



History • Education • Arts • Reaching Thousands

2021 HEART GRANT PROGRAM

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

Grant Application Instructions & Guidelines

An Initiative of the
Union County Board of Chosen Freeholders

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

Application available in large print.

A Service of the Union County
Board of Chosen Freeholders



UNION COUNTY
We're Connected to You!



History • Education • Arts • Reaching Thousands

2021 UNION COUNTY HEART GRANT PROGRAM

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. The HEART Grant Program will terminate on December 31, 2021. As funds are limited, grants are very competitive. It is possible that successful applicants may not receive the full amount of their request. *All funding is pending Union County budget approval.*

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: Friday, October 2, 2020

Application deadline: Tuesday, October 13, 2020

Applicants must submit **one (1) original and five (3) duplicates, a total of 4 copies of the application and of the support materials** as described in the Grant Program Application.

Request the writable MSWord application form at culturalinfo@ucnj.org or download it from www.ucnj.org/cultural (click on "Funding Opportunities"). Your application must be typed (not handwritten). Print and sign the original application with blue ink. Save a copy of your completed application on your computer. Send application (1) Original and (3) Duplicates to the Union County Office of Cultural and Heritage Affairs, 633 Pearl Street, Elizabeth, NJ 07202. Only hard copies of the Application may be submitted. Questions? Call 908-558-2550.

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.
- If your organization has applied for funding from the Union County Local Arts Program (LAP) or History Grant Program, your proposed HEART activity must be separate and different from that Arts or History project.
- 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, web subscriptions (such as video conferencing), 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 which you will show expenses and sources of income for your project. **Provide all relevant information clearly and concisely. Check to ensure that all your figures add up correctly and correspond to the figures you provide in Narrative Question 5.** It is not necessary to assign a figure in each field on the form; complete only what applies 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:

The 2021 HEART Grant round is for projects taking place between January 1, 2021 and December 31, 2021. 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 it fills a demonstrated community need
- description of how the project will benefit the Union County community
- details on how the project will be accomplished, by and 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, October 3**. 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 and submitted a revised budget (if necessary). You will be notified following the Freeholder meeting at which your proposal is approved. Each organization and individual receiving funds **must** submit a Final Report, which includes financial documentation (canceled checks and/or financial database printout), 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 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 language on all publicity materials:

This (history or education or arts) program is made possible in part by a 2021 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

Quick Reference Sheet

Grant Period: January 1, 2021 – December 31, 2021

Review Process	Deadlines
Draft Deadline	Friday, October 2
Application Deadline	Tuesday, October 13
Successful Applicants' Contract signing	November/December
Program Timeframe	1/1/21 – 12/31/21

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, October 3rd**. A draft may be mailed, e-mailed or faxed. See contact info below.

Deadline: Submit 1 original and 3 copies of the Grant Application, total 4, to the Office of Cultural and Heritage Affairs by **Tuesday, October 13th**.

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**:

Amount Requested	Cash Match Requirements
\$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

2021 UNION COUNTY HEART GRANT PROGRAM APPLICATION

Please submit one (1) original hard copy and (3) three copies of your application, a total of four (4). Sign the original application with blue ink. Hard copies must be submitted. Your application must be typed (not handwritten). Request the writable MSWord application form at culturalinfo@ucnj.org or download it from www.ucnj.org/cultural (click on "Funding Opportunities"). Save a copy of your completed application on your computer.

GENERAL INFORMATION

Individual or Organization Name: _____

Mailing Address: _____

City: _____ Zip Code: _____ Telephone: _____
(for publication)

Fax _____ Email _____

Contact Person _____ Contact Person Tel.: _____

Contact Person Mailing Address: _____

Contact Person's Email: _____

Project Category: _____ Amount Requested: \$ _____
(History, Education, Arts or what combination)

Website: _____

SUMMARY STATEMENT (maximum 50 words)

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.

Signature

*(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 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. Avoid using 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 page.
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?
 - Describe your publicity plan; list 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**.

2021 PROJECT BUDGET

Name of Applicant: _____

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

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

PROJECT INCOME (CASH): Organizations requesting more than \$1000 must indicate below the sources of their matching cash/project income in Column B (which may be funds from anticipated admissions, donations, memberships, registrations, other grants, budget or other cash sources). **Individuals and organizations requesting \$1000 or less do not have to supply this information.**

SOURCES: _____ Amount \$ _____

Total \$ _____

2021 HEART GRANT APPLICATION CHECKLIST

Submit a total of (4) sets of Applications and support material (1 original plus 3 copies)

INCLUDE:

Organizations: Mark one application “Original” and include:

- ☐ 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:

- ☐ Checklist
- ☐ Application form with Original Signatures

Everyone:

- ☐ First page of application (General Information section with 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 materials (brochures, publicity samples, web pages, photos)

Signature _____

 Person Completing the Application Daytime Phone _____

Organization _____

Received by UCOCHA _____ Date _____