I AM TRENTON
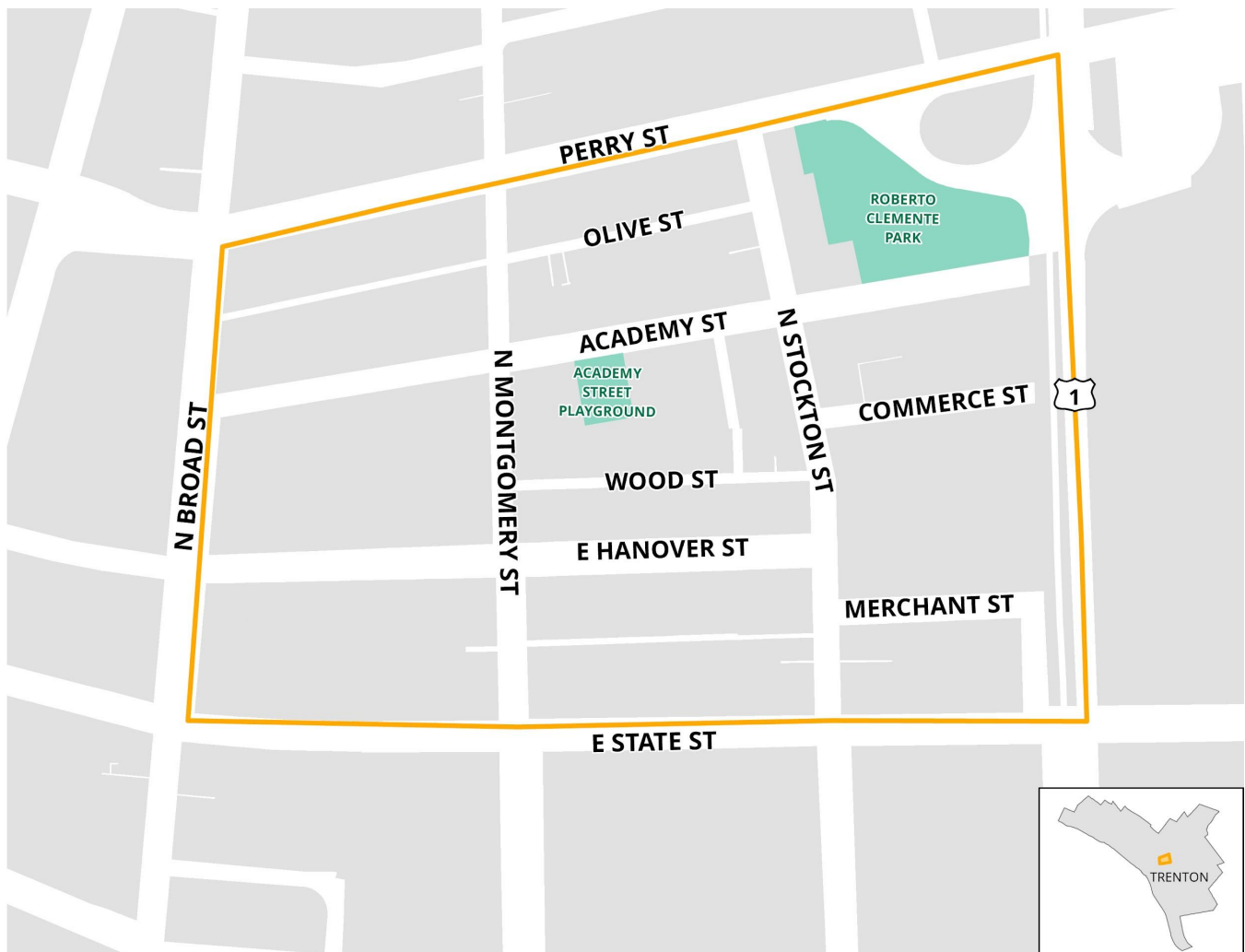## COMMUNITY FOUNDATION

FUNDACIÓN COMUNITARIA
YO SOY TRENTON

**OLD TRENTON NEIGHBORHOOD GRANTS
(HANOVER/ACADEMY)
Community + Business Support
2023 – Round 2**

BACKGROUND

I Am Trenton Community Foundation was established by a group of Trentonians in 2007 to *Make Trenton even better through community engagement, building pride in our city, and community-focused giving*. Our grants support projects designed and led by Trenton residents to make their community better. Since 2014, we have been collaborating with local nonprofit Isles, Inc. to provide grants in specific neighborhoods of Trenton, where the NJ Department of Community Affairs (DCA) provides funding to support resident-driven plans as part of the Neighborhood Revitalization Tax Credit (NRTC) program.

Old Trenton Neighborhood Grants support community projects, arts, culture, beautification, and business development in the Old Trenton neighborhood (often called "Hanover Academy"), which is bordered by Perry Street, State Street, Route 1, and N. Broad Street - please see map.

GRANT ROUNDS

This is the second grant round in this program. Grantees from Round 1 are welcome to apply in Round 2, provided that they submit their final report before the application deadline.

2023 PRIORITIES

The Old Trenton Neighborhood (OTN) Grant Program aims to make the neighborhood more livable and vibrant, as envisioned in the Creek to Canal Creative District Plan. Funds are intended to help grassroots organizations and individuals to carry out community activities that improve the neighborhood or the lives of its residents, and to help small businesses grow. Grants will be accepted in two categories:

1. **Business Development**: Support for new and emerging businesses located in Old Trenton (see map) that will enable them to scale up, expand their work, or be a more active and welcoming presence in the neighborhood. Priority will be given to entrepreneurs of color serving communities represented in Old Trenton. A business not currently located in Old Trenton will only be considered if the project is specifically to establish an Old Trenton location.

   This category is intended for *new investment* in the business (new equipment, new exterior fixtures, etc.), not for regular operating support (normal inventory restocking, utilities, rent, etc.). We will also prioritize permanent or semi-permanent work over temporary work – for example, we are more likely to fund a business to buy new equipment than to organize a pop-up event.

   Sample projects in this category include: improving the exterior space of a business; adding lighting, seating, etc. to add a better street feel; new equipment that enables the business to expand; doing new types of marketing; getting a new storefront in the neighborhood; etc. This list is not exhaustive. Prospective applicants are encouraged to come to the pre-application workshops (see below) or to email us with questions.

2. **Community Investment**: Activities that will make the Old Trenton neighborhood (see map) more welcoming, attractive, and vibrant, and improve the lives of residents. We will prioritize projects that advance the goals in the Creek to Canal Creative District Plan, which aims to create more art and cultural activities in the neighborhood and to strengthen artists and creative organizations. Generally, we will also prioritize projects that create something permanent (an art installation, a new community space) or involve cumulative learning (an educational series) rather than one-time events (a cleanup, a single workshop), unless the applicant makes a strong case for the event's cultural importance for the neighborhood.

   Organizations not located in the neighborhood may apply under this category. However, priority will be given to organizations in the neighborhood; all activities must take place in Old Trenton; and at least 75% of the beneficiaries must be residents of the Old Trenton Neighborhood.

   Examples include: creating a mural with some involvement of residents; organizing neighbors to do beautifications on multiple properties on a block; organizing a cultural festival; a series of art workshops for kids; etc. This list is not exhaustive. Prospective applicants are encouraged to come to the pre-application workshops (see below) or to email us with questions.

GRANT AMOUNTS

Applicants may request up to $8,000. We expect most grants to be between $1,000 and $5,000.

WHO CAN APPLY

All project activities must take place in the Old Trenton neighborhood.

- Businesses seeking **business development** funds <u>must</u> be located in the Old Trenton neighborhood, or must use the project funds to create a new location in the Old Trenton neighborhood. We will prioritize applications from entrepreneurs of color serving the Old Trenton community.

- Applicants planning to do **community improvement** may be located outside the neighborhood, but <u>all activities</u> must take place inside Old Trenton <u>and 75% of project beneficiaries</u> must be residents of Old Trenton. We expect applicants to have a strong familiarity with the neighborhood, the ability to access locations in the neighborhood, the ability to engage residents, etc.

Applicants are not required to have 501(c)3 nonprofit status to receive a grant from us. However, <u>please note that grant funds are considered taxable income by the State of New Jersey and the IRS unless the recipient entity is tax-exempt</u>. We also require a W9 with either an EIN or SSN to issue each grant. Grant recipients are responsible for all income reporting and all associated tax payments. We strongly encourage applicants who do not have 501(c)3 status to partner with a 501(c)3 nonprofit organization that can serve as a fiscal sponsor for the project.

We prioritize projects led by residents and grassroots organizations. Large/established nonprofits may apply, but are very unlikely to be funded unless it is for a very compelling project led by residents in the Old Trenton neighborhood, and a clear reason is presented why the organization cannot secure funding for it from its regular sources.

I Am Trenton reserves the right to disqualify an applicant that has not submitted satisfactory reports or complied with grant requirements in our other grant cycles. If you currently have an open grant, please talk to us (grants@iamtrenton.org) before applying.

HOW TO APPLY

The full application appears below. All applications must be submitted through the online form at iamtrenton.org/oldtrenton. We will not accept emailed or mailed applications.

In keeping with our goals to become more inclusive:

- We accept applications in Spanish and English.

- We know it is easier for some people to speak than to write. Applicants can submit their Project Details as a short essay OR as a short video in English or Spanish. A simple video of you answering the questions is sufficient - we are not looking for fancy editing.

THE DEADLINE IS NOVEMBER 6, 2023, AT 11:59 PM.

WE DO NOT FUND

- Projects or organizations that discriminate on the basis of age, race, gender, national origin, ethnicity, veteran status, sexual orientation, gender identity, or disability.

- Debt reduction or on-going operational support
- Capital campaigns or fundraising events
- Re-granting programs
- Scholarships
- Partisan political activities, lobbying, or efforts to influence an election
- Religious activities such as worship, religious instruction, or proselytizing. Religious organizations can apply for non-denominational activities that are open to all and do not require participation in religious services.

TIMELINE

1. **Pre-application workshops (optional but encouraged) -** Pre-application workshops provide more information and an opportunity to ask questions:

   Dates:

   - Wed Oct 18, 6-7:30 p.m.: Virtual via Zoom (register at iamtrenton.org/oldtrenton)

   - Sat Oct 21, 1:00-2:30 pm: In-person at the Orchid House Cafe, 134 East Hanover Street (between Broad and Montgomery Sts.)

   A recording of each virtual workshop will be emailed to everyone who registers.

2. **Application deadline -** Applications are due on **November 6, 2023, at 11:59** Eastern Time. Please submit all materials through the online form at iamtrenton.org/oldtrenton.

3. **Notification of awards -** We will notify all grantees on whether their application was funded or not by **December 6, 2023**.

4. **Check presentation / gathering:** We will give out checks to grantees at a gathering within the neighborhood around Dec 10, 2023. Details will be shared with grantees once finalized.

5. **Grant activities** should occur between **Dec 10, 2023 and May 31, 2024.**

HOW WE CHOOSE WHICH PROJECTS ARE FUNDED

Applications are reviewed by the Grants Committee, which includes I Am Trenton board members and volunteer community members. We do our best to include reviewers from the Old Trenton neighborhood. Reviewers score each application individually, then discuss all the applications in the pool. We try to fund projects at the amount requested, but we may approve a grant for a lower amount.

REQUIREMENTS FOR GRANTEES

If your project is funded, you should expect the following/ Si su proyecto está financiado, usted debe esperar lo siguiente:

Grant Agreement and W9: Grantees will be required to sign a grant agreement with I Am Trenton Community Foundation. For applicants with a fiscal sponsor, the grant agreement will be between IAT

and the fiscal sponsor. We also require a signed W9 form with an EIN or SSN to issue each grant.

Please note that projects over $2,000 may receive two installments of funding: one at the start of the project, and the second after a progress report due no later than June 15, 2023 (see below).

Reporting:
- We ask that grantees document their project activities through photos, short videos, etc.
- We will call and email grantees to ask for an update on progress by **March 31, 2024.**
- A final written report will be due by **June 10, 2024).** Report instructions will be provided to grantees directly.
- We may ask grantees to prepare short presentations about their projects for a public event toward the end of the grant period. Details will be provided once finalized.

HOW TO REACH US

Feel free to contact the Grants team at any time throughout the application process or as you carry out your grant activities. **For Spanish-language help, please email us and leave your name and phone number and we will call you back.**

- **Email:** grants@iamtrenton.org

- **Phone:** (515) 674-2127. Please leave a message, making sure you mention that you are calling about the Citywide Grant program, as well as your name, phone number, and question. We will get back to you as soon as possible.

OLD TRENTON NEIGHBORHOOD GRANTS
Community + Business Support
2023 – Round 2

All applications must be submitted online at iamtrenton.org/oldtrenton. Applications will NOT be accepted by hard copy, mail, or email. These questions are provided for reference only.

Deadline: **Monday, November 6, 2023, 11:59 pm.**

BASIC INFORMATION

1. **Applicant name:**

    _____

    Please enter the individual / group / business / organization that will carry out the project.

2. **Applicant Contact Information:**
    Please enter the contact person's name, email, phone, and mailing address.

3. **Applicant Type:**
    Please pick the category that <u>best</u> describes your status as an applicant. Depending on the category you select, you will need to provide the additional information and documents listed.

    __ A registered business
      Required information and documents: (1) EIN of business, (2) business registration certificate

    __ A 501c3 nonprofit organization
      Required information and documents: (1) EIN of nonprofit, (2) IRS letter confirming 501c3 status

    __ An individual or unincorporated organization <u>WITH a fiscal sponsor</u>
      Required information and documents: (1) EIN of fiscal sponsor, (2) IRS letter confirming fiscal sponsor's 501c3 status, (3) Letter of agreement from fiscal sponsor to work with you.

    __ An individual or unincorporated organization <u>WITHOUT a fiscal sponsor</u>
      Required information and documents: If you are awarded a grant, you will be required to fill out a W9 form providing the name and SSN of the individual receiving the funds.

PROJECT SUMMARY

1. **Project Title:** _____

2. **Please describe your project in 1-2 sentences.** If your project is funded, we will use the title and short description in press materials and on our website.

3. **Amount: _____**
   What amount are you requesting from the Old Trenton Grants Program?

4. **Category:** Please pick the category that **best** describes your project.

   _____ Business Development: Support for new and emerging businesses **located in Old Trenton** (see map) that will enable them to scale up, expand their work, or be a more active and welcoming presence in the neighborhood. Priority will be given to entrepreneurs of color serving communities represented in Old Trenton.

   _____ Community Investment: Activities that will make the Old Trenton neighborhood (see map) more welcoming, attractive, and vibrant for businesses, customers, residents and visitors. Priority will be given to projects that advance the goals in the Creek to Canal Creative District Plan, which aims to create more art and cultural activities in the neighborhood and to strengthen artists and creative organizations. **Please note that all grants in this category <u>must</u> take place in the Old Trenton Neighborhood, and at least 75% of the beneficiaries <u>must be residents of the Old Trenton Neighborhood</u>.**

5. **Location:** Please provide the location(s) at which the work will take place. This grant round is limited to activities that will take place in the Old Trenton neighborhood (see map).

PROJECT DETAILS
Please provide short, clear answers to the following questions in **either** a written document (maximum 2 pages) **or** a short video (maximum 3 minutes).

1. **Who are you?** - Tell us about yourself, your organization, or your business. We want to know what you do, when and why you started doing it, and what connections you have in the Old Trenton neighborhood. If you are applying for a business grant, discuss the market for your business, who you serve, who you employ, and how you can grow in Old Trenton.

2. **What will you be doing?** - Please describe your proposed activities.

   ● **For Business Development:** please describe the types of purchases/costs you will use our grant on, and when and how you will do the work.

   ● **For Community Improvement:** please give us a clear idea of what you will be doing, how you came up with this project, what partners you will work with, when the activities will take place, and how you plan to engage Old Trenton residents.

   ● **For all projects:** please note whether you have Spanish-language capacity for any community-facing work for which you are requesting funding.

3. **What will you achieve?:** Please describe how this project will make the Old Trenton neighborhood better.

   a. **For Business Development:** Please also discuss the impact this will have on your business.

> How will this grant enable your business to expand, change, or become more welcoming or active in the neighborhood?

> b. **For Community Improvement:** Please be sure to mention how many people will benefit from this project and how you will make sure 75% of them are residents of Old Trenton. If your project will advance arts and culture, please be sure to discuss how.

4. **Why do you need our help? -** Please describe why an Old Trenton neighborhood grant will make a real difference for you. For example, if there are challenges you have faced in getting funding to support this specific work, or if there is a unique opportunity you are trying to take advantage of, please discuss that here.

PHOTOS
Please upload up to three photos that can help us understand who you are and what you propose to do. This can be examples of a past project you did, and/or images that show an issue you're aiming to fix. If your grant is approved, we may use these photos in press materials and on our website so please make sure you own the image. **Please DO NOT use logos, event flyers, or collages of multiple photos**.

BUDGET
Please upload a budget that lists the specific expenses your project will have. An example budget for a hypothetical community information campaign is shown below.

SAMPLE BUDGET

Expense	Amount	Source of funds	Status of funds (Confirmed or Requested)
Artist fees - poster and pamphlet designs ($100 x 4)	$400	IAT	Requested
Printing - posters	$200	IAT	Requested
Printing - pamphlets	$200	Partner Name	In-kind; confirmed
Stipends - community members to host Facebook Live sessions	$500	IAT	Requested
Translation - Spanish	$250	IAT	Requested
Poster / pamphlet distribution	$300	Volunteers	In-kind; confirmed
Total project cost	**$1,850**		
Total requested from I Am Trenton	**$1,350**		