

Four Rivers Heritage Area Mini-Grants

Designing a Mini-Grant Project That Succeeds

Applicant Workshop:
September 23, 2020

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THE HERITAGE AREA OF
ANNAPOLIS,
LONDON TOWN,
AND SOUTH COUNTY

Eligibility:

Is Your Project Eligible?

A Mini-Grant project should be within the boundaries of the heritage area – or majority (more than half) of activity of project should be

**Fall 2020 = FY21
Mini-Grant Opportunity**

- Due date October 2, 2020*
- Notification by November 2*

Fall Mini-Grant Opportunity

You can request up to \$5,000

**ALL PROJECTS: Dollar-for dollar
match**

**--> Final project = Double the grant
request**

Upper limit for requests (\$5,000):

Grant requests will be carefully considered for **impact and reach**.
Partial funding is always an option in grant review (and likely this year).

Part 1:
**Conventional Non-Capital
Project Grants**

VISIT OUR WEBSITE

sites and organizations are able to enhance their facilities and upgrade their public offerings. In 2017, an **Impact Report noted \$7.78 leveraged by every dollar of state grant funds (\$6.78 of which is non-state support** — *Source – The Economic Impact of Maryland Heritage Areas, FY 2018)*

CLICK ON THE MINI-GRANTS TAB BELOW TO GO TO THE MINI-GRANTS PAGE

MHAA GRANTS

MINI GRANTS



MHAA Grant Opportunity. The FY2021 MHAA Grant Round Is Now Closed.

Applicants must have completed an online Intent to Apply form by January 31, 2020.

Here is past information, shared to inform you of the grant parameters: [The Maryland Heritage Areas Program](#) will soon be accepting grant applications for heritage tourism and education projects located in Maryland's thirteen heritage areas for the FY2022

Grant Round. Learn more by using this link to the Maryland Historical Trust

MHAA GRANTS

MINI GRANTS

Four Rivers Mini-Grant Program

The FY21 (Fall 2020) Mini-Grant Opportunity is now open!

Download the Application and Guidelines: [Four-Rivers-MINI-GRANT-Application and Guidelines-FALL 2020 REV](#). The Application & Guidelines have been revised from previous years. Please note that the maximum grant amount has been raised to \$5,000 (required to be fully matched).

NOTE: This year only (Fall 2020 – FY2021), due to COVID-19, the heritage areas have been authorized by the Maryland Heritage Areas Authority to allow applicants to use mini-grant funds for operating expenses. Emergency Operating Mini-Grants are available to nonprofit heritage tourism organizations located within the boundaries of the Four Rivers Heritage Area. Organizations may apply for a conventional Non-Capital Project Mini-Grant OR an Emergency Operating Mini-Grant; they may not apply for both.

Double-Check Before You Write!

- Download and read application and guidelines
- Is your project eligible?
- Is match from non-STATE sources?
- Grant funds are reimbursed only – do you have enough funds to complete the project?
- Call the heritage area office, 410-222-1805 to discuss project before submitting

The Four Stages of a Grant Project



Planning
and
Writing



Approval
Process



Execute
Your
Project



How Do I
Get the
\$\$?

The RIGHT Way to Plan

- **RIGHT:** What will it take to bring this project to completion?
- **WRONG:** How should I spend the \$5,000?

The RIGHT Way to Plan

- Is each line item necessary, and mentioned in the narrative and in estimates?
- OR, are there line items included in the budget without supporting documentation? (not good!)

What do Funders (Reviewers) talk about?

- It's like an investment – what is the return?
- What need does the project fill?
- Does it meet our mission?
- Does it fit our criteria?
- Are there clear steps to create/measure success?
- Is the organization strong, involved, and informed?

How much should I explain?

- Reviewers are NOT necessarily in the same field as you
- Assume reviewers are NOT familiar with your type of project
- Tell them what they don't know about you!



Planning and Writing

- Start Planning the Right Way!
- Get Your Project Approved by Your Board
- Talk to Four Rivers Staff
- Write the Application and Fill out the Budget
- Optional – Draft Review
- Assemble the Docs Required for Application
- Proofread

Writing the Project Description

- How does the project fulfill your mission?
- Who is served?
- How will it make a difference in the community?
- New Program? Expanded Program?
- Are you collaborating with other organizations? (a plus!)
- Who provides technical expertise?

Measurable Results

- What is your desired outcome?
- How will you measure that you have met your goals?
- Is the expenditure reasonable given the number of people served and the outcomes expected?

Building the BUDGET

- Include cash, in-kind, volunteers
- Understand the match requirement
- Use industry standards for staff, costs
- Have you done your homework and collected estimates?
- Are all items essential and costs reasonable?
- Have you double-checked the math?

Example

Use of Funds (Break down of all project items)	Four Rivers Grant Funds	Applicant Match Funds		TOTAL PROJECT COST
		CASH	IN-KIND	
Interpretive Planning Consultant (37.5 hours @ \$40/hr)		\$1,500		\$1,500
Research Assistant (25 hours @ \$15/hr)		\$375		\$375
Volunteer Exhibit Assistants (20 hours at volunteer rate of \$25/hr)			\$500	\$500
Board Committee Planning/Oversight (10 hours at volunteer rate of \$25/hr)			\$250	\$250
Exhibit Fabrication and Installation (estimate by XYZ Exhibits, attached)	\$2,500			\$2,500
TOTALS	\$2,500	\$1,875	\$750	\$5,125

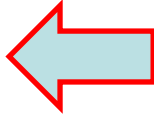
Schedule of Work

Activities in the Schedule of Work
must all START AFTER GRANT
NOTIFICATION DATE (November 2)

What Four Rivers looks for

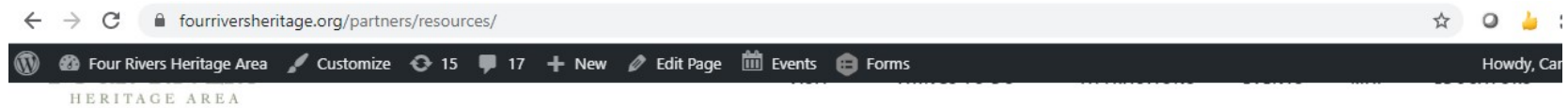
- Great project, well-designed, clear application, appropriate budget
- Compelling need
- **Heritage tourism value**
- Partnerships!
- Reference to our Management Plan and/or 5-Year Plan
- Your organization's capacity to complete the project

MUST DO'S

- Go to our website at www.fourriversheritage.org to look at our documents
- Have someone else proofread it 
- Scan support documents – mission statement, Board list, proof of non-profit status
- Have your Director or Chair sign Original copy
- Send Application and Support Scan to heritage_area@aacounty.org by October 2
- Mail Signed Original to our office in Arundel Center, 44 Calvert St., Annapolis, MD 21401

Where on the website?

www.fourriversheritage.org/partners/resources/



Our Management Plan

Prepared for the Steering Committee of the Annapolis, London Town & South County Heritage Area, by Wallace Roberts Todd, LLC
with: RER Economic Consultants, History Now, KFH Group, Kellerco

- ▶ Summary
- ▶ 1.0 Introduction
- ▶ 2.0 Vision and Goals
- ▶ 3.0 Interpretive Framework
- ▶ 4.0 Action Plan
- ▶ 5.0 Return on Investment
- ▶ Appendix A
- ▶ Appendix B

(Note: Graphics have been removed for faster loading.)

Our Annual Plan For FY2021

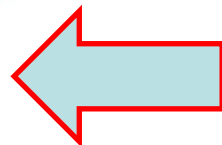
- Sponsorships
- Resources
- Newsletters & Reports
- Support
- Board And Staff

PARTNER RESOURCES

SEP 23 2020
Funding Opportunity! 2021-2022
AmeriCorps Program Grants
[MORE INFORMATION](#)

SEP 21 2020
A Special Appeal To Our Stakeholders
[MORE INFORMATION](#)

SEP 21 2020



What Makes Your Project Compelling and Convincing?

- Your project is fully thought-out
- You have done the necessary research
- Your project is compelling because it addresses a true need
- Your project demonstrates **impact and reach**

What is a “Plus”?

- Leverage is greater than required 1:1 match
- Measurable results will take your organization to “the next level”
- Your organization has a successful track record
- Your project is part of a “Master Plan” for your organization

Best Practices

- Grant pays for a consultant, not your staff!
- Staff time can be counted for cash match, but only for time solely dedicated to the project
- Board members cannot be paid for their work or services – not even as a consultant

Best Practices

- One more thing concerning Board members: if they have a special expertise related to your project, and they are donating their expertise at their professional rate, they must provide you with a document, such as an invoice, that states their professional rate and the hours or amount they are donating to your project or organization.



Approval Process

- Four Rivers Staff and Committee Review
- Your Grant Approved or Not Approved for Funding
- Notification of Approval – Spending can begin
- Grant Agreement Drawn Up
- Legal Document! Read it! Note requirements!
- Sign both and return BOTH, you will receive your executed copy back from staff



Execute Your Project

- Begin Activities and Spending Upon Notification
- Keep Track of Your Expenditures!
- Keep Track of Your Staff and Volunteer Time!
- Set A Halfway Point: How Are You Doing?
- Contact Four Rivers Staff about Activity, Budget, and Timeframe Changes
- Include Four Rivers and MHAA Logos!
- Invite us to your opening or event!



How Do I Get The \$\$?

- Remember Requirements in Grant Agreement
- Give Credit, Use Logos, Invite Four Rivers to Opening!
- Fill Out the Final Report Form, including Budget with “Actual” figures
- Assemble copies of all invoices and receipts
- Include documentation of volunteer time



How Do I Get The \$\$?

- Create an invoice for the Remittal
- Download and complete Final Report Form
- Copy all receipts, write line item name clearly
- Send report packet to Four Rivers
- Staff checks report and receipts, cuts a check, gets second signature, and **sends check to you!**

QUESTIONS? DOWNLOAD “HOW TO CLOSE A FOUR RIVERS MINI-GRANT” FROM WEBSITE

**Part 2:
Emergency Operating Grant
(FY2021 ONLY)**

**Operating costs that are eligible:
costs associated with the
COVID-19 State of Emergency,
beginning July 9, 2020 and
extending until 90 days after the
end of the State of Emergency**

Defined as:

*any expenses that allow an organization to continue operations and to safeguard heritage resources during and after the pandemic, including, but not limited to, **staff salaries, utilities, insurance, contractor services, rent and mortgage payments.***

Eligibility:

Requests from Non-Profit Partners
(located within the heritage area
boundaries) who have a
**track record of engagement with Four
Rivers** will be considered.

*Answer all questions on Part 2 of
the application*

*Similar advice as for Part 1:
competitive process, rigorous
review, adherence to MISSION
(yours and ours), consistency with
Four Rivers priorities, goals, and
interpretive themes*

Create a budget form with:

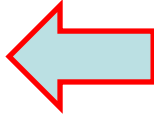
-- line items in rows

**-- columns for Four Rivers Mini-Grant Funds, Match funds,
and Total**

LINE ITEM	MINI-GRANT FUNDS	MATCH FUNDS	TOTAL
Contract wages for Office Manager, 200 hours x \$20/hr	\$2,000	\$2,000	\$4,000
Electricity, one month, \$490/month	\$245	\$245	\$490
Case of sanitizer, \$50/case	\$25	\$25	\$50
TOTAL:	\$ 2,270	\$ 2,270	\$4,540

--Please check your math!

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Questions?

E-mail: heritage_area@aacounty.org

Carol's cell: 410-627-6018