

FY27 Funding Application

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Department of Human Services



ORIENTATION
FOR
CHARLOTTESVILLE
VIBRANT
COMMUNITY
FUND
(INCLUDING
ARTS/CULTURE) &
CHARLOTTESVILLE
/ALBEMARLE
CONTRACTUAL
ORGANIZATIONS

Agenda

- ▶ Welcome and Introductions (presenters only, not all applicants for the sake of time, but we're happy to see you!)
- ▶ Schedule
- ▶ Overview of process
- ▶ Changes and updates
- ▶ Basic review of application, process and post-application information
- ▶ Application Example
- ▶ Tips

Vibe and Expectations

- ▶ Ask questions, but don't necessarily expect answers!
- ▶ My goal as a planner is to make the process as simple for you as possible and to be as supportive as I can both in this funding opportunity and connecting you with other options.
- ▶ I really enjoy getting to know what you all do!
- ▶ I do want to stress the reality, however, that funding is limited and decisions are based on available funds and that council makes final decisions!
- ▶ Get to know city council! City council often has additional funds that they can allocate in addition to recommendations through VCF. If you don't ask, you definitely won't be awarded additional funds!

What we will/won't cover today...

We won't

- ▶ Tell you how much to request
- ▶ Tell you exactly how much is allocated to VCF and why
- ▶ Be able to answer hyper-specific questions

We will

- ▶ Remind you to check your email for ZoomGrant notifications
- ▶ Remind you to use the HELP feature found in your account
- ▶ Do our best to orient you to the process
- ▶ Remind you to get to know city council

FY27 Schedule

- ▶ September 19th : Applications released
- ▶ September 19th –October 17th : Open Application & Technical assistance (including scheduled office hours that will be sent out via email and posted on VCF Site)
- ▶ October 20th : Application closes! Platform closes at midnight on the 20th.
- ▶ October 21st through December 19th Review teams read, review, and conduct Site Visits for requests of \$75K or more. Review teams *may* submit questions via ZoomGrants.
- ▶ January 5th through January 16th: conduct follow ups, wrap up any lingering questions/technical issues
- ▶ January 17th through March 6th: run scenarios based on available budget and recommended awards and create report

Reminders

- ▶ CHECK YOUR EMAIL FOR ZOOMGRANTS MESSAGES!
- ▶ Refer to the Vibrant Community Fund page on the city website for application link and office hour information [Vibrant Community Fund | Charlottesville, VA](#)
- ▶ Information on Budget Development and meeting schedules are here: [Budget & Grants Management | Charlottesville, VA](#)
- ▶ Office hours will be available throughout the open application period
- ▶ Recommend all applicants view the documentary Razed/Raised if you have not seen it
- ▶ Get to know city council!

Conditions of Eligibility for VCF applicants

- ▶ 501 (c)3 status, equivalent or applying via a fiscal sponsor that does have required status
- ▶ Your org provides programs or services to city residents
- ▶ Incorporated and registered with VDACS
- ▶ Volunteer board
- ▶ Audit vs. Financial Review (\$750,000 is decision point for audit requirement)
- ▶ Must provide services under one of the listed priority areas

Other Notes

- ▶ We will be working closely with other philanthropic organizations and will ask permission to share your application with them, if applicable.
- ▶ We encourage applicants to get to know city council and to attend budget meetings.
- ▶ All Charlottesville funding will be based on available funds.
- ▶ Applicants may be asked to provide cost per participant analysis, if applicable.
- ▶ These funds are approved by City Council, and you are welcome to contact councilors with questions or inquiries you may have about the process at any time.
- ▶ Note: Arts and culture applicants will continue to apply via ZoomGrants

FY27 Changes

- ▶ Funding request cap remains at \$200,000.
- ▶ There will be one scoring matrix for all applications (no separate questions for Arts)
- ▶ Arts Events applicants will be sent to the City Managers' office for review and funding allocations (not VCF funded*)
- ▶ Budget staff will conduct bonus point scoring as described in subsequent slides
- ▶ We will be asking **less** clarifying questions in the review process this year. Please make sure your application is submitted correctly!
- ▶ Reporting will be done within the ZoomGrants portal for FY26 and FY27
- ▶ There is no 'Pre Application' tab this year. Relevant questions that were located there have been moved to the Application Questions Tab
- ▶ ***Note that in the Budget Tab, there is a narrative question asking for what percent of your total revenue your request represents***

FY27 Changes



- ▶ Arts Events—Applicants will apply through ZoomGrants and completed applications will be sent to the City Manager's for review
- ▶ Replacing a question about participant engagement with a question asking about your impact on participants and the larger community
- ▶ Personnel as a percent of total expenditure question under budget narrative

Funding Recommendations

- ▶ Funding decisions are based on available funding (appx \$2.6 million).
- ▶ Each year the award levels (high, mid and low) may change due to the total amount recommended; i.e. one year a score of '90' may be in the top level, but not necessarily the following year.
- ▶ Please remember this is a grant opportunity and not budget function.
- ▶ It is recommended that programs get to know city council and advocate for themselves throughout the budget process and in public meetings
- ▶ Council may award additional funds to programs who request them during final budget meetings.

Additional Points

- ▶ The Office of Budget and Grants Management will conduct a concurrent review alongside community reviewers. Please contact Taylor Harvey-Ryan with questions about this portion of the review (harveyryant@charlottesville.gov)
- ▶ There will be a total of 15 additional points available based on this part of the review process.
- ▶ In an effort to ensure funding is being granted to organizations who are being good stewards of City funds, as well as ensuring the organization is utilizing grant funds to the best of their ability, projects are maximizing grant funds and leveraging other funding, projects are feasible, and the organization is in compliance with all reporting and grant requirements, City staff will review each VCF application and award a maximum of 5 bonus points.

Additional Points

The Office of Budget and Grants Management will conduct a review of each of the VCF applications. This review will include an analysis of each of the applications for alignment with city priorities, specifically alignment with City of Charlottesville Strategic Plan Framework. Applications will be given additional points for their alignment with the Strategic Outcome Areas. The maximum amount of additional points an application can receive is ten (10) points, bring the total application score to 115.

Strategic Outcome Areas are divided into three (3) tiers based on the City Manager's prior prioritization for his work plan. Points will be awarded as follows:

- ▶ **10 points—Tier 1: Public Safety & Housing***
- ▶ **6 points—Tier 2: Transportation, Climate Action and Commitment to Justice, Equity, Diversity and Inclusion**
- ▶ **3 points—Education, Economic Prosperity and Recreation, Arts and Culture**
- ▶ **0 points—Project does not align with Strategic Plan Framework**

Applicants will select which area with which they align.

Charlottesville VCF Applicants

- ▶ Must select one of the following priority areas:
 - ▶ Education, Economic Prosperity; Recreation, Arts and Culture; Transportation, Climate Action, Public Safety, Housing (housing programs do not apply via VCF)
- ▶ Metrics are identified by the nonprofit applicant
- ▶ Apply via online tool ZoomGrants
- ▶ Applications reviewed by a citizen panel which makes recommendations to City Council
- ▶ All applicants for more than \$75,000 will receive a site visit

ZoomGrants Information

- ▶ Once the application is released, please follow the link to the application page.
- ▶ If it is your first time, follow the prompts to set up an account.
- ▶ For all applicants, please make sure you enter and/or update as many contacts as necessary!
- ▶ Please reach out to the ZoomGrants help feature for any technical assistance.
- ▶ ZG autosaves as you are working. However, folks have reported losing information. If you leave your computer for a while and comeback we suggest refreshing before continuing to work on it just in case.

Funding for Charlottesville Vibrant Community Fund

- All funding is contingent on the availability of sufficient funds.
- The Vibrant Community Fund panel will review the applications using the standard evaluation criteria (see Zoomgrants library)
- The panel will make recommendations based on application and importance within the priority area. Amounts of funding will ultimately be determined by City Council.
- The Department of Human Services may consult with other city departments that administer grants if an applicant applies in other processes.
- We may also consult with applicants if other available funding sources may benefit a specific program or project
- Get to know city council!

Review Criteria and Process

- City staff with grant writing and management experience will pre-screen applications
- Review Committee members will individually review the applications using specific criteria.
- Either committee may send questions to programs for additional clarification (this will be submitted by the application software).
- Please see your account Library or VCF Website for review information (matrix used by reviewers)

Application Evaluation

- ▶ Vibrant Community Fund applications will be evaluated on *quality of programming and effectiveness of outcomes*, using a 115-point scale.
- ▶ This year, community impact criteria is included in the 115 point scale and scores will be a single number rather than a combination of application score and importance ranking. There are 24 points assigned to importance within the 100-point scale.

TIPS:

- ▶ Have **AT LEAST** two people listed in your account profile and check your current profile for accuracy!
- ▶ You only need to complete ONE pre-application form.
- ▶ Your email can only be used for one account.
- ▶ The “beneficiary” table does not always calculate right away. That is okay.
- ▶ If a page “freezes” or turns blue, just click on the page. It will return.
- ▶ Remember to log out each time you enter the application.
- ▶ You can go back into the application as much as you want prior to the deadline.

Suggestions for completing the application

- ▶ Writing throughout should be *clear* and *focused*
- ▶ Don't use jargon and **clearly explain acronyms**
- ▶ Be consistent in your language: terms/the way you identify outcomes/etc.
- ▶ Use local data when available
- ▶ ***Have someone unfamiliar with your program read your application!***
- ▶ Be succinct- just because you have more space, you do not have to use it.
- ▶ Provide any specific examples you may have to support your data-tell your story

Albemarle County ABRT Information

- ▶ Here's a link to the Albemarle County ABRT opportunity (similar to the City's VCF process)

<https://www.albemarle.org/government/finance-and-budget/budget/agency-cultural-funding-1934>

Contact info

Charlottesville Vibrant Community Fund general questions:

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Charlottesville Intergovernmental Questions, Additional Points
and Reporting/Payment questions:

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Audit related questions:

Chris Cullinan: cullinan@charlottesville.gov