



# History Education Arts Reaching Thousands

## 2016 HEART GRANT PROGRAM

Grants to increase appreciation for Union County's  
History, the Arts and Humanities

### Guidelines and Application

An Initiative of the  
Union County Board of Chosen Freeholders

Bruce H. Bergen, Chairman

Sergio Granados, Vice Chairman

Linda Carter

Mohamed S. Jalloh

Angel G. Estrada

Bette Jane Kowalski

Christopher Hudak

Alexander Mirabella

Vernell Wright

Alfred J. Faella, *County Manager*

James Pelletiere, RMC, *Clerk of the Board*

Ron Zuber, Director, *Department of Parks & Recreation*

Grant Program administered by the Union County Office of Cultural & Heritage Affairs

**Application available in large print.**



**UNION COUNTY**  
*We're Connected to You!*

A SERVICE OF  
THE BOARD OF  
CHOSEN FREEHOLDERS



# 2016 UNION COUNTY HEART GRANT PROGRAM

History, Education, Arts  
Reaching Thousands

## **Guidelines for Submitting a Request for a HEART Grant**

### **Introduction:**

The Union County Board of Chosen Freeholders, recognizing the importance of culture, history and the arts, established the HEART Grant Program to encourage a thriving environment for the arts and cultural activities. This program serves as a catalyst to strengthen Union County's non-profit organizations, artists and scholars, enhancing their capacity to provide innovative projects relating to history, the arts and humanities, developing Union County as a center for innovation and excellence in arts and culture.

Projects funded under the HEART Grant Program must directly benefit Union County residents and increase appreciation for Union County history, the arts and humanities, demonstrating that cultural assets are a vital part of community life, education and well-being, economic development and cultural heritage tourism.

The Union County Board of Chosen Freeholders will give paramount consideration to projects that:

- showcase Union County-based arts or historical resources
- engage County residents of all ages
- encourage participation by Union County's diverse populations in all aspects of arts, history and cultural activities within the county
- are submitted by new applicants or that propose new projects

An organization or individual may submit one application for the grant year. Unless renewed and extended by the Union County Board of Chosen Freeholders, the HEART Grant Program will terminate on March 31, 2017. As funds are limited, grants are very competitive. It is possible that successful applicants may not receive the full amount of their request.

### **Deadlines:**

First time applicants only are required to submit a draft of the narrative and the budget page. Applications must be received at the Office of Cultural and Heritage Affairs by the following dates (not postmarked):

**Draft deadline is Friday, June 10<sup>th</sup>**

**Application deadline is Friday, June 17<sup>th</sup>**

Applicants must submit **one (1) original and six (6) duplicates, a total of 7 copies of the application and of the support materials** as described in the Grant Program Application.

Send application (1) Original and (6) Duplicates to the Union County Office of Cultural and Heritage Affairs, 633 Pearl Street, Elizabeth, NJ 07202. Questions? Call 908-558-2550. This application is also available by request via e-mail ([culturalinfo@ucnj.org](mailto:culturalinfo@ucnj.org)) as a writable Word document (Microsoft Word 2003), or PDF format (Adobe Acrobat) is also available at [www.ucnj.org/cultural](http://www.ucnj.org/cultural) . Only hard copies of the Application may be submitted.

### **Eligibility Criteria:**

- Applicants must be Union County-based non-profit organizations, units of local government, libraries, and individual artists and scholars who live in Union County.
- Programs and projects must occur in Union County.
- Organizations must have tax exemption status under Section 501(c) (3) or (c) (4) of the Internal Revenue Code or be pending same. One copy of your IRS letter of determination must be included with the application package containing the original signature page.
- Colleges and other educational or religious institutions are eligible if the proposed activity is open to the general public and is separate from religious observance.
- Individuals may apply for funds to support projects that benefit the Union County public. Grant funds exceeding \$600 received by individuals in any one year are taxable and must be reported to the IRS in the year they are received.
- Grants will be awarded to support **specific public programs or projects only** and not for general operating support. Examples of eligible activities are listed below. This is not an inclusive list. If you do not see your project on this list, please call staff of the Union County Office of Cultural and Heritage Affairs (UCOCHA) to discuss its eligibility.
- Past recipients who plan to present the same project must explain why this project should be funded again.

### **Eligible programs and projects may include, but are not limited to:**

- performances, lectures, exhibitions, workshops, demonstrations
- arts- or history-in-education projects
- educational projects that focus on Union County or local history
- programs promoting cultural diversity and ADA (Americans with Disabilities Act) assistive services: sign or audio interpretation, rental of listening devices, large print programs, etc.
- programs for underserved populations (youth, seniors, special needs)

Funds may be used for artist or speaker fees, coordinators, technical crew and other professional fees, rentals (call in advance about rentals in excess of \$1,000), postage, printing, photocopying, supplies, etc. that are **related to the project**. Applicants should hire only Union County or New Jersey artists, unless special permission has been granted beforehand. Resumes of artists, speakers or other professionals are mandatory as part of the application. Some equipment purchases may qualify if they are an integral part of the project; please call the UCOCHA to discuss your specific needs.

**Grant funds may not be used for:**

- general administrative salaries
- scholarships or prizes
- purchase of artwork or artifacts
- capital improvements
- hospitality costs (food and beverages)
- reimbursement of deficits
- assembly type programs or fashion shows
- fundraising events for non-arts/history organizations

**Match Requirements:**

The **cash match** is the amount of money that an organization is required to spend on the project from its own money. It is the organization's share of the total cost of the project. Depending on the amount of the request (see below), **organizations** may need to provide a cash match.

**Cash match requirements for organizational applicants only:**

- Grant requests of \$1,000 or under have no cash match requirement.
- Grant requests of \$1,001 to \$2,500 must match at least 25% in cash.

The cash match may come from any source except funds from other direct Union County support. County funds may not be used to match other County funds. An organization's cash match may include funds from anticipated admissions, donations, memberships, registrations, other grants, reserve funds, etc. Depending on the total cost of your project, the match may be more than the minimum requirement described above.

**Project Budget:**

All applicants are required to complete the Project Budget Form. On this form you will show expenses and sources of income for your project. **Provide all relevant information in a clear and concise manner. Check to be sure that all your figures add up correctly and correspond to the figures you provide in Narrative Question 5.** It is not necessary to have a figure on each line on the form; complete only what is applicable to your project. Grant funds may be allocated to one category or divided among several.

**Note:** Organizations must submit their prior year's annual budget (or the most recently completed year) in addition to the Project Budget form.

**Process:**

There will be one HEART Grant round in 2016 for projects taking place between September 1, 2016 and March 31, 2017. Staff will review the application packets for completeness. Members of the Cultural and Heritage Programs Advisory Board will review the applications using the evaluation criteria listed below. The Advisory Board will make funding recommendations to the Union County Board of Chosen Freeholders, which has final responsibility for funding decisions and awards.

**Evaluation Criteria:**

- high artistic, educational or historical merit
- why or how the project was selected – how does it fill a demonstrated community need
- description of how the project will benefit the Union County community
- details on how the project will be accomplished, by whom, for whom, when and where
- realistic balanced budget
- administrative capabilities of the applicant demonstrated by a well written narrative, appropriate budget, required support material, track record of successful projects

**Draft Review:** *New applicants* and others requesting staff review of their application must submit the narrative and budget **no later than Friday, June 10<sup>th</sup>**. A draft may be faxed, mailed or e-mailed to the address below.

**Payment Information:**

**You may not begin your project or spend grant dollars** until you have received an official award letter, submitted a revised budget (if necessary) and signed a contract. You will be notified following the Freeholder meeting at which your proposal is approved (see timeline). Each organization and individual receiving funds **must** submit a Final Report, which includes financial documentation (canceled checks), attendance figures and a narrative. The Final Report Form will be provided and will be available on request.

Grant funds will be disbursed in two or more payments. The first (50%) is after the contract is signed. The final payment is a **reimbursement** payment. It will be made upon evaluation and approval of the **Final Report**, but may be withheld or reduced if grant funds were not expended as described in the contract. An Interim Report may be required at the discretion of the Office of Cultural and Heritage Affairs.

**Credit Line:**

All funded projects must include the following credit line on all printed and publicity materials:

**This (history or education or arts) program is made possible in part by a HEART (History, Education, Arts Reaching Thousands) Grant from the Union County Board of Chosen Freeholders.**

**HEART Grant Contact Information:**  
**Union County Office of Cultural and Heritage Affairs**  
Libby Reid  
HEART Grant Program Coordinator  
633 Pearl Street  
Elizabeth, NJ 07202  
Phone: (908) 558-2550  
Fax: (908) 558-2652  
E-mail: [culturalinfo@ucnj.org](mailto:culturalinfo@ucnj.org)

## **Quick Reference Sheet**

Grant Period: September 1, 2016 – March 31, 2017

<b>Review Process</b>	<b>Deadlines</b>
Draft Deadline	Friday, June 10
Application Deadline	Friday, June 17
Advisory Board Review	Monday, July 11
Freeholder Review and Approval	Thursday, August 18
Successful Applicants' Contract signing	September, date TBA
Program Timeframe	9/1/16 – 3/31/17

**Draft Review:** First time applicants are required to submit a draft of the narrative and the budget page. Submit drafts early to allow time for changes. Staff will review drafts up to **Friday, June 10th.** A draft may be faxed, mailed, or e-mailed to the address below.

**Deadline:** Submit 1 original and 6 copies of the Grant Application, total 7, to the Office of Cultural and Heritage Affairs **by Friday, June 17<sup>th</sup>**.

### **Maximum Amount to Request:**

- Individuals may request a maximum of \$1,000 (no cash match required).
- Organizations may request a maximum of \$2,500.
- Organizations must meet the following **cash match**:

<b>Amount Requested</b>	<b>Cash Match Requirements</b>
\$1,000 or less	No Cash Match Requirement
\$1,001 to \$2,500	Minimum of 25% cash match

Union County Office of Cultural and Heritage Affairs  
633 Pearl Street, Elizabeth, NJ 07202  
Attention: Libby Reid, HEART Grant Coordinator  
(908) 558-2550 Fax: (908) 558-2652 NJ Relay 711  
**E-mail: [culturalinfo@ucnj.org](mailto:culturalinfo@ucnj.org)**

# 2016 UNION COUNTY HEART GRANT PROGRAM APPLICATION

Please submit one (1) original and (6) six copies of this application, total of seven (7). Sign the original application with blue ink. The HEART GRANT application must be typed. If you make a copy on your computer, it must be an exact copy. You may request a writable Word document or PDF format of the application at [culturalinfo@ucnj.org](mailto:culturalinfo@ucnj.org). PDF is available at [www.ucnj.org/cultural](http://www.ucnj.org/cultural). Only hard copies of the Application may be submitted.

## GENERAL INFORMATION

Individual or Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Telephone: \_\_\_\_\_  
(For Publication)

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Contact Person \_\_\_\_\_ Contact Person Tel.: \_\_\_\_\_

Contact Person Mailing Address: \_\_\_\_\_

Contact Person's E-Mail: \_\_\_\_\_

Project Category: \_\_\_\_\_ Amount Requested: \$ \_\_\_\_\_  
(History, Education, Arts or a Combination)

Website: \_\_\_\_\_

**SUMMARY STATEMENT (in no more than 50 words):** In the space below, provide a summary of your project that may be used for publication.

## AUTHORIZATION

I understand that the following pages and attachments constitute part of this application. I certify that all statements in this application are true to the best of my knowledge; and I hereby release the Board of Chosen Freeholders of the County of Union, its employees and agents from any liability and/or responsibility concerning any submission of materials to the program. I further certify that any funds received under the Union County HEART Grant Program will be used exclusively for the purpose set forth in this application. I understand and agree that submission of an application signifies intention to comply with Title VII of the Civil Rights Act of 1964 (PL88-352), with Labor Standards under Section 5(1) of the National Foundation on the Arts and Humanities Act of 1965 (PL 185-209), Title IX of the Education amendments of 1972, and Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990.

\_\_\_\_\_  
Please Sign Name  
(Must be the Chief Administrative Officer's  
Signature if an Organizational Applicant)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Please Print Name  
Please sign and print in blue ink

## **NARRATIVE QUESTIONS**

Prepare a narrative of 3 to 5 pages, single-spaced in 12-point type, describing your project. Put the applicant's name on the top of each page. Provide a detailed description of **what you plan to accomplish, how you intend to do it and how you will spend the money.** **Number each answer according to its corresponding question.** Refer to the evaluation criteria (in the guidelines) before answering each question.

Tell the Review Panel about your project by answering the following questions. **Be specific and detailed in your answers.** Assume that the reviewers are not familiar with your organization or your previous experience. Be careful not to use jargon or abbreviations. Be sure the dollar amounts agree with those on the budget page.

1. What is the project? How will you carry it out? How many programs/activities will take place? Where will it take place? When will it take place? Is there an admission charge or other fee? Do you have a solid commitment from the place where your project takes place and/or from the person(s) you plan to hire? Is the event venue accessible to people with physical disabilities?
2. Why did you decide to do the project? Have you ever done it before? When? Why again?
3. Provide a complete project timeline in monthly increments, beginning with grant approval through the conclusion of the project.
4. Who will be involved in the project? What are their credentials? (Describe both volunteers and paid participants).
  - Name and qualifications of person(s) responsible for overseeing the project.
  - Name and relevant experience of professionals hired through the grant.
5. How much will it cost? How will you spend the grant funds? **Be very specific.**
  - Give the total budget for the project. Provide detail on all figures in your budget. How were the expenses determined? Tell about your income other than this grant.
  - Check to be sure this information matches the expenses and income on project budget form.
6. Who will benefit from your project? How will they benefit from your project?
  - Specify the number of individuals directly served by your project.
  - Describe the demographics (ages, ethnicity, municipality, etc.) of the participants and audiences.
  - How will your project be accessible to individuals with disabilities?
7. How will you advertise and promote the project?
  - Give your publicity plan; list the specific media you will use.
8. How will you evaluate the success and benefits of your project?
  - What are the goals and objectives?
  - Other than audience numbers, how will you determine whether or not you reached those goals?

**Support Material.** List your support material on a separate page. Include required **resumes**. Enclose **sample** brochures or other materials describing your organization's current programs or relevant activities from the past three years. Individuals should provide **examples** of recent previous projects. Organizational applicants must include proof of **non-profit status** and the **most recent completed year's annual budget**.



## 2016 PROJECT BUDGET

Name of Applicant: \_\_\_\_\_

<b>PROJECT EXPENSES</b>	Requested from HEART Grant <b>A</b>	Matching Cash/Project Income <b>B</b>	Project Cash Total <b>C</b>
<b>Project Personnel</b>			
Artistic Fees			
Speaker Fees			
Coordinator			
Other (Specify)			
<b>Operating Expenses</b>			
Printing			
Postage			
Supplies and Materials			
Other (Specify)			
<b>Rentals</b>			
Space			
Other (Specify)			
<b>Promotional Expenses</b>			
Publicity			
Other (Specify)			
<b>TOTAL EXPENSES</b>	<b>A</b>	<b>B</b>	<b>C*</b>

It is not necessary to have a figure on each line. Fill in where applicable. \* (C = Total cash cost of Project)

**PROJECT INCOME (CASH):** Any organization requesting more than \$1000 must indicate the sources of their matching cash/project income in Column B. This may include funds from anticipated admissions, donations, memberships, registrations, other grants, your budget or other cash sources. **Individual recipients and organizations asking \$1000 or less do not have to supply this information.**

SOURCES: \_\_\_\_\_ Amount \$ \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total \$ \_\_\_\_\_

## 2016 HEART GRANT APPLICATION CHECKLIST

**Submit a total of (7) Applications and support material, (1) Original and (6) Copies**

**INCLUDE:**

**Organizations:** Mark one application “Original” and include one copy of:

- ☐ Checklist
- ☐ Proof of non-profit status
- ☐ Application form with Original Signatures
- ☐ Most recent completed year's annual budget

**Individuals:** Mark one application “Original” and include one copy of:

- ☐ Checklist
- ☐ Application form with Original Signatures

**Everyone:**

- ☐ General Information section on Page 1 of the Application
- ☐ Summary statement of your project (in 50 words or less)
- ☐ Completely answer **all** of the Application Narrative questions
  - ☐ 1. Description of project
  - ☐ 2. Rationale
  - ☐ 3. Timeline
  - ☐ 4. Personnel
  - ☐ 5. Budget
  - ☐ 6. Benefits
  - ☐ 7. Marketing
  - ☐ 8. Evaluation
- ☐ Project Budget page
- ☐ Proof of commitment from the location where your project takes place
- ☐ Proof of commitment from the professional(s) you plan to hire
- ☐ Provide resumes of all qualified personnel involved with the project
- ☐ Include sample support material (brochures, news clippings, photographs)

Signature \_\_\_\_\_

Person Completing the Application \_\_\_\_\_ Daytime Phone \_\_\_\_\_

## Organization

Received by UCOCHA \_\_\_\_\_ Date \_\_\_\_\_

**This Checklist page will be signed and returned to you.**