



**THE CITY OF PLAINFIELD  
REQUEST FOR SOCIAL SERVICES NONPROFIT  
PILOT GRANT PROGRAM APPLICATION  
2021 - 2022**

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**THE CITY OF PLAINFIELD REQUEST FOR SOCIAL SERVICES NONPROFIT PILOT  
GRANT PROGRAM APPLICATION**

**Issue Date:** Monday, August 2, 2021, by 3:00 PM

**Title:** The City of Plainfield Social Services Nonprofit Pilot Grant Program

**Issuing Agency:** The Department of Health & Social Services  
515 Watchung Avenue, Plainfield, NJ 07062

**Contact Information:** Mr. Shep Brown, Director, Health and Social Services

**Application Due Date:** Monday, August 31, 2021, by 4:00 PM

**Period of Funding:** October 15, 2021 – October 14, 2022

**Anticipated Number of Awards:** Multiple

All inquiries for information should be directed to: [nonprofits@plainfieldnj.gov](mailto:nonprofits@plainfieldnj.gov)

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## Award Information

### **Purpose of Request for Grant Application (RFA)**

The purpose of the City's nonprofit pilot grant program is to strengthen the City's coordination with nonprofit partners and to ensure opportunities for local funds be leveraged most effectively for services that assist vulnerable and disadvantaged individuals and families in meeting critical needs for safety, health, security, and independence.

### **Priority**

The City of Plainfield prioritizes investment in high-quality social services that provide documented and positive outcomes for City residents.

## Areas of Need

Organizations interested in applying to receive funds from the City of Plainfield must provide a program or service impacting one or more of the Areas of Need established by Mayor Adrian O. Mapp in consultation with the Department of Health & Social Services.

The four Areas of Need are:

- **Prevention and Self-Sufficiency**: Services focused on assisting individuals and families in becoming and/or remaining independent and stable and providing tools, skills, strategies, and resources to individuals and families.
- **Crisis Intervention and Diversion**: Services provided to individuals and families in crisis help overcome immediate problems and reduce or prevent the need for more restrictive and expensive higher-level services.
- **Long-term Support**: Services that focus on assisting individuals with continued long-term support needed to remain healthy, safe, and independent in the community.
- **Improved Quality of Social Services**: Services and opportunities provided to individuals, organizations, and communities that enhance the quality, accessibility, accountability, and coordination of services offered by community organizations.

## Eligibility Criteria

Applicants must meet the following baseline criteria to be eligible for an FY 2021/2022 nonprofit grant:

- Be a nonprofit certified as a 501(c)3 by the Internal Revenue Service at the time of submission of the application;
- Have a mission that is consistent with serving the City's Areas of Need;
- Be in good standing with the New Jersey Department of Community Affairs;
- Subject to limited exceptions, New Jersey law prohibits localities from appropriating public funds to organizations controlled in whole or in part by churches (to include other houses of worship such as temples, mosques, synagogues, etc.) or sectarian societies. Therefore, a faith-based organization may be eligible to receive grants from the City of Plainfield only if it can submit evidence satisfactory to City staff demonstrating that

- (i) The program is not controlled in whole or in part by a church (or other houses of worship) or sectarian society; and
- (ii) The programs of such organizations do not discriminate based on and are not otherwise contingent upon the religious affiliation of participants or that qualified assistance. Furthermore, City grants may not be used for any religious purpose or activity, including, but not limited to, religious worship, instruction, or proselytization.

To be considered for funding, applicants must demonstrate the following criteria:

- Present a documented, data-driven need for the organization's program or service;
- Show demonstrated outcomes for the program or service
- Show that the program or services provide a direct benefit to Plainfield residents;
- Demonstrate that the program or service enhances the quality of life for City of Plainfield residents
- Show documented efforts by the organization to secure funding from other sources
- Demonstrate that the organization has the administrative resources to administer funds and to implement and oversee the program or service
- Agree to sign a Memorandum of Understanding with the City and adhere to reporting requirements
- Show that the funding requested is realistic given the service level and that the organization does not rely predominantly on City grant funds.

Applicants for the FY 2021/2022 may only submit one application.

For FY 2021/2022, questions will not be accepted via phone or in person. A question and answer (Q&A) page, where answers to all applicant questions will be posted publicly and available on the City website. Questions may be submitted only via email to: [nonprofits@plainfieldnj.gov](mailto:nonprofits@plainfieldnj.gov).

City staff are unable to answer questions regarding specific program/service design or plans.

The **RFA** is a competitive grant application process in which each applicant will be competing against other applicants for a limited amount of funding. After the application period, all applications will be reviewed by a team of City staff that includes representatives from health, social services, and finance departments.

## Funding Options

The City has two options for organizations wishing to apply for funds through the health and social services nonprofit grant process:

- 1 - The standard nonprofit application process for organizations wishing to apply for awards of \$5,001 - \$100,000; and,
- 2 – A mini-grants process with a simplified application for any organization applying for a small grant of \$5,000 or less. For mini-grants, organizations will be awarded the total amounts they request.

## Period of Performance

October 15, 2021 – October 14, 2022

## Funding Limits and Restrictions

Individual awards will be limited to no more than \$100,000 to ensure that the City retains the capacity to make multiple awards across all areas of need. The amount of funding requested should be presented and explained and should be consistently tied to the need described throughout the application. City funding can be used to fund costs that are required to run an organization. At the same time, there are no restrictions on the number of grant funds that applicants can apply towards funding these operating expenses; funds requested should align with the City's imperative of investing in high-quality social services that meet the needs of our residents.

The final approved funding amount for organizations will be based on a combination of factors: the total amount of funds available, the total amount of awarded requests, the application score, and a review of the reasonability of proposed budget items and cost for services. The ratio of City funding to the organization's overall operating budget will be carefully considered to ensure a healthy fund mix that does not rely predominantly on City grant funds (no more than 30 percent). The funding allocation is to be applied to all awards, with the requested amount awarded based on the application score.

The following are specific examples of unallowable expenses but is not an exhaustive list:

- Corporate debts
- Contingencies
- Contributions and donations
- Entertainment costs
- Fines and penalties
- Interest and other financial costs
- Legislative expenses
- Fiscal agents may not charge their administrative fee to the City award
- Any religious activity

## FY 2021/2022 Application Changes to the FY 2022 process include:

- Organizations who receive notice of funding through this opportunity will be required to have a W-9 and Business Registration Certificate (BRC) on file with the City.
- Eligibility criteria for faith-based organizations have been clarified per the requirements of New Jersey law.

- Scoring. The City has streamlined the scoring criteria and has added required tables to complete to support a specific narrative.

## FY 2021 Process and Timeline FY 2022

1. Grant application release date August 2, 2021
2. Grant application due August 31, 2021
3. Award recommendations September 17, 2021
4. Signed MOUs due October 4, 2021, FY 2022
5. Award funding begins October 18, 2021, FY 2022
6. 1st quarter report due January 14, 2022, FY 2022
7. Mid-Year report due May 15, 2022, FY 2022
8. Third-quarter report due August 31, 2022, FY 2022
9. Final report due

The application form includes the following sections:

1 – Cover Form

2 – Grant Application

- a. Statement of Need
- b. Project Description and Timeline
- c. Organizational Background, Qualifications, and Expertise
- d. Evaluation and Sustainability
- e. Budget and Supporting Financial Documents
  - ✓ Most recent audit
  - ✓ 2018, 2019, 2020 financial statements
  - ✓ Organization's current year operating budget
  - ✓ 2017, 2018, 2019 990 form
  - ✓ IRS Letter of Determination
  - ✓ New Jersey Business Registration Certificate

• Required attachments to be completed by the applicant

- ✓ Demographic Information
- ✓ Staff and Board Information
- ✓ Outcome and Evaluation Plan
- ✓ Grants, Contracts, MOU Table
- ✓ Budget Template

All questions are required to be answered. If a question does not apply to your organization, please enter "not applicable" or "N/A."



# THE CITY OF PLAINFIELD REQUEST FOR SOCIAL SERVICES NONPROFIT PILOT GRANT PROGRAM APPLICATION

## Cover Form

1. Organization:
2. Name (Organization Legal Name, if different):
3. Project Name(s):
4. Organization's Federal Tax ID#:
5. Year Established:
6. The number of Years the Organization has operated in City of Plainfield or served City of Plainfield Residents:
7. Organization's Mailing Address:
8. Organization's Plainfield Address (if different):
9. The organization's Authorizing Official Contact Information:
10. Organization's Application Contact Person (if different):
11. Requested City Funds/Total Cost:
12. Organization 2020 Operating Budget:
13. Current Fiscal Year State/End Date:
14. Brief Overview of Request: (100-word max.)
15. Applying for Mini-Grants of \$5,000 or less:
16. First Time Applicant: Yes/No
17. Type of Support Requested:

# Nonprofit Pilot Grant Application

## Statement of Need - 25 points

### **A. Describe the scope of the need for your service(s), including:**

1. What need does your program address? Describe what the proposed funding will be used for and how it relates to the Area of Need chosen above. 750-word limit. (7 points) ***Mini-grant question (7 points)***
2. Describe your service population's needs within the City of Plainfield (i.e., number of children in poverty; the number of women in shelters, number of LGBTQ served, the number of homeless housed, number of Latinx, number of clients on a waitlist, number of City of Plainfield residents served specifically within the service area, etc.). 750-word limit. (7 points)
3. Describe how you track the overall number of City of Plainfield residents served by your program? Are you able to track unduplicated numbers of participants among all of your programs? If so, how? 750-word limit (7 points)
  - Provide data that supports your description within the Demographic Information Table.
4. Describe the data collected to inform and improve service delivery to this population (i.e., client satisfaction surveys, pre, and post-surveys, client focus groups, client participation on your board) for assessing the proposed service. 250-word max (4 points)

### **B. Project Description and Timeline - 20 points**

Based on your responses in the Statement of Need, please respond to the following:

1. What is your proposed solution to the need identified? Why was this service approach chosen? 1,000-word limit (8 points) ***Mini-grant question (8 points)***
2. Describe any program characteristics or specializations that set your services apart from similar providers in the City of Plainfield. 100-word limit (2 points)
3. Describe the duration (number of visits) and intensity (minutes or hours per visit) of your services provided to the population described. 100-word limit (2 points)
4. Within the grant period, what is your plan for implementing the program or service? 250-word limit. (4 points)
5. What results are you committed to achieving during the grant period? These results will be part of your evaluation plan. What evidence will you provide to show how you achieved your results? 250-word limit. (4 points)

### **C. Organizational Background, Qualifications, and Expertise – 15 points**

Based on your responses in sections A. and B., respond to the following questions about your organization:

1. Describe organizational capacity to achieve project objectives (including proven ability to manage grants, program management, prior experience with area of need, and how this program fits your organization's mission, goals, and values). 500-word limit. (6 points)

2. On the Staff and Board Information table, describe your staff and the role and Expertise of your board of directors. (3 points)

3. If your organization has multiple programs, briefly describe the overall populations served. 100-word limit. (3 points)

4. Describe current activities (i.e., current board initiatives, strategic plan), recent accomplishments within the past three years, and plans. 100-word limit. (3 points) **Mini-grant question (4 points).**

#### **D. Evaluation and Sustainability (15 points)**

Based on your responses in the previous sections, please respond to the following:

1. Complete the Outcome and Evaluation Plan (6 points) **Mini-grant (6 points)**

2. Describe how your organization plans to sustain services long-term if City funds do not continue beyond FY 2022. Describe other resources, including donations that your organization will use to support the service. 100-word limit. (3 points)

3. On the grants, contracts, MOU table, list the top three grants or contracts and the three most significant MOU's your organization held in the last two years. Include the name and email of the point of contact, previous Social Services Nonprofit grants, CDBG grants, etc. City staff may contact at least three individuals on the list for a reference (1.5 points).

4. Briefly describe your most significant collaborations with other entities in your field or geographic area. 100-word limit (1.5 points).

5. If this is not a new program, provide evaluation results showing the program's impact in 2018 and 2019. If planning to collect new measures, please include a copy of the plan. 100-word limit. (3 points)

#### **E. Budget and Supporting Financial Documents (25 points)**

1. Complete the Line Item Budget and Budget Justification Table. (10 points) **Mini-grant question (10 points)**

2. Did your organization request funds under any of these programs in response to COVID19? If yes, please select the funding source(s) from the list below, indicate the amount, and describe the purpose of the funds. Select all that apply. (0 points)

- CDBG (CARES)
- PPP
- City of Plainfield Economic Development Small Business
- City of Plainfield Food Assistance
- Other (explain)

## Directions for Completing the Budget Narrative:

### **Personnel/Employee:**

This section provides projected salary and fringe costs for your proposed program. This schedule provides a calculation for percent FTE - list as .20, .80, etc. In the justification, explain how the positions requested relate to the objectives proposed.

### **Fringe Benefits:**

Provide your agency's fringe benefit rate - put the percent in the formula - F12; the justification should include what benefits are covered under the fringe. The fringe rate should be applied to the total salary line.

### **Consultants/Contractual:**

Provide a list of positions or activities carried out by consultants or through contracts. Provide the unit of payment; this could be by the hour or the completed task, and provide the cost of each unit and the number of units being contracted. In the justification, explain how the consultants/contractual relationships relate to the objectives proposed.

### **Occupancy:**

Rent: This line item should be calculated using the following formula: percentage of space occupied by the proposed program, times the cost per square foot, times 12 months. EXAMPLE: This example supposes that your program will occupy 100 square feet at a \$30 per square foot cost per month.  $100 \text{ square feet} \times \$30.00 \text{ per square foot} = \$3,000 \times 12 \text{ months}$  for a total of \$36,000.

Utilities: This line should be calculated by naming utilities gas/electric/water, as applicable. Provide an overall projected cost of those utilities multiplied by the number of months (in most cases 12) of your program.

### **Travel/Transportation:**

Suppose your organization has a policy that allows for reimbursement for staff's use of their vehicles. In that case, you should complete by filling in the number with the total number of miles projected times the unit reimbursement cost per OMB of 57.5 cents per mile. The other item included in this line is tokens/fare cards for the organization's staff. Provide a projected number you will need for your program, indicate the item, the unit cost, the number to be purchased, and the total cost. Costs to maintain cars/trucks is also an allowable expense. In the justification, explain how travel/transportation costs relate to the objectives proposed.

**Supplies:**

This line should indicate the total projected costs of supplies needed to administer your program, e.g., paper, pens, folders, printer ink, etc. In the justification, explain how the supplies requested relate to the objectives proposed.

**Equipment:**

Long-term equipment purchases that exceed \$5,000. These purchases must be pre-approved by City of Plainfield grants staff. In the justification, explain how the equipment costs requested relate to the objectives propose

**Client Cost:**

This line should include specific client costs related to your program, e.g., tokens, fare cards, incentives (where allowed), and other program-appropriate client costs. In the justification, explain how the client costs relate to the objectives proposed.

**Communications:**

This line should include costs associated with maintaining communications necessary to administer your program, e.g., telephone, cell phones, internet, fax lines, copying. You should complete a projected cost for each item, indicate the unit and number on the budget sheet. In the justification, explain how the communication costs relate to the objectives proposed.

**Other Direct Costs:**

This line should comprise direct program costs that cannot be attributed to other budget lines, e.g., materials for meetings, etc. In the justification, explain how the additional direct costs relate to the objectives proposed.

3. Submit all of the following: (15 points) Mini-grant (15 points)

- Most recent audit
- 2018, 2019, 2020 financial statements
- Organization's current year operating budget
- 2017, 2018, 2019 990 forms (For mini-grant, most recent 990)
- IRS Letter of Determination
- New Jersey Business Registration Certificate
- W-9

## Post-Award Requirements

All organizations approved for funding must complete a Memorandum of Understanding (MOU) prepared by the City and signed by the appropriate authority for the organization. This agreement will outline the requirements for receiving the grant award. The MOU will include important terms relative to the grant award as follows:

### ***Funding Term and Disbursement***

The term of the funding will begin on October 15, 2021, and, unless sooner terminated, will expire on October 14, 2022.

All organizations approved for funding will be required to have a W-9 and a Business Registration Certificate (BRC). Instructions will be provided with the notice of funding.

The City will make two payments to the organization:

- The first half of the funding award will be made at the end of FY 2021.
- The second half of the funding will be awarded after submission and approval by the City of a mid-year progress report and expenditure report. The City may delay or cancel payments for failure by the organization to comply with any part of the MOU.

For mini-grants, one payment of the full amount will be made at the end of FY 2021.

### ***Tracking of Expenditures and Use of Funds***

The organization will account for all expenditures made from the awarded funding. This accounting will be submitted on the expenditure portion of both the mid-year report and the final report. The City will supply these forms.

The organization shall repay to the City:

- Any funds that remain at the end of the fiscal year;
- Any funds expended for purposes other than those stated in the funding applications.

### ***Reporting Requirements***

Grant recipients will be required to submit quarterly reports and a final report that provide information on expenditures and the progress of the organization in meeting the performance measures identified in the funding application. The template used in the evaluation plan for the application will serve as the reporting template as well. Quarterly reports are due no later than 15 days after the end of the quarter. The final report is due 30 days after the end of the grant period. ***Timely submission of grant reports is counted as part of the past performance score.***

Organizations not meeting at least 75 percent of their mid-year target for any performance measure will be reviewed by the City. If City staff determines that there may be a performance issue underlying the lack of progress toward the goal, they will request that the organization complete a corrective action plan before the second fund disbursement is given. A corrective action plan consists of a statement of the issue needing improvement and a request for the organization to present a remedy, in writing, within a specific timeframe.

\*Mini-grant recipients only have to complete final, not quarterly, reports and will be paid in full for the year.

### ***Invoicing Requirements***

Grant recipients will also be required to invoice the City for the bi-annual disbursements of the approved grant award. The invoices should be included when submitting the signed copies of the MOU and the mid-year report. Invoices should be submitted to the contract manager on organizational letterhead and have the date, invoice number, amount to be disbursed.

### ***Fiscal Agency***

If an organization with a fiscal agent receives City funds, the executive directors of both organizations must sign the MOU, signifying their mutual acceptance of the terms of the agreement.

Questions about the application form or process may be directed to [Nonprofits@plainfieldnj.gov](mailto:Nonprofits@plainfieldnj.gov)

## General Tips for Application Development

Below are some tips that will help improve your application.

- Assume that the reviewers are not familiar with your organization; scores are based on application content only.
- Emphasize results achieved by the program and any specific service you are applying for funding.
- All questions are scored independently, so you may need to repeat answers or explicitly refer to another question.
- Reviewers are not comparing this year's application to last year's.
- Ensure that costs in the requested budget are reasonable, thoroughly explained, and within industry standards.
- Be sure that responses to questions:
  - ✓ Directly answer the question;
  - ✓ Are concise, specific, and thorough;
  - ✓ Are specific to the City of Plainfield.
- Be sure that all required documents have been provided, or explain why you cannot provide them.