MEASUREMENT

- Identify clear ways of measuring your outcomes and WHY you chose them

- Explain your measurement methods

- Who will do the evaluation (internal or external)

- Include a timeline (short/mid/long term)

- Explain HOW the evaluation will measure whether you met your goals

CAPACITY

- Why your organization

- What experience do you have providing this service

- If you have not provided this service explain what experience you have that would support you providing this program or service

BUDGET

- Make sure all figures are 100% accurate

- Specify direct costs – the expenses for which the requested grant funding will be used

  - Direct Costs includes personnel, fringe benefits, travel, equipment and supplies

- Specify all sources of income and contributions

- State all indirect costs and overhead associated with administrative expenses

- Narrative should explain the expenses (may look for a cost per)

SCORING OVERVIEW

Notice: ALL grant applications to the City of Jersey City's Division of Community Development (DCD) are evaluated jointly by a review panel, DCD staff, and local stakeholders. Each grant has specific restrictions and requirements that are taken into considerations during final evaluations, in addition to the priorities in our 5-year Consolidated Plan. Below is an overview of aspects all submitted applications are evaluated by.

APPLICATION

Application & Documents

Applicants are evaluated as to whether the information and documentation requested is provided prior to the deadline and in the correct format. All narratives shall be clear and concise.

PROJECT TYPE

Project Type/Priority Alignment/Need for Project

Each proposed project type will be evaluated against priorities set forth in the City of Jersey City's five-year consolidated plan and public feedback during hearings and survey results, as well as restrictions and goals assigned to each grant.

COMMUNITY NEED AND COLLABORATION EFFORTS

Applicants must demonstrate the need for the proposed project and population. This section will also evaluate the agency collaborations and coordination with other programs.

PERFORMANCE GOALS

Applicants should clearly describe how the proposed project will meet each of the goals outlined in the application. Applicant must also address measuring performance for all stated goals.

CAPACITY (15 points possible):

Applicants ability to effectively, and are ready to, perform the proposed project and the ability to achieve its intended outcomes during the grant year will be evaluated. This includes both the agency's experience but staff qualifications.

PROJECT BUDGET

Each proposed project must submit a budget that is feasible to the program design and intended outcomes. Budget reasonability will be reviewed. Sources of leveraged funds for the proposed project will be considered.

AGENCY FINANCIAL

Applicants will need to demonstrate overall sufficient revenue/income to operate. This will include a thorough review of the most recent audit, including unresolved findings.

NOTE

*Returning grantees are additionally reviewed by current and previous grant management and performance outcomes. An example of grant management aspects considered during this can be found in the library section titled **"Sample Grantee Risk Analysis Table".** *This table is not an exhaustive list of considerations for all grants.*

GOOD LUCK

Sharon K. Barker, CFRE

Vice President & COO

Housing & Community Development Network of NJ

sbarker@hcdnnj.org