City of Sedona
Small Grant Application
Fiscal Year 2017-2018

INSTRUCTIONS

Carefully read and follow the instructions as some information has changed. Incomplete applications will not be reviewed for funding.

Due Date: Applications must be received, not postmarked, by **April 17, 2017 at 12:00 p.m. (noon).**

Only one (1) grant application will be accepted from each organization. An organization may not be eligible to receive grant funding if already receiving City funding through another source. For example, the organization has an existing service contract or agreement with the City.

The Grant Application must include the following sections in the order indicated below:

- One (1) completed **Grant Application** form signed by Board Chair/President or Executive Director.

- Completed **Financial Information** section with clearly marked headers including income and funding information as requested, financial statements, 501(c) IRS letter, organizational budgets, and specific program/activity/event budget on the provided worksheet. For any financial questions that require a narrative response, the answer must be typewritten and include the question prior to your answer.

- Completed **Narrative Response** section with clearly marked headers including Organization Overview and Supplemental Questions with answers fully included.

- If your organization received funds in the FY16-17 grant cycle, attach a copy of your **Final Report (also due April 17, 2017)**. If your organization has been granted an extension for the submittal of its Final Report, please attach a **status update** on the use of the funds, expenditures and accomplishments to date, and timelines to complete the program, activity, or event.

- If you are partnering with another organization on your program, activity, or event, attach a **letter of support** from the partner organization.

If applying for funds to be used for destination marketing, you are encouraged to contact the Chamber of Commerce to identify possible partnerships for marketing opportunities and to ensure marketing efforts being pursued by your organization and the Chamber are complimentary, and efforts are not being duplicated. Also, it is suggested that your organization work with Sedona Events Alliance calendaring to avoid event conflicts and/or seize partnership opportunities for event marketing.

Use white paper. Number all pages of your application. Provide responses in the order listed in the application. Narrative responses should have clearly marked headers and must be typewritten leaving at least 1-inch margins and using a 12-point Arial font.

Do not put the information in a binder and do not include color photographs or other color materials. Do not bind or staple application. **Use only a paper or binder clip.**

Do **not** include materials other than those specifically requested at this time.

The City of Sedona encourages and may fund programs, activities, or events provided by 501(c) organizations that provide a public service or benefit and are consistent with the City's funding priorities.

OUTCOME OBJECTIVES
- Assurance that all funding provides a public service or benefit (see examples under "General Criteria for Grant Funding" below).
- Fair, equal and open opportunity for all not-for-profits to participate.
- Potential access to higher funding level for all organizations.
- Structured, objective and consistent selection process.
- Stimulate creative proposals and innovation in use of public funds.

GENERAL CRITERIA FOR GRANT FUNDING
Eligible programs, activities, or events should:
- Promote public health, safety, general welfare, prosperity or contentment.
- Significantly impact the well-being and prosperity of Sedona residents.
- Demonstrate that City funding is essential to the success of the program or service.
- Directly benefit City of Sedona residents and preferably occur within the City limits.
- Strive for programs that are innovative and distinctive.
- Provide documented benefits directly to City of Sedona residents.
- Advance the goals established in the Sedona Community Plan.

These may include but are not limited to:
- A wide range of arts and cultural activities that are free or nominal cost. (Past examples: youth art programs, public workshops, exhibitions and special public performances.)
- Events or programs designed to foster a greater sense of community or provide a social service, primarily serving Sedona residents. While visitors or others outside the community may attend or participate, it is meant to enhance the quality of life in Sedona. (Past examples: St. Patrick's Parade, Community Fair, Film Festival and Mitzvah Day.)
- Events or programs designed to enhance the quality of life for, or provide a social service to, Sedona residents. (Past examples: recycling programs, trail maintenance and enhancement, youth mentoring programs, special needs transportation)

Ineligible programs, activities, or events:
1. An organization may have members, but the program, activity, or event funded by the City shall not discriminate based on membership status or economic status. (For example, members have first right of refusal on participation in a City funded program, activity, or event.)
2. Fund travel or training for organization officers, members or volunteers.
3. Provide direct grants or scholarships to individuals.
4. Fund organizational deficit reduction, endowments or fundraising campaigns.
5. Religious or other faith-based programs, activities, or events.

The following criteria apply to the program, activity, or event that receives City funding.

Eligible organizations:
1. Recognized by the IRS as a 501(c) organization.
2. Provides documented benefits directly to City of Sedona residents.
3. Have an independent Board of Directors (of at least three or more).
4. Demonstrates the leadership and financial capacity to create significant and long-lasting benefits to the community or to the target population.

Ineligible organizations:
1. "Conduit" organizations, and/or fiscal agents, using City funds to support other organizations or individuals.
2. Religious or other faith-based organizations.
3. Organization is already receiving City funding through another source (Examples: an existing service contract or agreement, etc. with the City).

EVALUATION PROCESS
Grant applications will be evaluated on their individual merits. Funding will be allocated to requests based on their merit scores. Applications will be evaluated on a 1 (low) to 5 (high) scale and scored in accordance with the Grant Evaluation Criteria. Requests must have an average of 2.5 or higher (on a 5 point scale) to be considered for funding. Each applicant will be scheduled for a brief interview with the Grant Evaluation Committee. The purpose of this meeting is not for the applicant to make a presentation to the Committee but rather to allow the Committee an opportunity to ask questions and/or seek clarification regarding the application materials submitted.

GRANT EVALUATION COMMITTEE
A Citizen Work Group experienced in grant review will evaluate all grant applications.

The Committee will provide recommendations to the City Council for final funding approval. The Committee will treat all applications equally, unless otherwise directed by the City Council.

TIMELINE
Below is a preliminary timeline for the fiscal year 2017-2018 funding process.
- February 15, 2017   Grant applications available.
- March 9, 2017   Optional Applicant Workshop (10 a.m.-12 p.m.)
- April 17, 2017   **Grant applications due by 12:00 p.m. (noon)**
- May 31, 2017   Evaluation Committee meets with applicants, reviews and scores applications and makes funding recommendations to City Council
- July 2017   City Council approves funding awards

For questions regarding the application, please contact Stephanie Giesbrecht at (928) 639-6040 or Stephanie.Giesbrecht@NAhealth.com

Return completed applications by April 17, 2017 at 12:00 p.m. (noon) to:
  City Manager's Office
  City of Sedona
  102 Roadrunner Drive
  Sedona, AZ 86336

City of Sedona Fiscal Year 2017-2018 Small Grant Application

ORGANIZATION INFORMATION

Organization Name:		
Street Address:		
City:	**State:**	**Zip:**
Employer Identification Number (EIN):		
Organization Phone:	**Fax:**	
Organization Website:		
Chief Executive Officer/Executive Director Name:		
CEO/Exec. Director Phone:	**Email:**	
Contact Name/Title for application:		
Contact Person Phone:	**Email:**	

Provide a list of your organization's Board of Directors and titles:

Number of Board positions currently vacant:
Number of Board of Directors required by the organization's by-laws:

Establishment Date of Organization:	
Dates of Organization's fiscal year (i.e. Jan. - Dec.)	

Your Organization's staff composition in numbers:

Paid Full Time	*Paid Part Time*	*Unpaid Staff, Volunteers & Interns*

PROPOSAL INFORMATION

Grant amount requested:	**$**

Estimated Number of unduplicated City of Sedona Residents Served (by program, activity, or event): *For example, a teacher has 30 students. This number would be 30 and not 150 students per week.*	
Estimated Number of City of Sedona Businesses, if applicable, served (by program, activity, or event):	
Estimated percentage of Residents vs. Non-Residents Served (by program, activity, or event):	
Geographic area served (specific boundaries) (by program/activity/event, if necessary):	

AUTHORIZATION

*The undersigned **Board Chair/President or Executive Director**, does hereby certify that the information set forth in this grant application is true and correct, that the Federal tax exemption determination letter attached hereto has not been revoked and the present operation of the organization and its current sources of support are not inconsistent with the organization's continuing tax exempt classification as set forth in such determination letter.*

Printed Name:	
Title:	
Signature:	
Date:	

FINANCIAL INFORMATION

Provide the following financial information as attachments with clearly marked headers. Financial questions that require a narrative response must be typewritten using a 12-point Arial font and include the question prior to your answer.

1. Provide a list of organization's income sources and amount and percentage of total income.

2. Provide a signed income and expenses statement and balance sheet for the most recent year end.

3. Provide proof of current IRS recognized 501(c) status.

4. Provide the current year line-item budget for revenues and expenditures, for your organization as a whole.

5. List total City of Sedona funding received by your organization for the previous three (3) fiscal years:

6. What will be the impact/consequence(s) to your activity, event, or program if only partially funded by the City?

7. Provide the current year line-item budget for the specific Program, Activity, or Event for which you are seeking funding. This must be submitted on the Program, Activity, or Event Budget Worksheet provided *(see next page)*.

PROGRAM, ACTIVITY, OR EVENT BUDGET WORKSHEET

This worksheet must be submitted for each program, activity, or event for the organization's current fiscal year. Attach a budget narrative explaining your numbers, if necessary.

INCOME

Source (Support from)	Amount
Government grants	$
Foundations	$
Corporations	$
Individual contributions	$
Fundraising events and product sales	$
Membership income	$
Investment income	$
Revenue	$
Government contracts	$
Earned income	$
Other (specify):	$
	$
	$
	$
	$
Total Income:	**$**

EXPENSES

Item	Amount
Salaries and wages, benefits and other related costs	$
Insurance	$
Consultants and professional fees	$
Travel & Training	$
Equipment	$
Supplies	$
Marketing, promotions, & advertising	$
Printing and copying	$
Telephone and fax	$
Postage and delivery	$
Rent and utilities	$
Credit card and bank charges	$
Taxes (liability)	$
Facility maintenance	$
Other (specify):	$
	$
	$
	$
	$
Total Expense:	**$**
Difference (Income less Expense):	**$**

Narratives must be typewritten using a 12-point Arial font and not exceed **six (6) single-sided (or 3 double-sided)** pages for all responses (not including attachments or charts/diagrams). Be brief and to the point and number all pages. Include the question prior to your answer.

ORGANIZATION OVERVIEW

1. State the organization's mission statement, purpose and goals.
2. Brief description of organization's current programs, activities, or events, including statistics and specific accomplishments. Highlight new or different activities within the last year, if any, for your organization.

SUPPLEMENTAL QUESTIONS

1. Describe the activity, program, or event for which you are seeking funding.

2. How does your activity, program or event provide a public service or benefit, as defined under *Eligible Programs, Activities, or Events*? Describe how it will:
   a. Provide a direct benefit to Sedona residents.
   b. Promote and serve the health, safety, general welfare, prosperity or contentment of Sedona residents.
   c. Provide equal and open access for all members of the community or the target audience with no one being easily excluded.

3. Describe the administrative strengths and experience of those who planned and will conduct your activity, program, or event. Please address:
   a. The administration, leadership, and management experience of all primary individuals involved in conducting the program, activity, or event.
   b. Specific skills and record of past success of those in organization leadership roles in conducting the type of proposed activities.

4. What specifically will you accomplish with the City's funding?
   a. What result do you anticipate and why?
   b. How will your program, event, or activity ensure activity that would not otherwise occur without this funding?

5. How many Sedona residents will your program serve and how will your program impact those residents? Please address:
   a. If you plan to involve other sectors of the community to demonstrate community support (i.e. businesses, faith communities, not-for-profit sector).
   b. Describe the demographic make-up (consider if target population is primarily residents or visitors) of unduplicated Sedona residents that are expected to benefit in the program, activity or event and the basis for your estimate. If possible, provide an estimated ratio of residents versus visitors.
   c. The type of experience, information, education, or community connection will the target population gain from this program, activity, or event.
   d. If your program, activity, or event generates on-going benefits to the City of Sedona.

NARRATIVE RESPONSE (cont.)

6. How will you measure the success of your program? Please describe:
   a. What success will look like.
   b. Your overall measurement strategy, types of qualitative and/or quantitative data to be collected, collection process and evaluation methods you will apply.

7. Describe the needs that exist in Sedona (and how your program, activity, or event address those needs?

8. Describe the financial strength and stability of your organization. Please connect this response to financial data provided on the specific Program, Activity, or Event Budget Worksheet. Be sure to address:
   a. The diversity by percentage of funding sources used overall by your organization.
   b. The diversity by percentage of funding sources for the specific program, activity, or event for which you are requesting funds.
   c. What percentage of your total expenses is used for administrative overhead versus all of your organization's programs, activities, or events.
   d. What percentage of the public funds you receive will be used for administrative purposes versus the activity, program or event budget for which you are applying.
   e. What percentage of your organization's total financial resources will be dedicated to this program, activity, or event.

9. What additional benefits, if any, will your program, activity, or event provide?