



WELCOME, THE WEBINAR WILL BEGIN SHORTLY

**FY 2023-2024 Nonprofit Grant Opportunities
Application Technical Assistance & Public Meeting Webinar
January 17, 2023**

Please Note:

- By default, all attendees are on mute and cameras are disabled
- If you have a question, please enter in the Q&A section



Application Technical Assistance & Public Meeting Webinar

FY 2023-2024

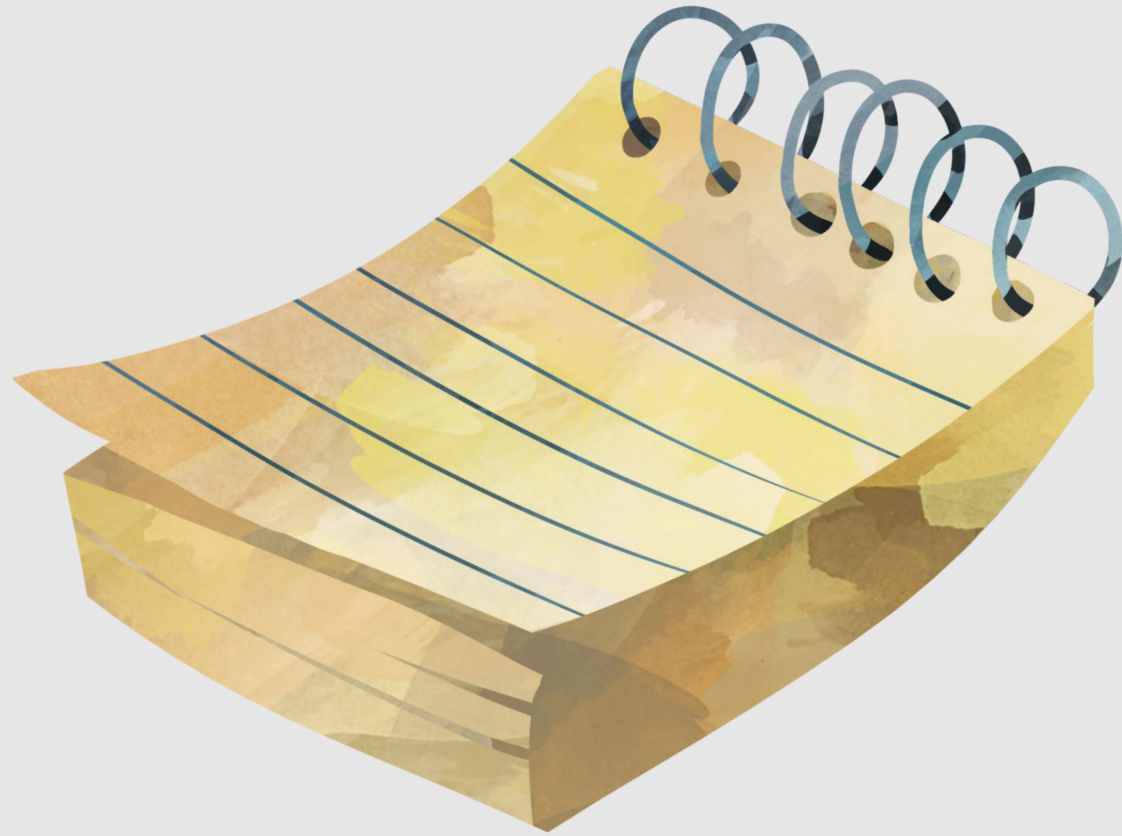
Nonprofit Grant Opportunities

January 17, 2023

Today's Agenda

- Overview of Available Grant Funding Opportunities
- Application Process
- Application Questions by Grant Type
- Grant Policies
- Q&A

Polls #1-2



Grant Funding Opportunities

- Community Service Grant (CSG)
- Community Development Block Grant (CDBG)
- Event Sponsorship Grant (ESG)

All three grants are for activities or events that occur between July 1, 2023, and June 30, 2024

CSG Basic Information

- Awarded annually by the City Council
- Activities must benefit Elk Grove residents
- Flexible funding source
 - Ongoing program costs (staffing, supplies, etc.)
 - Equipment purchases
 - Capital improvements to facilities
- Maximum award: \$100,000
- Fundraising and one-time events are not eligible (see the Event Sponsorship Grant)
- Funds should expand capacity, not replace another funding source

CDBG Basic Information

- City receives an annual grant from the US Department of Housing and Urban Development (HUD)
- Some funds may be passed through to nonprofits and governmental entities for:
 - Ongoing program costs (e.g., staffing, supplies, etc.)
 - Capital improvements to facilities
- Goals
 - Provide decent, safe, and sanitary housing
 - Provide a suitable living environment
 - Expand economic opportunities
 - All programs must primarily benefit low-income households
 - One-person household: \$56,750 annually
 - Four-person household: \$81,050 annually

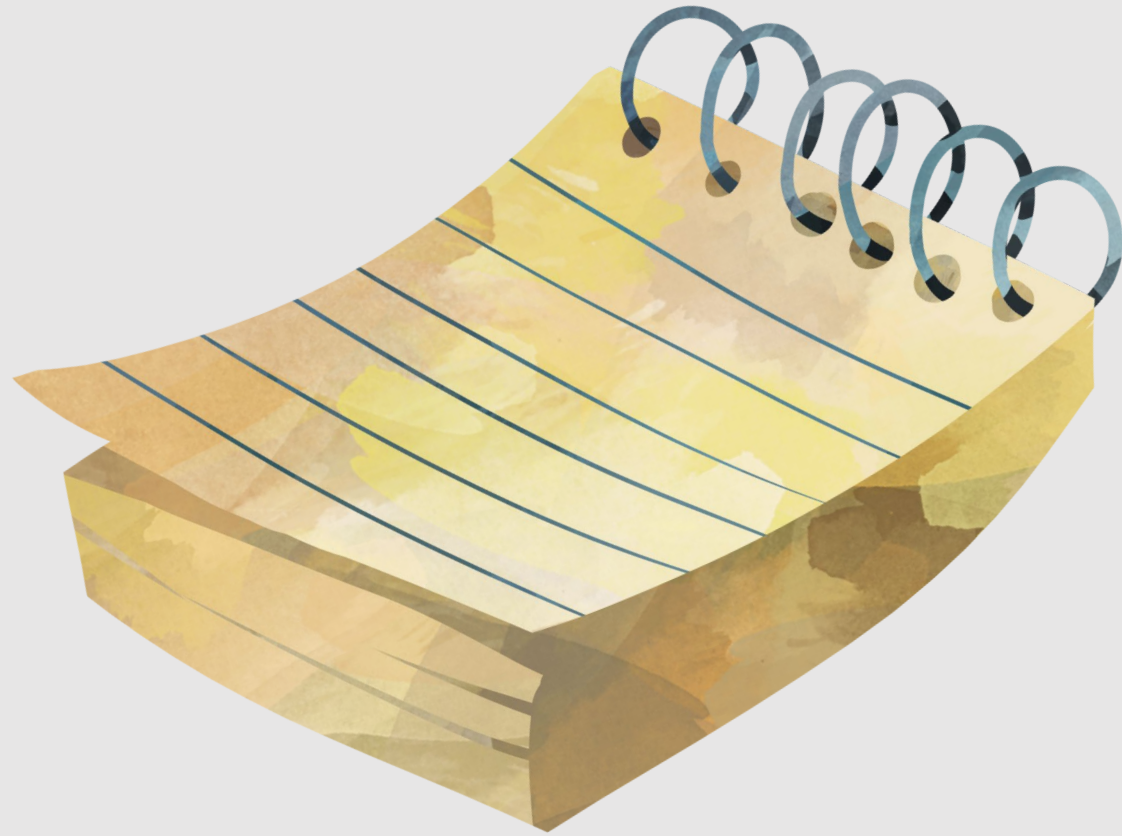
ESG Basic Information

- Awarded annually by the City Council
- Assistance to Elk Grove-based nonprofit organizations to host a special event that benefits the Elk Grove community
- Events must take place in Elk Grove
- Cannot be organized around political or religious purposes
- Events with a fundraising component are eligible if all net proceeds will be provided to a nonprofit that serves primarily Elk Grove residents
- Flexible funding
 - Direct funding
 - City facility use
 - In-kind services

Estimated 2023-2024 Budget

- CSG: approximately \$440,355
 - Final amount determined during City budget process
- CDBG: approximately \$876,462
 - Public services \$131,469 (15% of award maximum)
 - Capital projects \$613,524
 - Administration \$131,469
 - Additional funding may be available for capital projects
 - Final amount determined by HUD later in the year
- ESG: approximately \$324,400
 - Cash \$80,000
 - In-kind & facility use \$244,400
 - Final amount determined during City budget process

Poll #3





General Information

Grant Applications

- Two applications:
 - CSG and CDBG (combined application)
 - ESG
- Applicants can apply for CSG, CDBG, and/or ESG
 - There is no limit on the number of applications eligible to submit
- Each activity or event must have its own application
 - Different activities must have different applications (e.g., service activity and facility improvement = 2 applications)
- Links to applications available at www.elkgrovecity.org/grants

Eligible Organizations

- Nonprofits that are corporations, associations, agencies, or faith-based organizations with nonprofit status under the Internal Revenue Service Code
- Governmental agencies that are independent of the City of Elk Grove's government (e.g., Elk Grove Unified School District)
- City departments (CDBG only)

Application Disclosure

- Applications and supporting materials are subject to disclosure via the California Public Records Act
 - Sensitive information, such as bank account numbers or client names, should not be included
 - For required documents, black out any sensitive information before uploading
- Requesting parties may be given read-only access to applications

Application Deadlines

- CSG/CDBG
 - Applications due: **February 14, 2022**, at 11:59 pm
- ESG
 - Applications due: **February 24, 2022**, at 11:59 pm



CSG/CDBG General Information

Types of Eligible Activities (incomplete list)

- Services for low-income households, youth, seniors, persons with disabilities, persons experiencing homelessness, persons with mental illness, veterans, foster youth, etc.
- Food assistance programs
- Job training/education
- Recreation and sports programs
- Public safety and crime prevention
- Housing assistance programs
- Improvements to existing facilities
- Acquisition (purchase) of new facilities

CSG, CDBG, or Both?

- Most organizations should apply for CSG
- Apply for CDBG if:
 - Organization has data on the number of low-income persons served, or can realistically estimate the number
 - Organization is willing and able to collect income and demographic data from every person served
 - Organization has a Unique Entity ID and is registered and in good standing at SAM.gov
- Applying for more than one will not hurt your chances of getting a grant – City will determine which is the best funding source

Budget

Eligible Costs: *(incomplete list)*

- Personnel/staff (salary and benefits)
- Office/facility lease and utility costs
- Materials and supplies
- Communications (phone and Internet)
- Local travel/mileage
- Contractual services
 - Financial, IT, janitorial support, etc.
- Indirect costs at no more than 10% of direct costs

Ineligible Costs: *(incomplete list)*

- Programs or services that promote religion
- Political activities
- Marketing, incentives, or fundraising
- Payment of debt or expenses incurred prior to July 1, 2023
- Entertainment, furnishings, or personal property
- Costs not directly related to providing service to Elk Grove residents

Documentation and Accounting

- There is a lot of flexibility in costs the City can cover...but we require documentation for all of it
 - All costs need to be clearly related to the activity the City funds
 - Acceptable documentation includes payroll summaries, invoices or receipts, mileage logs, etc.
 - Keep this in mind as you think about your budget request
- If activity serves non-Elk Grove residents, organization will need to have acceptable accounting methods to allocate or separate the costs

Funding Requests

- If organization is not going to provide increased service or help more people, funding request must explain why the organization's current funds are insufficient
- If the proposed activity will serve non-Elk Grove residents, please calculate the percentage of time spent on Elk Grove participants and request no more than that percentage for any one budget item



ESG General Information

Eligible Events (incomplete list)

- Event Types
 - Concert/Performance
 - Festival/Faire
 - Parade/Procession
 - Sports Tournament
 - Run/Walk/Race
 - Lecture Series/Symposium/Conference
 - Breakfast/Luncheon/Dinner/Reception

Planning During Health Restrictions

- Events are required to comply with all applicable public health restrictions imposed by any federal, state, or local government agency
- Notify the City staff in advance of any changes, including date and location changes, and/or cancellations
- The City will work with each group to amend contracts as needed if there is a change in your event
- Substantial changes made after preliminary awards have been determined may result in a change of funding, use of City facilities, and/or in-kind-services awarded

Sponsorship Requests

- Direct funding
- Facility use
 - Old Town Plaza
 - District56 indoor facility
 - District56 outdoor facility
 - District56 Aquatics center – for local swim teams only
- In-kind
 - Police Department service (traffic management and overall event safety only)
 - Road closures/traffic management
 - Waste management (trash and recycle carts and service)
 - Marketing/promotion



Application Process WebGrants

WebGrants Online Application

- All applications must be completed and submitted via the online application process
 - WebGrants <https://elkgrove.webgrantscloud.com/>
 - Paper applications will not be accepted
- Applicants must create a WebGrants account to apply
 - All individuals who will need access to the organization's application should register for an account
 - Each registration will be approved by City staff
 - Multiple organizations can be linked to any one registration (grant writers)
- Multiple applications (for different projects) are allowed

 Login Enter your user id and password

This field is required.

[Forgot User ID?](#)[Forgot Password?](#) Interested in the current posted Opportunities? Announcements

Welcome to the City of Elk Grove's online grants management system!

If you are a first time User, please register by clicking the yellow "Click here to Register" button. Once your personal contact and organizational information is submitted, your registration will be approved by City staff within one or two business days.

Click [HERE](#) for step-by-step instructions on how to register for a WebGrants account.

Individuals should not register in WebGrants more than once. You will use the same account for multiple applications and awards. If you are a grant writer or associated with more than one organization, once you have an active registration, please [email](#) City staff to request help in linking additional organizations to your account.

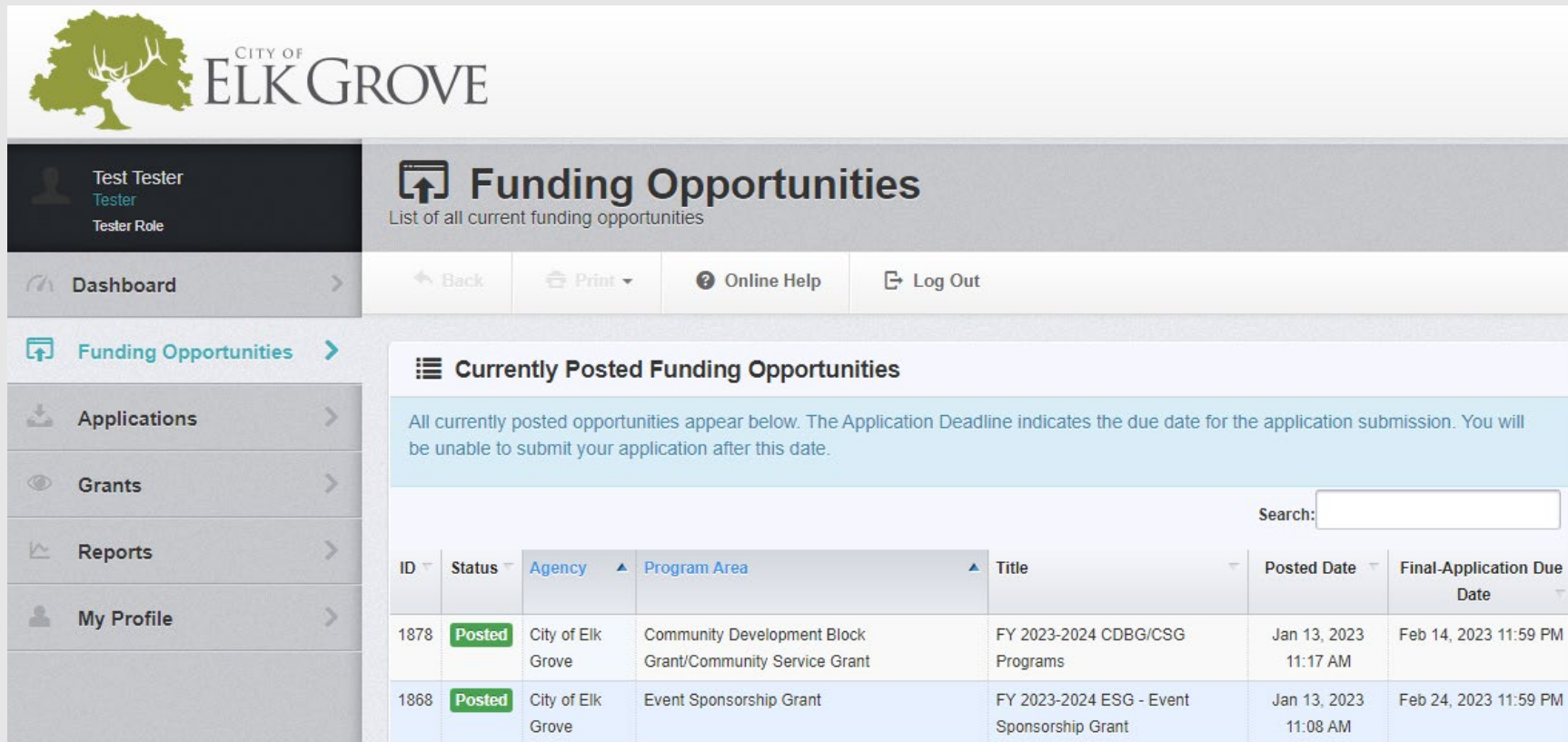
Click [HERE](#) for step-by-step instructions on how to submit an application for funding in WebGrants.

WebGrants Registration

- Registers personal contact and organizational information
- The first person registering an organization should enter as much information as possible
 - This information is important and will be tied to every other person registering for that organization and each grant application submitted on behalf of the organization
 - Can be added later, once account is set up, under “My Profile”
- If your organization is already registered, you only need to complete the **required*** fields
 - Organization Attachments should be reviewed annually and updated as necessary
- All applicants requesting CDBG funding must have SAM Unique Entity ID

WebGrants Tips

- Make sure you have the right Funding Opportunity:
 - Community Development Block Grant/Community Service Grant
 - Event Sponsorship Grant



The screenshot displays the City of Elk Grove WebGrants interface. At the top left is the City of Elk Grove logo. The user is logged in as 'Test Tester' with the role 'Tester'. The main heading is 'Funding Opportunities' with a sub-heading 'List of all current funding opportunities'. A navigation menu on the left includes 'Dashboard', 'Funding Opportunities', 'Applications', 'Grants', 'Reports', and 'My Profile'. The main content area shows 'Currently Posted Funding Opportunities' with a search bar and a table of two opportunities.

ID	Status	Agency	Program Area	Title	Posted Date	Final-Application Due Date
1878	Posted	City of Elk Grove	Community Development Block Grant/Community Service Grant	FY 2023-2024 CDBG/CSG Programs	Jan 13, 2023 11:17 AM	Feb 14, 2023 11:59 PM
1868	Posted	City of Elk Grove	Event Sponsorship Grant	FY 2023-2024 ESG - Event Sponsorship Grant	Jan 13, 2023 11:08 AM	Feb 24, 2023 11:59 PM

WebGrants Tips Cont.

- Fully read the Funding Opportunity Details and Description
- Add additional applicants (users) from organization under the General Information Page
- All application components (forms), required questions, and required attachments must be complete before you are able to submit
- Prior to submitting application – can edit as often as you wish
- You can submit more than one application for each Funding Opportunity

WebGrants Tips Cont.

- Application does not save automatically when you click between questions
- **Blue Text** almost always indicates a clickable link, either within the system or to an external source
- Required fields are shown in **red text** with a **red asterisk***
- If you try to save a form and nothing happens you likely are missing text in a required field - scroll through the form and look for any red text identifying '**This field is required**'

WebGrants Tips Cont.

- Entering text

- Only plain text allowed - fancy formatting will not show up

- Tip – You can use the `
` tag if you want a line break (a new line); it will however use extra characters so be careful
 - Example: This is `
` a paragraph `

`with line breaks

This is
a paragraph

with line breaks

- Be aware of maximum character counts for each text box – especially important when cutting and pasting since it will cut off text and not warn you
 - Formatting and special characters do not copy over when cutting and pasting – please **proofread** and **edit** before submitting

Attachments

- Includes a list of required documents
 - You must upload a document for every **required*** document, or you will not be able to submit
 - If your organization doesn't have a certain document, please contact City staff
 - Many supported file extensions (e.g., .DOC, .XLS, .PDF, .PPT, .JPG, etc.)
- Check document requirements early
- Secretary of State Certificate of Status
 - May submit printout from website or order actual Certificate of Status
 - <https://businesssearch.sos.ca.gov/>
- Supporting Materials
 - Add anything else you would like the City to have

Submitting the Application

- WebGrants will send an email confirming submittal
- Once submitted, applications may not be edited
- WebGrants will automatically close application period at 11:59 pm on the deadline

WebGrants Technical Assistance

- Step-by-Step Instructional Guides
 - <https://elkgrove.webgrantscloud.com/>
 - www.elkgrovecity.org/grants
- ‘Online Help’ and ‘Ask a Question’ links at top of application
- City Staff
 - CDBG/CSG - Alicia Tutt at atutt@elkgrovecity.org or 916-627-3735
 - ESG - Jodie Moreno at jmoreno@elkgrovecity.org or 916-478-3632



CSG/CDBG Application

Applications due: **February 14, 2023**, at 11:59 pm

Late applications will not be accepted

Application Components (Forms)

- General Information
- Project Overview
- Organization Information
- CDBG Eligibility
- Budget
- Attachments
- Registrations and Certifications

Project Overview

- Project Description/Narrative
 - Describe specifics of activity proposed for City funding (who, what, when, where)
 - Indicate how you plan to spend City funds, if awarded
- Project Beneficiaries – Place of Residence
 - Estimate for July 1, 2023 – June 30, 2024
 - Include only people who receive service, not all people who could use the service if desired
 - Do not count the same person/household more than once, even if they receive service every day
 - Be realistic – you will be held to these goals!
- Participant Income Level
 - Must have the same total as Persons/Households Served - Place of Residence

Organization Information

- Other Grants
 - List other grants applied for in the past 2 years
 - This is important—Council indicated in past years that grantees should be actively looking to reduce their reliance on City funding
- Partial Funding
- Organizational Assets
 - Total assets - amount can often be found in annual audit
 - Liquid assets
 - This includes cash or assets that could be easily converted to cash, such as stocks
 - Real property, materials/supplies, etc. are NOT liquid assets
 - Restricted assets – these are formally limited to a specific use, such as a building purchase fund

CDBG Eligibility

- Funding Type
- CDBG Proposed Goal
 - Broad in scope, general statement on proposed program/activity's purpose
 - Observable and measurable end result
- CDBG Proposed Objectives
 - Specific result achieved within time frame of grant
 - Specific, measurable, action-oriented, realistic, time-bound
- CDBG Proposed Outcomes – performance measures
 - Measurement and evaluation of activity's results
 - Short- and long-term benefits

Example

- Goal

- XYZ Organization will provide free childcare to low-income households in Elk Grove

- Objectives

- Work with 10 local service organizations to educate 200 low-income Elk Grove households on available resources by December 31, 2023
- Register 30 low-income Elk Grove households in the free childcare program by June 30, 2024

- Outcomes

- Direct outcome: provide 20 hours of childcare each week for low-income households in Elk Grove
- Short-term benefit: parent finds employment
- Long-term benefit: child is better prepared for school
- Outcome measure: number of parents employed at beginning and end of project

Budget

- Budget Summary
 - Common categories of expenditure pre-filled
 - ‘Other’ categories can be used for planned expenditures that do not fit the fields provided
- Personnel Expenses
 - Show all relevant personnel, even if not proposed for City funding
 - Click ‘Add Row’ for each staff position that would dedicate time to proposed project
- Budget Narrative
 - For each category in which funding is requested, provide a description of what anticipated expenses are included and how the funds will be spent
- Strongly recommend applications requesting more than \$5,000 include a more detailed budget as Supporting Documentation

Application Review Criteria

- Project feasibility
- Budget reasonableness
- Agency capacity
- Impact on priority needs
- New or increased service
- Leveraged funds
- Self-support plans

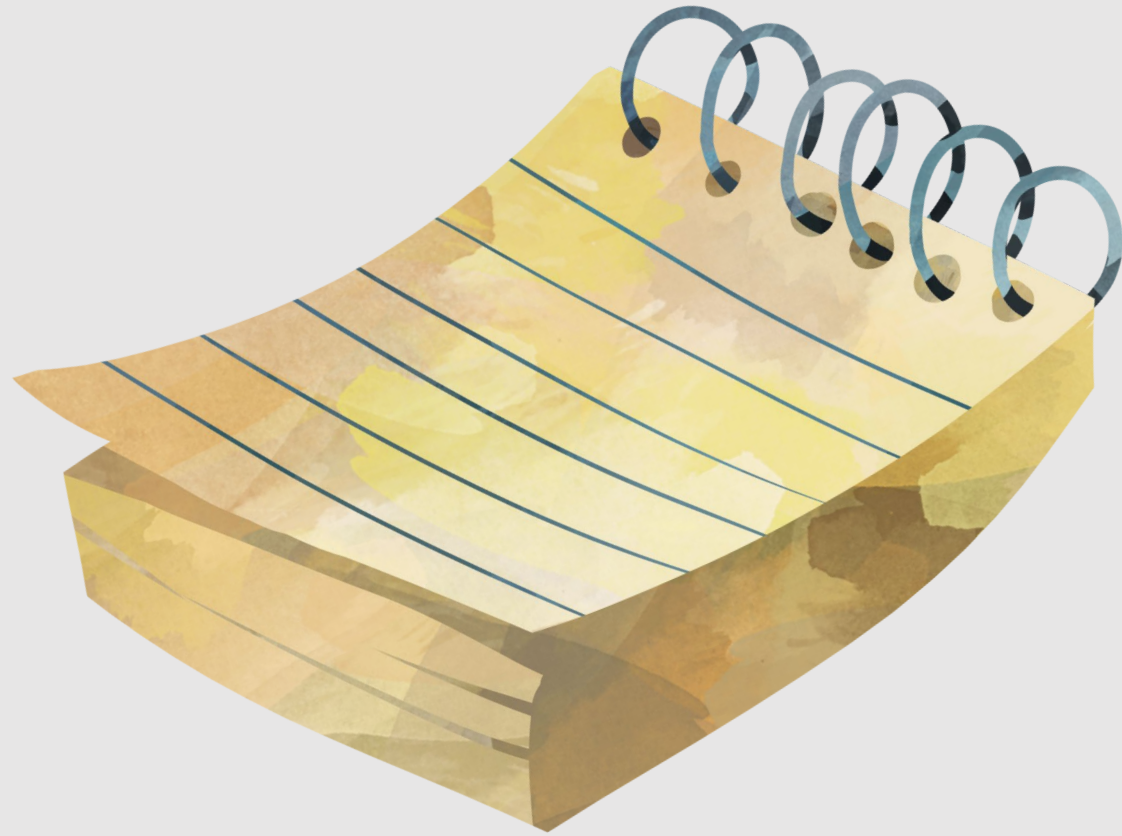
Application Review Process

- City sends follow-up questions to most applicants
 - February 20 - March 3
 - Questions will be sent through WebGrants
 - Please respond so we can fairly evaluate your application

CSG/CDBG Application Anticipated Timeline

- **Jan 13** Release of Application
- **Jan 17** Application Workshop and Public Meeting
- **Feb 14** Deadline for application submissions
- **Feb 15 - Mar 6** Review period
- **Mar 22** City Council public hearing (preliminary awards)
- **Apr 10 - May 10** CDBG Action Plan public review period
- **May 10** City Council public hearing (final awards)
- **July 1** Funding year begins

Poll #4





ESG Application

Applications due: **February 24, 2023**, at 11:59 pm

Late applications will not be accepted

Application Components (Forms)

- General Information
- Overview
- Sponsorship Request
- Details
- Audience
- Budget
- Registrations and Certifications
- Attachments

Overview

- Event Type
 - Choose the type of event you are hosting and if not listed, choose other
 - If “Other” we may reach out and ask what kind of event
- Change in Public Health Requirements
 - Plan for event if public health orders change
 - Contingency plans
- Event Description
 - What activities will occur during the event?
 - Be specific – this is used to develop grant agreement

Overview

- Date(s) of Event & Location of Event
 - If unconfirmed put anticipated date/location and as soon as confirmed it's important to provide an update to the City
- Hours of Event
 - Be specific on set-up and tear-down as those will be included on your agreement and helps us budget accordingly

Sponsorship Request

- Type of Sponsorship Requesting

- Applicants can ask for cash, facility use, and in-kind services
- Note: Old Town Plaza now open as a rentable event venue / grant only covers cost of the rental facilities and not other hard costs: security, staff, etc...and is subject to availability
- Staff will work with you on alternate dates or facilities if your 1st preference is not available – District56 is already booked for most weekends, so a Friday or Sunday is most likely more open than a Saturday
- Other (e.g., emcee, speakers, swag, etc.)

- In-kind Services

- City will not provide Police as security. Grantees are responsible for coordinating their own event security
- City does not have any equipment available for grants or rent

Details

- Road Closures

- If you are asking to close a road, there will be additional requirements like a map, a Street Use Permit to be filed, and a meeting with PD and Public Works months prior to your event to confirm logistics
- Permits are an additional cost not covered by the grant

- Food and drink

- Depending on how many food and drink vendors you have, you may be required to file for a Health permit with Sacramento County Health Department.
- If serving alcohol, you will need an abc permit, as well as alcohol liability on your insurance

Registrations and Certifications

- Food Recycling

- California Law SB 1383 is aimed at reducing short-lived climate pollutants and equates to food recycling
- The City requests you work hard to help with separation of recycling, organics and garbage at your events
- Eventually, this will be mandated and enforced

ESG Application Anticipated Timeline

- **Jan 13** Release of Application
- **Jan 17** Application Workshop and Public Meeting
- **Feb 24** Deadline for application submissions
- **Mar 1 – Apr 5** Review period
- **Apr 26** Funding recommendations presented to City Council (preliminary awards)
- **May/June** City Council approves annual budget (final awards)
- **July 1** Funding year begins



Grant Policies

Agreement dates:

July 1, 2023, to June 30, 2024

Basic Information

- Awarded applicants will receive one or more grant agreements based on the funding source
 - Agreements are sent electronically through DocuSign (hard copy option)
 - **Read carefully before signing!** Most edits will require a formal amendment once the agreement has been executed.
- Insurance coverage is required
 - Types and amounts will vary based on activity/event
 - City will not sign the agreement until the insurance requirements are met
- File Retention
 - CSG/CDBG - all grant-related files must be maintained for five (5) years
 - ESG – all grant-related files must be maintained for two (2) years

Organizational Standing

- Grantees must be in good standing with both the California Secretary of State and the California Attorney General's Registry of Charitable Trusts, if required by law to be registered
 - Registration – CA Secretary of State
 - Check at <https://bizfileonline.sos.ca.gov/>
 - Registration – CA Attorney General
 - Check at <http://rct.doj.ca.gov/MyLicenseVerification/Search.aspx?facility=Y>
- Organizational standing must be active/current prior to execution of agreement and throughout grant terms
- CDBG subrecipients must have a SAM.gov Unique Entity ID (UEI) and maintain an active registration in SAM

Communications & City Logo

- Grantee shall include the City's name and/or logo in all materials identifying any person or entity as being a sponsor of, donor, or contributor to the activity/event or the Grantee
- In instances where Grantee receives funding related to the arts, such communications shall also display the logo for the Elk Grove Arts Commission
- Grantee must obtain permission of the City before including the City's name or logo in any communication

Payment Policies

- Payment requests submitted on WebGrants
 - CSG/CDBG - Reimbursement only and must have adequate back-up documentation
 - ESG – Payment may be requested in advance, no more than 30 days prior to event date
 - All required documentation (e.g., reports, event summary forms, permits, etc.) must be submitted and approved prior to payment request being paid
- Organizational standing with Secretary of State, Registry of Charitable Trusts, and SAM (if required) must be active/current for the City to disburse funds
- Failure to comply with terms and conditions of agreement (including but not limited to complying with applicable public health restrictions, meeting goals, etc.) may result in the City reducing or terminating funding

Required Reporting

- Reports submitted in WebGrants
- CSG/CDBG
 - Quarterly and/or mid-year reports to show persons served
 - CDBG recipients must collect info on demographic characteristics and income
 - Annual report describing persons served and accomplishments
 - Financial reporting, type depends on amount of grant
- ESG
 - Post-event Summary Report including financial summary and attendance numbers

Technical Assistance and Monitoring

- Staff is available to help grantees throughout the year
 - On-site assistance for reporting and invoicing
 - Review/discuss modifications to scope of work and/or budget
 - Help navigating WebGrants
- All grants are subject to a financial and program audit by City staff
 - CSG/CDBG - periodically complete a monitoring visit where we look at financial and program information



Questions?



Copies of the PowerPoint slides and a recording of this webinar will be made available at: www.elkgrovecity.org/grants



Thank you for attending!

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