

City of Sedona Small Grant Application Fiscal Year 2024-2025

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 25, 2024 at 12:00 p.m. (noon).

Only one (1) grant application will be accepted from each organization. An organization will 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 FY23-24 grant cycle, **attach a copy of your Final Report (due April 25, 2024)**. 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.

This program is designed for 501c organizations to apply for a small grant to fund one project during the City's fiscal year of July 1 to June 30. Each grant project must have a program plan to be completed during the same year's grant cycle.

Organizations unable to complete their project in time for the following year's April final report deadline must request an extension from the City. Awards are to be used to execute the project laid out in the grant proposal. Organizations unable to complete their project as originally described must contact the City to request a plan amendment, and recipients may be asked to return funds if unable to execute their project.

NEW FOR THE FY24-25 SMALL GRANTS APPLICATION PROCESS:

The City of Sedona Small Grants Award is subject to and only effective upon execution of a signed recipient agreement approved by the City Attorney's Office.

Please check with the [IRS](#) and the [Arizona Corporations Commission](#) for current verification of "good standing" before submitting an application. These screens must be printed and included with the application to show the City the organization's current status. Organizations that are not currently in "good standing" are not eligible for the City's Small Grants Program.

For any organization that receives funding for a proposed event, the grant applicant agrees to offer the Sedona Chamber of Commerce & Tourism Bureau (SCC&TB) an opportunity to establish participation in the event outreach and a presence at the event.

Also, it is suggested that your organization check the SCC&TB [Calendar of Events](#) to avoid event conflicts and/or seize collaboration opportunities with other events.

If your proposal involves providing services to area schools where students will be involved in a program, activity, or event, please contact those schools prior to submitting your application to ensure that any logistical details required such as transportation, school resources or space, or time away from class can be managed to confirm that students may participate in the program as described in your proposal. Applicants should document support and agreement from the schools.

Further, if your program, activity, or event is scheduled to take place in close proximity to public parks and/or to a school during regular hours, please contact the Sedona Parks and Recreation department and/or impacted schools to ensure that any logistical conflicts will be appropriately addressed.

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.

Please email your organization's application to Karen Kwitkin at kkwitkin@sedonaaz.gov. If there are extenuating circumstances and you cannot email your application, please contact Karen Kwitkin at kkwitkin@sedonaaz.gov or (928) 203-5199 to make alternate arrangements to submit a hard copy application via mail or via an in-person appointment.

Emailed applications must be submitted as a single PDF document. If you encounter challenges with merging all the sections of your application, please print all parts of your application and scan in order to create one continuous document.

OBJECTIVES, CRITERIA, EVALUATION

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 an important factor in the success of the program or service.
- Directly benefit City of Sedona residents and preferably occur within the city limits.
- 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 of 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: Arts Festival, Film Festival and Wolf Week.)
- 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 organization 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. 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. 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.** (Applicants that are unable to attend the scheduled interview should contact Karen Kwitkin to make alternate arrangements to be available to address questions from the Grant Evaluation Committee.)

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 the timeline for the fiscal year 2024-2025 funding process.

- February 15, 2024 Grant applications available
- March 6, 2024 Optional Applicant Workshop (9:00 a.m. – 11:00 a.m.)
- April 25, 2024 **Grant applications due by 12:00 p.m. (noon)**
- June 5-6, 2024 Evaluation Committee meets with applicants, reviews and scores applications and makes funding recommendations to City Council
- July 9, 2024 City Council reviews committee recommendations for funding and approval awards

For questions regarding the application or process, please contact Karen Kwitkin at (928) 203-5199 or kkwitkin@sedonaaz.gov.

Return completed applications by April 25, 2024 at 12:00 p.m. (noon) to:

City Manager's Office
Attn: Karen Kwitkin (kkwitkin@sedonaaz.gov)
City of Sedona
102 Roadrunner Drive
Sedona, AZ 86336

FY24-25 Small Grant Application (cont.)

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

Your Organization's staff composition in numbers:

| <i>Paid Full Time</i> | <i>Paid Part Time</i> | <i>Unpaid Staff, Volunteers & Interns</i> |
|-----------------------|-----------------------|---|
| | | |

PROPOSAL INFORMATION

| |
|--|
| Briefly describe the program, activity, or event for which you are seeking funding: |
| |

| | |
|--------------------------------|-----------|
| Grant amount requested: | \$ |
|--------------------------------|-----------|

| | |
|--|--|
| Estimated Number of unduplicated City of Sedona Residents Served (by program, activity, or event): <i>For example, a teacher has 30 students. This number would be 30 and not 150 students per week.</i> | |
| 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. Please include an explanation of the purpose and planned use of any reserve funds held by the organization.
6. List total City of Sedona funding received by your organization for the previous three (3) fiscal years:
7. What will be the impact/consequence(s) to your program, activity or event if only partially funded by the City?
8. 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 the program, activity, or event for the organization's current fiscal year. Attach a budget narrative explaining your numbers, if necessary.

INCOME

| <u>Source</u> <i>(Support from)</i> | <u>Amount</u> |
|--|----------------------|
| City of Sedona grant request amount | \$ |
| Other 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

| <u>Item</u> | <u>Amount</u> |
|---|----------------------|
| 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): | \$ |

NARRATIVE RESPONSE

For the narrative responses, please follow all the following guidelines:

- Provide responses in the order listed in the application.
- Include the question prior to your answer and be succinct in your responses.
- Number all pages of your application.
- Include clearly marked headers.
- Do not exceed **six (6) single-sided (or 3 double-sided) pages** for all responses (not including attachments or charts/diagrams). Provide typewritten responses using a 12-point Arial font with at least 1-inch margins on white paper.

ORGANIZATION OVERVIEW

1. State the organization's mission statement, purpose, and goals.
2. Provide a 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. How does your program, activity 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.
2. Describe the administrative strengths and experience of those who planned and will conduct your program, activity, 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.
3. What specifically will you accomplish with the City's funding?
 - a. What result do you anticipate and why?
 - b. How will your program, activity or event ensure activity that would not otherwise occur without this funding?
4. Provide details on how many Sedona residents your program will serve and how your program will impact those residents. Sedona residents are those living within city limits. 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 from 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 the target population will 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.)

5. 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.
6. Describe the needs that exist in Sedona (and how your program, activity, or event addresses those needs)?
7. 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 for the specific program, activity, or event for which you are requesting funds.
 - b. What percentage of your total expenses is used for administrative overhead versus all your organization's programs, activities, or events.
 - c. What percentage of the public funds you receive will be used for administrative purposes versus the program, activity, or event budget for which you are applying.
 - d. What percentage of your organization's total financial resources will be dedicated to this program, activity, or event?
8. What additional benefits, if any, will your program, activity or event provide?