



Revitalizing Westmoreland – 2018

Program Guidelines

WHO WE ARE AND WHAT WE BELIEVE

The Community Foundation of Westmoreland County was founded in 1995 by local leaders of Westmoreland County to encourage philanthropy, to build a sense of place, and to embrace the spirit of community. Our mission is to encourage local residents to become philanthropists, provide grants that support a wide variety of charitable organizations and serve as a community leader. Having merged with The Pittsburgh Foundation in 2010, The Community Foundation of Westmoreland County continues to work with county residents to encourage that spirit of giving and investment in community organizations and residents.

We believe that:

- All types of community groups: residents, business owners, nonprofits, churches, etc., should be part of determining what happens in their communities and that all voices are important;
- Everyone and every type of organization has something to bring to the community table;
- All communities have assets: people, places, institutions;
- It is vital to engage and encourage people to be a part of where they live in order to uncover the resources and resourcefulness of a community; and
- Grant funds are not the means to an end, but merely a piece of the process in which Westmoreland County can become clean, safe, productive, and REVITALIZED.

OVERVIEW

Revitalizing Westmoreland is a program designed to encourage new, creative ways to revitalize communities in Westmoreland County. Revitalizing Westmoreland provides matching grants to community nonprofits, development corporations, neighborhood associations, church groups, civic organizations, and city governments for small-to-medium sized innovative, capital projects.

The program was created to engage, educate, strengthen, and improve the quality of life for residents of the county through funding that promotes Westmoreland County as a clean, safe, and productive place to live. Additionally, it was developed to stimulate partnerships between neighborhood residents, business associations, civic groups, nonprofits, and local government.

VISION: Westmoreland County will be a unified community offering CLEAN, SAFE and PRODUCTIVE communities, where organizations and citizens are enthused and energized to live, work and share in its abundant resources.

MISSION: The mission of the community foundation's revitalization initiative is to provide unique opportunities for community benefit organizations and residents, to create transformational change by collectively creating and improving community assets and infrastructure to fulfill the vision of a clean, safe and productive Westmoreland County.

Since the inception of the program in 2015, The Community Foundation of Westmoreland County has granted a total of \$450,000 for over 30 revitalization projects in Westmoreland County. The funded organizations leveraged the grants with matching dollars for a total investment of over \$1,000,000. In the past, the Community Foundation of Westmoreland County only provided funding for projects within the seven cities of Westmoreland County. This year, we seek to grow the success of Revitalizing Westmoreland, opening up this program to all townships, boroughs, municipalities, and cities in the county.

Grants ranging from \$2,000 to \$40,000 will be awarded. Historically, the average grant size has been \$15,000. Organizations must provide match funding in the form of cash, volunteer hours, or in-kind support. The match requirement is \$1 for every \$2 awarded and must be secured before beginning the project.

Applications are due no later than end of business on **March 23, 2018**. Applications must be submitted online through our new online application portal. The portal can be accessed by visiting <https://cfwestmoreland.org/revitalizing-westmoreland> and pressing the 'click to apply' button. For technical assistance in regard to the use of the online application, please contact Jennifer Steinmetz, SteinmetzJ@pghfdn.org or 412-391-5122 x272. For questions and guidance in regard to the application, please contact Phil Koch, Executive Director at PKoch@cfwestmoreland.org or Caleb Crousey, Development and Program Officer at CCrousey@cfwestmoreland.org.

GOALS

Revitalizing Westmoreland will provide unique opportunities for community benefit organizations and residents to create change and to improve the quality of life in Westmoreland County. Goals of the program include:

- Create partnerships between municipalities, community benefit organizations, and residents
- Leverage funds through matching dollars
- Expand infrastructure, resources, capital upgrades, and assets that are a catalyst for additional community improvements
- Connect projects to formal and informal community benefit plans

ELIGIBLE APPLICANTS

- 501(c)3 Nonprofit Organizations
- Cities, Townships, Boroughs, or Municipalities
- Community Development Corporations
- Faith Based Organizations
- Civic or Community Groups
- Neighborhood Organizations

Any city/neighborhood-based group is eligible to apply, even if they are not an incorporated 501(c)(3) nonprofit organization. Groups without nonprofit status will need to partner with a 501(c)(3) group or a local governmental entity to serve as the Fiscal Agent (see below).

A Fiscal Agent must:

- Be a 501(c)(3) charitable organization (or a local governmental entity) and in good standing with the IRS,
- Provide a letter indicating a willingness to function as a fiscal agent, and
- Provide a 501(c)(3) IRS determination letter.

Revitalizing Westmoreland will not provide grants to:

- For-profit entities
- Public Schools
- Individuals
- Political Groups
- Religious Organization for Religious Purposes
- Businesses

ELIGIBLE PROJECTS

To be eligible, projects must:

- **Provide a Match:** Applicants must commit to providing a financial match of 2:1 towards the project. This means that for every \$2.00 requested, the organization must provide \$1.00. This can be committed in the form of additional cash resources, in-kind support, or volunteer hours. Each volunteer hour is calculated at \$24.14/hour as calculated by Independent Sector. Staff time/wages cannot be used as a matching resource.
- **Demonstrate Transformational Characteristics:** The most successful projects are those that can demonstrate the ability to spark additional community growth through the effective completion of the project. We value projects that serve as a catalyst for change, creating a ripple effect or domino effect throughout the community.
- **Include Collaboration:** Applicants will need to demonstrate how they are going to work with others to generate ideas and broad-based support. Successful projects will include multiple organizations and voices around the table in the planning and implementation process.
- **Connect to a Formal or Informal Plan:** Each project will be required to be connected to a formal or informal community plan. Some cities, borough, and townships have already developed formalized community plans. If this is the case, the projects must be in line with that local plan. If this is not the case, the applicant must demonstrate their effort to collaborate with the local governing body and community groups to achieve a shared vision.

Examples of eligible projects:

- Main Street Initiatives
- Façade Improvement Programs
- Streetscape or Planter Programs
- Beautification Programs
- Public Art
- Green Space Developments
- Playgrounds
- ADA Compliance Projects
- Residential Stabilization Initiatives

Examples of ineligible projects and expenditures:

- Capital Campaigns
- Endowment Funds
- Lobbying
- Operating or Administrative Support
- Human Services Programs
- Community Programs, Grassroots Organizing, or Public Service Activities
- Computers, Printers, or Office Technology
- Staff Support for Governmental Units or Public Agencies
- Salaries/Wages, including Fringe Benefits
- Scholarships

CHARACTERISTICS OF SUCCESSFUL PROJECTS

We believe that the following characteristics demonstrate our most successful projects.

- Projects that serve as a catalyst for additional revitalization efforts. How can your project spark additional growth within the city? How is it transformational?
- Projects that are designed and implemented through meaningful community partnerships.
- Projects that leverage the grant dollars to access additional resources for revitalization.
- Projects that are visible, accessible, and beneficial to a significant portion of the population.
- Projects that are tied to a greater plan or purpose.
- Projects that serve as hope and inspiration for the greater community.

WRITTEN COMMITMENTS

We are asking that you collaborate with multiple groups, which might include governmental agencies, informal community groups, nonprofit organizations, institutions of faith, and/or universities. Any party mentioned in the application must submit a letter of support, confirming their commitment to the project. For example, if a community group wants to do a project at a local park, the township must submit a letter agreeing that the project can be carried out.

FAITH BASED ORGANIZATIONS

Organizations may not use grant funds to support inherently religious activities such as evangelism, worship, or religious instruction. We believe that faith based organizations play a vital role in our communities and are encouraged to participate in other ways.

ESTIMATES/QUOTES/BIDS

For projects requiring a significant amount of labor and materials, CFWC strongly encourages independent estimates to be submitted as an attachment to accompany the application and budget. If these documents are not submitted with the application, the Grants Committee of the Community Foundation of Westmoreland County reserves the right to request estimates as a contingency of funding.

REVIEW AND SELECTION PROCESS

All applications will be reviewed and ranked by the Grants Committee of The Community Foundation of Westmoreland County using the criteria listed above.

GRANT MANAGEMENT

Projects may begin only upon the execution of a signed grant agreement between the Community Foundation of Westmoreland County and the applying organization. The grant agreement will set forth all reporting and monitoring requirements and required conditions.

Organizations will be required to submit a comprehensive final project report one year after the onset of the project.

All applicant organizations must either be a 501(c)(3) nonprofit organization, must work with a 501(c)(3) organization, be a governmental agency or department, or a church or religious group recognized by the IRS.

It is the responsibility of the applicant to ensure that all federal and city regulations are abided by and projects are conducted in accordance with regulations.

PROJECT MANAGEMENT

- All organizations will be required to sign a grant agreement agreeing to specific terms and conditions.
- Funds will be distributed directly to the applying organization by May 1, 2018 (once a signed grant agreement is received).
- Organizations are required to provide full accounting of project costs, matching funds and expenditures when requested.
- Any costs incurred before the start of the project are not reimbursable.
- Funds must be expended, and projects completed, by April 30, 2019.
- Community foundation staff will periodically conduct on-site monitoring of any project. This may include observation of work, activities, and review of files and/or financial records.
- All organizations will be required to meet with Program Staff and to provide a close out evaluation report to the Community Foundation of Westmoreland County.

APPLICATION TIMELINE AND INSTRUCTIONS

Revitalizing Westmoreland RFP Released: **February 5, 2018**

Application Submissions Begin: **February 12, 2018**

Application Consultation Open House: **March 5, 2018 2:00 – 5:00**

Community Foundation of Westmoreland County

Greensburg Garden and Civic Center

951 Old Salem Rd. Greensburg, PA 15601

Application Due Date: **March 23, 2018**

Grantees Announced: **April 20, 2018**

Please note, staff of the Community Foundation of Westmoreland County will be available from February 12th – March 23rd to consult with applicants and conduct site visits as scheduling permits. We will also be hosting an application consultation open house on the date listed above for those that would like to meet with foundation staff and other community planning consultants to help brainstorm ideas, explore options, and assist with applications.

Applications must be submitted online using the following link:

<https://cfwestmoreland.org/revitalizing-westmoreland>. Using the online application portal, applicants must upload all supporting documents including partnership letters, quotes/bids, budgets, and organizational attachments. Only one application per organization can be submitted.

If your organization is unable to submit the application online because of organizational constraints, please contact Phil Koch, CFWC Executive Director at pkoch@cfwestmoreland.org or 724-836-4400 ex. 125.