

# **CREATIVE ENGAGEMENT GRANT application handbook**

Winter 2014



# SE UPLIFT: CREATIVE ENGAGEMENT GRANT

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## TABLE OF CONTENTS:

<b>Section 1: Overview of Creative Engagement Grant Program</b>	
Program Background .....	3
Grant Size .....	3
Project Requirements.....	3
Match .....	4
Selection Process .....	4
Grant Timeline.....	5
Application Submission .....	6
Responsibilities of Grant Recipients .....	6
Support .....	6
<b>Section 2: Application Instructions</b>	
Checklist .....	7
Cover Page .....	7
Narrative .....	8
Budget.....	9
Supplemental Attachments.....	10

If you have questions about the Creative Engagement Grant, please contact Kelly Fedderson, SE Uplift’s Community Resource Manager, at 503-232-0010 x 312 or [Kelly@southeastuplift.org](mailto:Kelly@southeastuplift.org).

## SECTION I: OVERVIEW OF CREATIVE ENGAGEMENT GRANT PROGRAM

### PROGRAM BACKGROUND

The Creative Engagement Grant Program funds the creation of original neighborhood projects that inspire Portlanders to think about and engage with their community in new ways.

At the core of this new grant program is our desire to inspire and support innovative strategies for engaging our communities in civic life and promoting neighborhood association participation. We hope to get people more deeply involved in their communities, amplify what it means to be a neighbor, and ultimately reanimate Portland's Neighborhood Association system.

The Creative Engagement Grant will enable neighborhood associations to push the scope and scale of their activities, develop and pursue non-traditional partnerships and engage with their communities in inventive and meaningful ways.

### GRANT SIZE

Applicants may apply for up to \$2,000 per project. Applicants may submit more than one application for different projects; however, no more than one project per applicant will be funded.

### GRANT REQUIREMENTS

**1. Projects must promote neighborhood-level community involvement through art, design or events that are accessible to the public and involve an interactive component.**

For the purposes of this grant, interactive project components could:

- Require human interaction to complete
- Respond to participants and to the environment
- Prompt the viewer to reflect on their role in – or vision for – the community
- Prompt the viewer to take action to improve their community
- Require people to interact with one another

**2. Projects must involve one or more neighborhood association(s) within SE Uplift's coalition boundaries either through a partnership or as the primary applicant (see [map](#)). \***

To be considered a partner, the neighborhood association must have an active role in the design and implementation of the project.

**3. Projects must benefit the neighborhood association(s) by heightening their visibility within their geographical boundaries.**

#### **4. Projects must have a plan to match the grant request with a one-to-one match of cash and/or in-kind donations.**

\*If you need support connecting with a neighborhood association for the Creative Engagement Grant program, please contact Kelly Fedderson, Community Resource Manager @ 503-232-0010 x 312 or [kelly@southeastuplift.org](mailto:kelly@southeastuplift.org)

### **MATCH**

The Creative Engagement Grant requires a financial or in-kind match of at least \$1 for every \$1 of grant funds requested. For example, if you receive a \$2,000 Creative Engagement Grant, your total project costs must be at least \$4,000 and you must provide at least \$2,000 toward the project from eligible sources.

For the purposes of this grant, cash refers to monetary donations or grants that are expected or already received for this project. In-kind refers to donated space, supplies/materials, and professional fees and services contributed by individuals or organizations. General volunteer hours will not be counted towards the matching contribution.

The full match does not need to be secured at the time of the application. However, it is strongly encouraged that applicants actively seek matching funds prior to submitting an application or that there is a reasonable plan in place for securing the remainder of the match. In general, projects with confirmed cash and in-kind contributions in place at the time of application are more competitive.

### **SELECTION PROCESS**

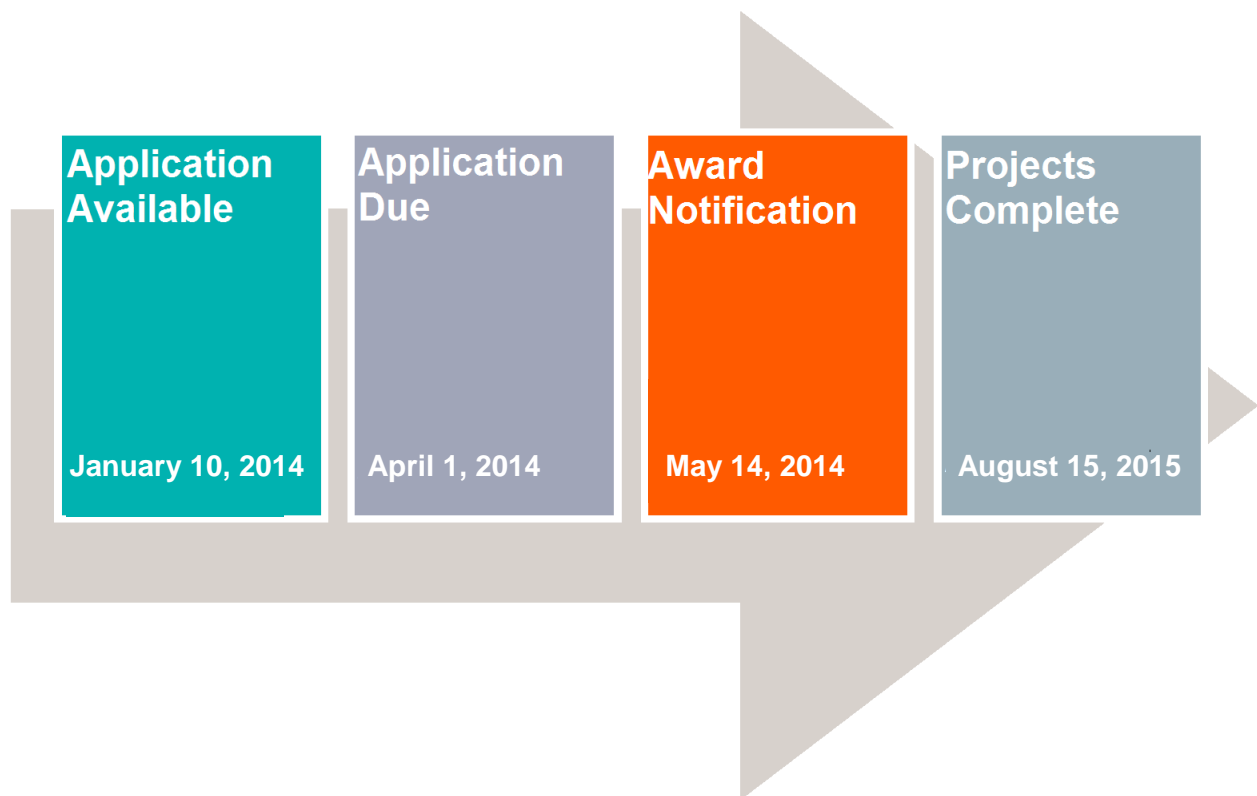
Grants will be awarded through a competitive process. Grant applications will be reviewed by a selection committee comprised of 5 members from neighborhood and community organizations. Applications will be evaluated on creativity, potential impact, project feasibility, degree of interaction with target audience, and amount of neighborhood association involvement.

- **Meets Basic Grant Requirements**
- **Impact**
  - Benefit to neighborhood association (amount of visibility expected)
  - Increase in civic engagement and participation (breadth and depth)
  - Quality and clarity of project goals
- **Creativity and Innovation**
  - Originality
  - New outreach strategy for neighborhood

- **Interactive Component**
  - Level of involvement of viewer
  - Interactive component's connection to civic engagement
- **Project Feasibility**
  - Plan to obtain permits and permission to use space
  - Appropriateness of the budget and timeline for completion
  - Amount of matching contribution already in place
  - Strength of plan to secure remaining match
  - Qualifications and capacity of the project's personnel
  - Quality and clarity of project design
- **Neighborhood Association Involvement**
  - Breadth and depth of involvement in design and implementation

## GRANT TIMELINE

Applications must be received by **4 PM on April 1, 2014**. Applicants will be notified of grant decisions by May 14, 2014. Projects that are awarded funding will be required to meet with SE Uplift to review and sign a grant agreement. Grantees must complete their projects, expend all grant funds, and submit a final report by August 15, 2015.



## APPLICATION SUBMISSION

Applications may be emailed, mailed, or hand delivered to SE Uplift and must be received by **4 PM, Tuesday, April 1, 2014**. This is not a postmark deadline.

**Mail:** SE Uplift  
Attn: Kelly Fedderson  
3534 SE Main St  
Portland, OR 97214

**Drop Off:** SE Uplift  
3534 SE Main St  
Portland, OR 97214  
Mon-Thurs 10 AM – 5 PM

**Email:** [Kelly@southeastuplift.org](mailto:Kelly@southeastuplift.org)

## RESPONSIBILITIES OF GRANT RECIPIENTS

- Grantees will receive their grants on a reimbursement basis. Grantees are responsible for retaining all receipts for authorized expenses and submitting requests for reimbursement. Reimbursement requests without receipts and/or invoices will not be approved.
- Grantees must complete their projects and expend all grant funds by August 15, 2015.
- Each grantee must submit a final grant report that will include a narrative, budget summary, and images of the completed project. The final report must be submitted within 30 days of the completion of the project or no later than August 15, 2015.
- Grantees must clearly acknowledge support from SE Uplift in their programs and related promotional material including publications and websites.
- Grantees must secure the required match as outlined in the grant agreement.

## SUPPORT

SE Uplift is available to offer guidance throughout the application process. Potential applicants are encouraged to contact SE Uplift to discuss project ideas. SE Uplift can provide a quick assessment over the phone and suggest ways that the project can be strengthened to better meet the grant criteria.

If you have questions about the Creative Engagement Grant, please contact Kelly Fedderson, SE Uplift's Community Resource Manager, at 503-232-0010 x 312 or [Kelly@southeastuplift.org](mailto:Kelly@southeastuplift.org).

## SECTION II: APPLICATION INSTRUCTIONS

### CHECKLIST

<b>A complete grant application must include the following:</b>	
1) Cover Page: Provide all information requested on the cover page form	
2) Narrative: Answer all the questions in the order they are listed on the narrative form. No more than four pages total using 11-point font.	
3) Budget: Complete all three columns of the budget form.	
4) Supplemental Attachments (optional): You are encouraged to submit visual representations of your proposed project. These might include drawings, technical sketches, digital images, etc.	

### COVER PAGE

The cover page should be the first page of your application and will provide a reference and summary for reviewers.

- Project Name: A brief descriptive title for your proposed project.
- Applicant: The lead organization or group responsible for submitting the application, coordinating the project, and meeting all grant requirements.
- Contact Name: The name of the primary contact person for the application and grant administration.
- Phone: The contact person's telephone number.
- Email: The contact person's email address.
- Mailing Address: The contact person's mailing address. Please note, this is the location where your grant determination letter will be sent.
- Neighborhood Association(s) Involved – if not primary applicant: If the applicant is not a neighborhood association, a partnership with a neighborhood association is required. Please identify said neighborhood association(s) here.
- Date Approved by Neighborhood Association Board: The neighborhood association(s) listed above must vote on and approve the applicant's project proposal prior to submittal. A date is requested as proof of the group's approval.
- Amount Requested: The total grant request cannot exceed \$2,000. This dollar amount should match the amount requested on your project budget form.

- Project Summary: The project summary should be fewer than 50 words and provide a short, stand-alone description of the project.

## NARRATIVE

The project narrative should not exceed 4 pages using 11-point font. To ensure that all required information is included and to assist the Grant Review Committee in evaluating each proposal, please answer all the questions in the order they are listed on the narrative form. The information you provide will be reviewed in accordance with the selection criteria and requirements.

- 1. Project description, goals, and desired outcomes:** This section will likely be the longest part of your narrative and should include a detailed description of what your project will physically look like or include. Be as specific about your project's design as possible at this early phase. Discuss how your project will promote civic involvement and neighborhood association participation. Include any relevant project background information, such as how the need for the project was identified. Moreover, discuss what you would like to happen as a result of this project, and how your project is designed to achieve this result. This is your opportunity to inspire the Grant Review Committee.
- 2. Interactive component description:** Fully describe the interactive component of your project. Identify how it meets the grant requirement's definition of interactive (pg. 3), who the target audience is, and how this audience will benefit from the interaction.
- 3. Project location and permits:** Identify where your project will be located and why this location was selected. If the location has not been determined, discuss how you plan to select one. If any permits will be required for the project, describe your plan for obtaining them.
- 4. Group capacity:** Describe your group's qualifications for carrying out this project. List any project partners and describe their responsibilities and the resources they will provide.
- 5. Neighborhood Association involvement:** Describe how the neighborhood association will be actively involved in all aspects of the project. Include the structure that will be used to facilitate this involvement, such as committees, board meeting updates, etc.
- 6. Timeline:** Identify your expected start and completion dates and any major project milestones and deliverables.
- 7. Grant Funds:** Describe how budget items are required to complete your project.



**8. Matching Funds:** Describe all matching expenses. Indicate which expenses are covered by cash versus in-kind donations. Describe your plan to secure remaining contributions.

## BUDGET

The following is intended to serve as a guide for preparing the project budget. It includes information on identifying and clarifying overall project costs and instructions for preparing the required budget documentation. The budget should be clear, appropriate and sufficient to complete the project. Costs should clearly support the proposed tasks and be consistent with the project narrative.

The budget form is divided into 4 different columns and is designed so you can specify which line items will be grant funded and which will be funded with your matching resources.

**Budget Item Description:** Provide a brief description of each item needed to complete the proposed project.

**Cost:** The actual retail cost or value of the item.

**Grant Amount Requested:** Amount of money requested for each line item from the Creative Engagement Grant.

**Match Amount:** Value of any matching resources being provided by the applicant through cash or in-kind donations. Place an asterisk (\*) next to those funds that are committed or secured.

To complete the budget identify ALL costs associated with the project and list them under the appropriate category. The following are descriptions of the line item categories in the budget form. Feel free to add and delete line items to best fit your project.

- **Professional Services:** Services or labor from a professional or skilled technician such as a carpenter, mural artist, graphic designer, engineer, etc. Do not include general volunteer hours. Donated services or labor should be valued at the rate these individuals would have been paid for their services.
- **Supplies & Materials:** All items needed to build, install, etc. Donated equipment and supplies should be valued at the retail market rate these materials or equipment would cost if purchased. For discounted materials made available at a reduced rate by a retailer, the difference between the retail and discount price may be counted as matching funds.

### TIP

To add more lines to a budget category, right click in the last row of the category, point to 'Insert' and select 'Insert Rows Above.'

- Outreach & Publicity: List costs associated with advertising, printing, and mailing.
- Equipment & Space Rental: List costs for any equipment or machinery you may need to rent. Additionally, include any costs related to event space rental. Loaned equipment and donated rental space should be valued at the market rate.
- Permits: List any fees associated with permits for events, construction, installation, etc.
- Other: List any costs that are not specific to any of the above categories.

Example:

	Budget Item Description	Cost	Grant Amount Requested	Match Amount
Professional Services	Design & construction of chalkboard doors	\$150.00		\$150.00*
Supplies & Materials	Wood doors	\$10.00		\$10.00*
	Chalk	\$15.00	\$15.00	
	Wood for base of doors and A-frame signs	\$50.00	\$42.50	\$7.50 (15% discount)
	hardware	\$10.00	\$10.00	
	chalk board paint	\$30.00		\$30.00
Outreach & Publicity	postcard printing	\$50.00	\$50.00	
Equipment & Space Rental	Hawthorne Street Fair Tabling Fee	\$40.00	\$40.00	
<b>Total match amount must be greater than or equal to total grant amount requested.</b>		<b>Total Project Cost</b>	<b>Total Grant Amount Requested</b>	<b>Total Match Amount</b>
		\$355.00	\$157.50	\$197.50

## SUPPLEMENTAL ATTACHMENTS

You are encouraged to submit visual representations of your proposed project. These might include drawings, technical sketches, digital images, etc.