CITY OF DETROIT

CDBG/NEIGHBORHOOD OPPORTUNITY FUND

Application

Best Practices

Webinar

Housing and Revitalization Department

AGENDA

- **Welcome/Opening Remarks**
- **CDBG/NOF Program Overview & Eligibility**
- **Public Service Application Best Practices**
- **Q&A**

PURPOSE OF THIS FORUM

Why are we here

Our goal is to provide organizations with a better understanding of the CDBG/NOF application timeline and process and to endow organizations with the tools to submit the best applications possible.

WHAT THIS WEBINAR WILL NOT COVER

- Homeless Public Services
- Housing Rehabilitation
- Individual questions as they relate specifically to an organization's application such as reviewing specific responses or individual question responses will not be addressed at this forum.
- Organizations that are interested in meeting to review their previous application should reach out to their project manager if they are a current grant sub-recipient.

CDBG/NOF Program Overview
&
Eligibility

NEIGHBORHOOD OPPORTUNITY FUND (NOF)

What is it?

Since 1976, City Council has provided grants for non-comprehensive neighborhood improvement projects proposed by neighborhood organizations and neighborhood service organizations through the Neighborhood Opportunity Fund (NOF) program. This program, which is a part of the City's Community Development Block Grant (CDBG) program, have provided funds for *public services to improve the social condition of low-income residents in the City of Detroit.*
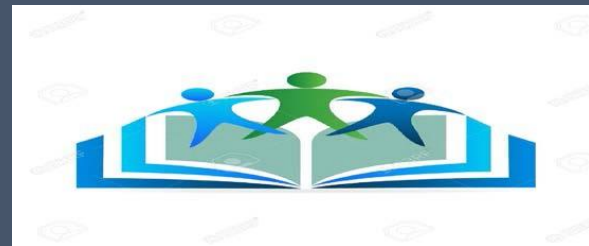
FUNDING PRIORITIES

Public Service has Five Funding Priority Areas
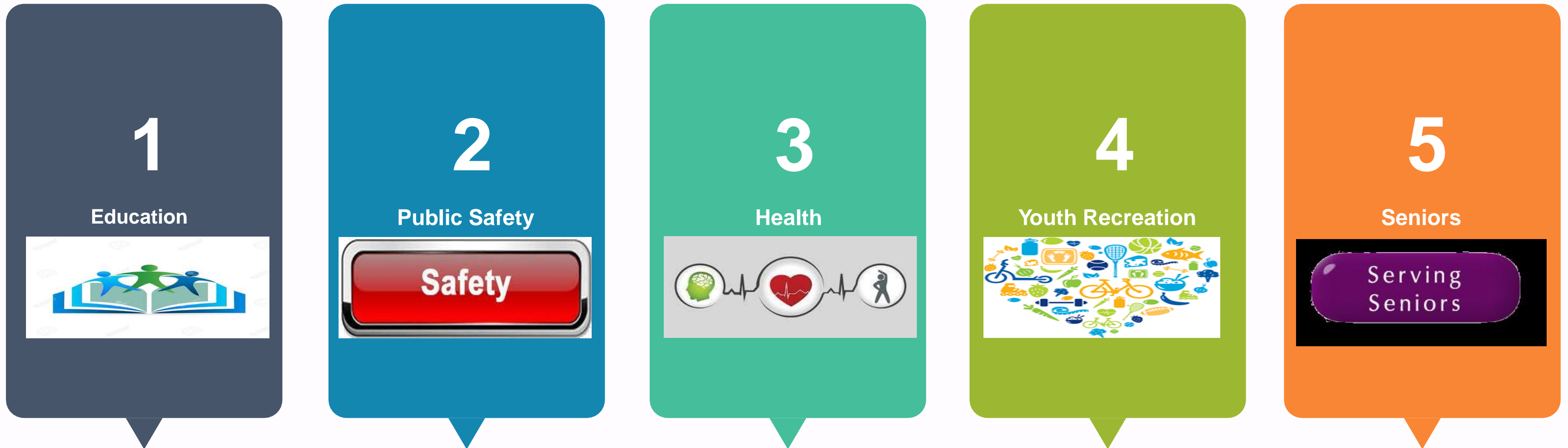
1	2	3	4	5
Education	**Public Safety**	**Health**	**Youth Recreation**	**Seniors**

Council defines the annual priorities based on the five year consolidated plan. The plan identifies objectives and outcomes that the department will prioritize over the next five years. Programmatic Underwriting helps to facilitates the consolidated plan.

Education includes: Literacy, Enrichment/Readiness (Math/Science), Job Training;

Public Safety includes: Community/Neighborhood based, Domestic Violence and Gun Violence;

Health includes: Health Services to Low/moderate income;

Youth Recreation includes: Arts, Sports,

Seniors includes: Transportation and Health Services

CDBG NOF THRESHOLD CRITERIA

Must meet HUD National Objective

There are three national objectives under CDBG, including:
1. Benefit to LIM persons
2. Prevent or eliminate slums and blight on an area or spot basis.
3. Meet an urgent need

Board Membership

Must have at least five (5) member board, which meets at least bi-annually.

Workshop Attendance

Group must attend the CDBG/NOF workshop or view the workshop online.

Non-Profit Status

Must have federal tax exempt status, i.e., 501(c)(3), 501(c)(19), etc..., prior to applying for proposal

Completed Proposals

Proposals must be complete, and submitted by the deadline and on correct form.

Operating Proof

Organization must have been in operation at lest two years, and have operating proof

CDBG NOF THRESHOLD CRITERIA

Issue Free Audits/Monitoring

Must not have unresolved government audit and monitoring problems (i.e., tax, legal, etc).

Certifications

Must read and sign Certification form

Current Financial Statements

Must submit most recent fiscal year cash flow statements, financial statements and, if available, recent audit.

Michigan Annual Non-Profit Report

Must submit current Non-Profit Corporation Information Update. Department of Licensing and Regulatory Affairs - https://www.michigan.gov/lara/0,4601,7-154-61343_35413_60200-140881--,00.html

Articles of Incorporation

Must submit Certificate of Good Standing and Article of Incorporation.

7% Operating Cash

Applicant organization must provide proof of operating cash on hand and must be at least 7% of the funding request.

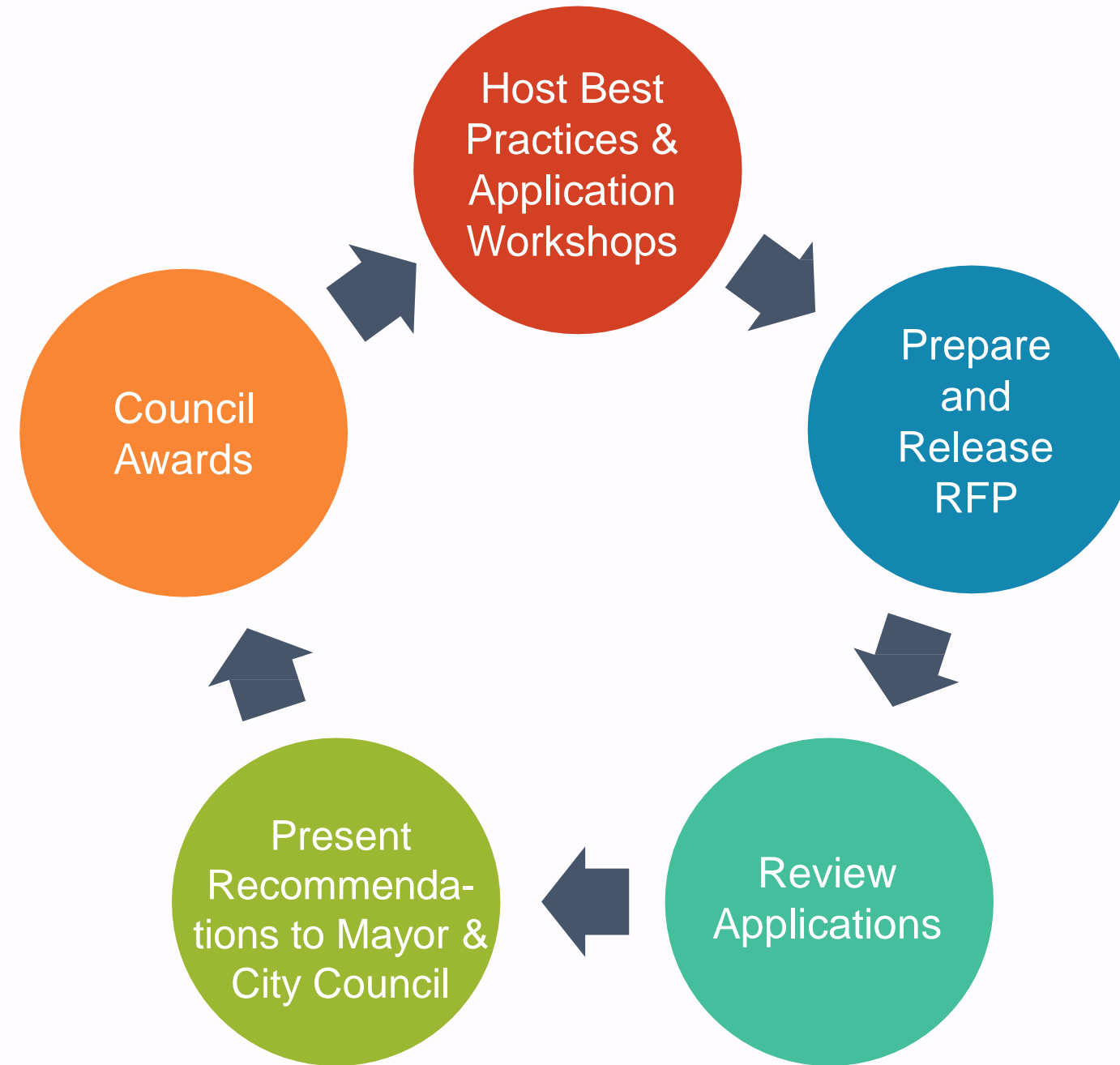# INELIGIBLE COSTS FOR ALL CDBG PUBLIC SERVICE PROGRAMS

- Pre-Contract costs
- Back taxes, proposal costs, debts, late charges, penalties
- Excessive travel expense
- Improperly procured purchase
- Undocumented mileage charges
- Gifts and Donations
- Staff recruitment
- Facilities /equipment depreciation
- Costs associated with the organization rather than the specific program
- Any costs associated with advertisements, pamphlets, survey, etc.
- Staff training, entertainment, conferences or retreat
- Public relations, advertising or fundraising
- Payments for bad debts
- Indirect organization cost
- Rental assistance in any unit in which the sub-recipient or subsidiary has one percent or more ownership interest in the property
- Lobbying at partisan political activities
- Suing the government

Public Service Application Review

NOF Funding Process

Phase 1

Pre-Award Phase

Present funding opportunities and application submission

Phase 2

Award Phase

Award decisions are made and announced

Host Best Practices & Application Workshops

Prepare and Release RFP

Council Awards

Review Applications

Present Recommenda-tions to Mayor & City Council

Phase 3 – Implementation Phase

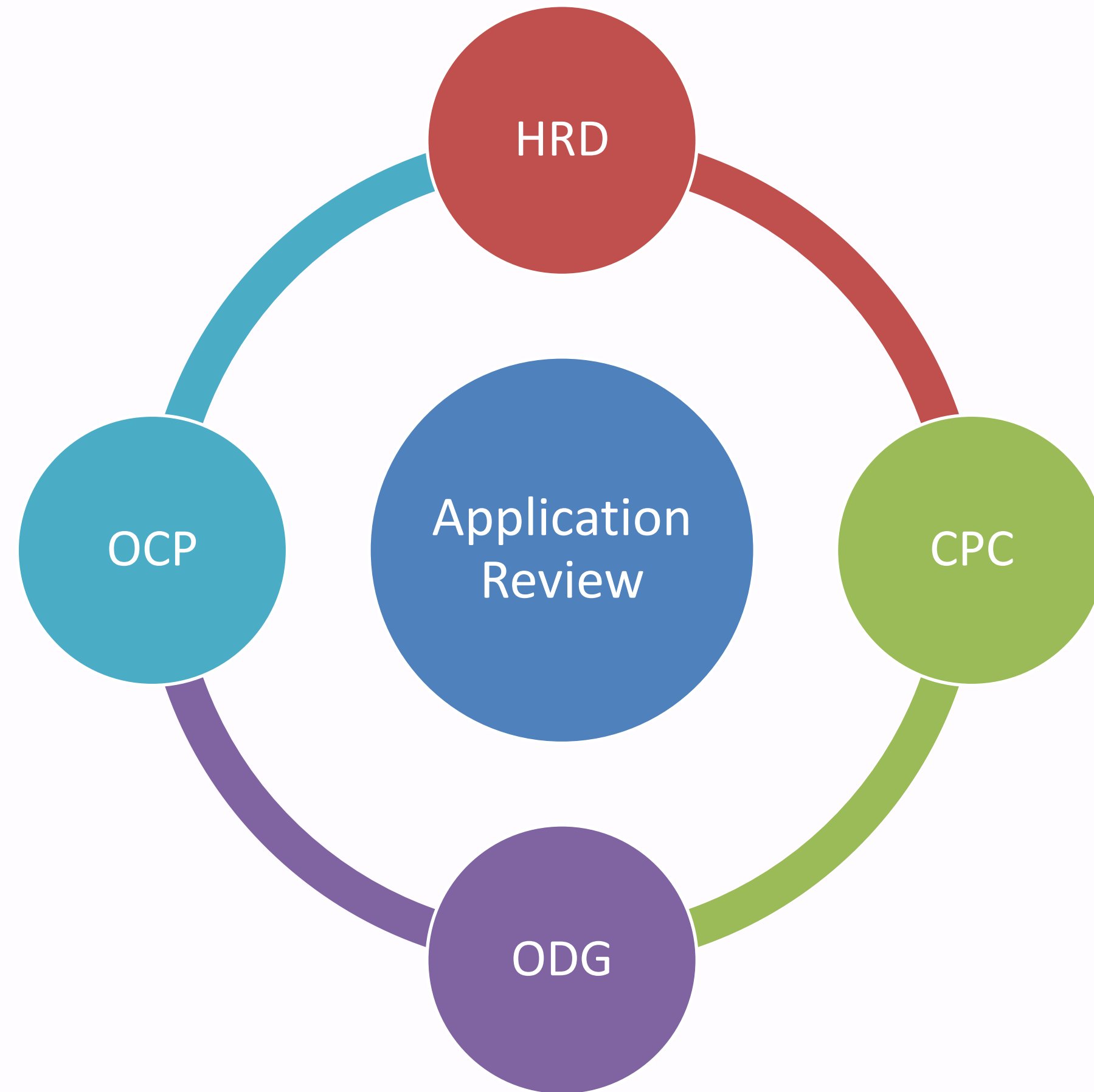**Implementation, Monitoring, Reporting, Closeout**

Consensus Review Process

HRD= Housing & Revitalization Department

OCP= Office of Contracting and Procurement

ODG= Office of Development & Grants

CPC= City Planning Commission

Application Sections
Scoring

Scoring is evaluated on a 5 point scale where a multiplier will be used (1;1.5;2) to compute the total points for each area:

- Organizational Information - 25 points
- Project Description - 35 points
- Activities, Outputs, Outcomes & Impacts - 20 point
- Budget - 20 points
- Contractual Compliance – (-10 point deduction)

Strong Applications

- NAME YOUR ATTACHMENTS!
- The applicant has strong capacity to implement programs and have a proven track record of program success
- The program design that capitalizes on successful implementation and program strength
- The program does not have high administrative cost
- Applicant has partnerships with the community in which they are working
- The organization has the capacity to comply with the program rules and guidelines
- A clearly defined Scope of work and staff roles (Program goals are realistic and achievable)
- A Scope of work and budget align
- Clearly defined success and performance standards/metrics/outputs and outcomes

Strong Applications Continued

- Program maximizes positive impacts in the community it serves and continues to expand and grow over time
- The program addresses community needs
- The program is either a new program or is expanding its services – there is a quantifiable increase in the service than was delivered in the 12 months prior
- Clearly defined Sustainability plan
- The organization is leveraging resources to help sustain, enhance, and maximize the program
- Respond to all the questions
- Meets all the Threshold Requirements
- Every question is complete – A blank answer is a automatic 0
- Allow yourself enough time to review you application before submitting
- Review you application so you can catch errors or missing attachments
- NAME YOUR ATTACHMENTS!

PLEASE NOTE: A strong application does not guarantee funding; it does however make your application more competitive.

Organizational Information

Organization Experience
Public Service Activity

Describe your organization and the unique experiences and qualifications that make your organization the most appropriate to provide the proposed services? (In addition to responding below, an organizational brochure may be attached. If attached label Org #1).

- Provides detailed examples of accomplishments and the Impacts of program services.
- Uses data back up claims of Accomplishments
- Provides proof of sufficient experiences and qualifications to administer the program services

Staffing Plan

List all the staff positions needed to operate this public service activity, including those proposed to be funded by CDBG/NOF and other Sources:

- This figure should match the figure on salaries line in the Budget Section
- Please provide a resume for all staff working on the activity.

Title/ position	# of FTE*	Qualifications/ Degree, etc.	Hrs./Wk.	Hourly Rate	Annual amount	Total from sources other than CDBG/ NOF	Budget: Annual total from CDBG/ NOF
Executive Dir.	0.25	Business Management	10	28	15,000	0	12,000
Accountant	0.5	Bachelor Degree with min 10 years of experiences in non-profit accounting	4	40	4,500	2500	2000
Administrative Assistant	0.5	High School Diploma with min 5 years of experiences	20	10	10,000	7000	3000
Maintenance Engineer	0.5	High School Diploma with min 3 years of experiences	20	10	10,000	7000	3000
		TOTAL CDBG/NOF Funds for staff					20,000

PROJECT DESCRIPTION

DETAILED PROJECT DESCRIPTION

Be prepared to respond to:

- What is the objective of the Program?
- Reason for requesting funding?
- What specific services are to be provided?
- When and how will these services be provided?
- Number of participants that fall in the low-mod income range?
- Describe how the activity will be implemented, operated, and administered.
- What and how many workers by job title will plan, supervise, and monitor project performance?
- If volunteers are used, how many and what will they do?
- Are there any other organizations that provide a similar service?

Sustainability

How do you plan to sustain the program when funding ends? Please attach a sustainability plan.
(Label as Attachment 13: Sustainability Plan)

Applicant must outline a clear and detailed plan for program sustainability

Annual Sustainability Action Plan

Plan Component/Method	Action Steps	Timeline
Communication of Program and fundraising goals for year to staff and board	• Meet with staff and board to discuss annual program and fundraising goals and activities • Provide fundraising calendar with grant due dates and campaigns listed • Provide list of ways staff and board might support these events and/or activities	Winter
Research and Prospect Grant Opportunities	• Use Foundation Center Online Service weekly to prospect grant opportunities • Review monthly newsletter from Resource Champions that shares grant opportunities • Review monthly grant opportunity listing	All Year
Facebook Posts	Make posts 2-4 times per month	All Year
Annual Report	Determine Focus Collect Data Print and Mail Report	Winter-Spring
	Speaking at Church or Community Group to Secure Volunteers and/or donations	Spring
Mid-Year Ask	Direct mail Mid-year update and ask, highlighting need for monthly sponsors for upcoming school year	Spring
Special Event	Host special event celebrate long-time supporters and engage new supporters	Fall
End-of-Year Ask	Direct mail end-of year update and ask	Fall
End of year evaluations and projections for new year	Complete surveys and make projections based on lessons learned, demand and available staffing	Fall - Winter

Project Description

Public Service Activity

Provide a detailed description of the proposed project, including how it will be implemented and plans for continued operations. Note: 1- Page Maximum Response/12 pt. font

Project Description

Where in your program do you demonstrate innovation? Please describe innovative ways your administer your program?

ACTIVITIES, OUTPUTS, OUTCOMES, & IMPACTS

Activities, Outputs, Outcomes, and Impacts

Be prepared to respond to:

- If the proposed activity is already in existence, what were its outputs for the most recently completed fiscal year?

- What are the project outputs for the proposed activity in the current fiscal year?

- What processes and tools are in place to measure program outcomes?

- What kind of lasting benefits does your organization hope to provide to your clients through the services it provides?

- How successful was your program in achieving the proposed outcomes?

- What outcomes indicators were used to determine the results?

OUTPUTS/ACTIVITIES

Outputs are the direct products of program operation, measured in terms of the volume or work accomplished.

Think of outputs as the products of program activities, or the result of program processes. They are the <u>deliverables</u>. Some even use the term interchangeably with "activities." Outputs can be identified by answering questions such as:
    What will the program produce?
    What will the program accomplish?

For example, the number of classes taught, the number of counseling sessions conducted, or the number of participants served. Outputs should lead to a desired benefit for participants.

Example

Out-1. If the proposed activity is already in existence, what were its outputs for the most recently completed fiscal year?

- Saturday Series: 2,000 youth served
- 35 courses offered in Spring 2015
- 35 courses offered in Fall 2015

Out-2. What are the outputs for the proposed program/project activity during the year?

- Saturday Series: 2,300 youth served
- 35 courses offered in Spring 2016
- 35 courses offered in Fall 2016

Out-3. What standards, measures, or benchmarks are used to assure or verify that this is a quality/successful Program/Project? *(Example: Meals comply with USDA dietary standards; tutors will be certified teachers; etc.)*

These are the measures we use to verify the quality and success of this program:

- 92% of students agree with the statement "I will graduate from high school."
- 94% of students agree with the statement "I will attend college."
- 40% of students agree will request increased exposure to HOPSCOTCH courses
- 90% of students will be able to define increases in HOPSCOTCH knowledge.
- No less than 10% cumulative student test score increase between pre and post-tests.

Out-4. What process and tools are in place to measure program outcomes?

JUMP UP INC. uses an external evaluation firm. Massie and Associates uses a mixed methods approach to collect and process formative and summative data. An assessment of progress during pre and post implementation are measured using specific qualitative and quantitative instruments. An analysis of key documents (attendance records, meeting notes, curriculum materials, and student products) are conducted; in some cases classroom observations are conducted. JUMP UP INC. maintains student records, which includes report cards. We are currently in the process of using the National Clearing House to track alumni and determine how may have graduated and chosen a HOPSCOTCH field.

OUTCOMES

- *Outcomes* are changes in program participants or recipients (aka the target population). They can be identified by answering the question: *How will program participants change as a result of their participation in the program?*

- May relate to changes in knowledge, attitudes, values, skills, behavior, condition, or other attributes. *Examples of program outcomes include greater knowledge nutritional needs, improved reading skills, more effective responses to conflict, getting a job and having greater financial stability.*

- Agencies must clearly state the methodology used to measure outcomes, i.e., surveys, client interviews, pre- and post-tests results or clients self-reporting.

IMPACTS

Impacts assess the changes that can be attributed to a particular intervention, such as a program or policy, both the intended ones, as well as, the unintended ones.

Short-term (1 year) – Describe the initial impact during
the clients' first year of participation in the program.

Intermediate (2 years) – Describe the subsequent impact on the client population that is anticipated as a result of their participation in the program, if applicable.

Long-Term (3 - 5 years or more) – Describe the eventual impact on the client population that is anticipated as a result of their participation in the program

Example

Imp-1. Will you track program participants after they complete the program? If so, How?

Yes, we do track program participants after they complete the program. We maintain a database of registrant contact details and regularly follow-up with program participants via email-blasts, Facebook posts, and website announcements. Additionally, we have a robust alumni network of nearly 150,000 individuals who have participated in JUMP UP INC. programs at any time during our 40-year history. We regularly invite alumni
to share their stories and to provide key insights into how programming impacted their professional journeys.

Imp-2. Short-term (1 year) – Describe the initial impact during the clients' first year of participation in the program.

After 1-year of participation, (Fall & Spring courses) students have:
- Improved their academic aptitude in basic HOPSCOTCH topics
- Increased their awareness of how HOPSCOTCH concepts impact their day-to-day lives
- Can demonstrate increased academic abilities on post-tests
- Increased interest in further pursuing HOPSCOTCH studies.
- If not interested in further pursuing HOPSCOTCH studies, can articulate their thought-process and have been exposed to alternative outcomes.

Imp-3. Intermediate (2 years) – Describe the subsequent impact on the client population that is anticipated as a result of their participation in the program, if applicable.

After 2 years of participation, we expect that students who continue in Satuday series courses to:
- Meet academic targets in HOPSCOTCH -based courses.
- Have deepened their interest in a particular HOPSCOTCH subject matter
- Seek out courses that match their interest and follow the traditional pathway for success in their field of interest.
- Begin plaNning their future educational pathways in pursuit of their HOPSCOTCH field of interest.

Imp-4. Long-Term (3 - 5 years or more) – Describe the eventual impact on the client population that Is anticipated as a result of their participation in the program.

After 3-5 years of participation in Saturday courses, we expect that students will:
- Be able to clearly articulate their future career plans in HOPSCOTCH fields
- Have developed strong academic aptitude in HOPSCOTCH subjects
- Have participated in more than 10 HOPSCOTCH courses on college campuses and can easily visualize themselves in a college or university environment.
- Actively pursue HOPSCOTCH educational pathways in college or at a university.
- Be well prepared to directly enter skilled trade apprenticeships directly upon graduating from school.
- Can clearly visualize their academic and career futures.

BUDGET

BUDGET

Be prepared to respond to:

- Who is responsible for maintaining your organization's records?
- What was the amount of your organization's total budget for your most recent fiscal year?

- When was your must recent audit?

- List other funding sources.

- Describe your financial management system.
- If you are a current Sub-Recipient, have your submitted timely drawdown packets?

LIST OTHER FUNDING SOURCES (NOT CDBG) AWARDED SINCE DECEMBER, 2020. *(IF NECESSARY, ATTACH ADDITIONAL PAGES, AND LABEL AS BUD-8).*

**ATTACH PROOF, I.E. LETTER OF CREDIT, NOTARIZED AWARD STATEMENT, ETC.

EXAMPLE

DATE	Funding Source	Amount awarded, activities, etc.	Balance Remaining *(if any)*
January 2021	XYZ Foundation	$75,000 Generic Resource Emporium	$0.00
March 2021	123 Help Inc.	$10,000 – Generic Resource Emporium	$0.0
March 2021	ZYXWV	$50,000 – ABCD MISSION	$30,000
March 2021	WE GIVE MONEY FOUNDATION	$15,000 – ABCD MISSION	$7,500
July 2021	ABC Foundation of South East Michigan	$66,000 – ABCD MISSION	$40,000
August 2021	GO Blue Foundation	$62,500 – Generic Resource Emporium	$50,000

DESCRIBE OR PROVIDE DOCUMENTATION OF AN ACCEPTABLE AND ACCOUNTABLE FINANCIAL MANAGEMENT SYSTEM THAT MINIMIZES ANY OPPORTUNITY FOR FRAUD, WASTE, OR MISMANAGEMENT...

EXAMPLE

TABLE OF CONTENTS

SECTION 1   CASH MANAGEMENT

A.   POLICIES

At its annual meeting, the Board authorizes all bank accounts and persons permitted to be designated as check signers.

B.   CASH RECEIPTS

1. Incoming mail is opened by the Administrative Assistant and checks are logged into a register by date received, issuer, check number, check amount and date deposited at the bank. An electronic detail of the deposits is provided to outside Accountants for inclusion with Financial reporting.

2. A copy of each check is retained.

3. Receipts are logged into the accounting spreadsheets by the Administrative Assistant. Amounts of cash receipts are verified when entered into the accounting spreadsheets. The receipts are then reconciled with the bank statements.

4. Deposit slips are completed for each deposit and a detail support of every check is included in the main file along with the proof of the deposit made at the bank.

5. Receipts are added to the cash sheet and compared to bank deposits and postings to cash receipts as entered and also during the monthly account reconciliation process.

6. Receipts of currency are deposited after verification by two employees. Cash is recorded in the accounting spreadsheets. Cashing of checks out of cash receipts is prohibited.....

BUD-11. PUBLIC SERVICE TOTAL BUDGET

GOOD EXAMPLE

Complete the following budget form for the requested public service activity:	Amount from other funding source(s)	Amount from 2019-2020 CDBG/NOF
PERSONNEL		
Salaries _(should match total from salaries- Org-10)_	68,000.00	20,000.00
Employer Taxes (FICA, etc.)	8,500.00	2,800.00
Fringe (health insurance, life insurance, etc.)	6,000.00	
Independent contractor/consultant personal services contracts _(List title for each & hourly rate or weekly pay or other fee scale)_		
OPERATING EXPENSES _(pro rata share)_		
Utilities	12,500.00	10,000.00
Insurance	4,500.00	3,500.00
Consumable Supplies	2,000.00	2,500.00
Building Maitenance	4,000.00	6,000.00
SPECIFIC PROGRAM/PROJECT EXPENSES – Excluding personnel _(Itemize)_		
Director of Career Development	12,800.00	40,000.00
ESL Instructor (Evening)		9,000.00
ESL Instructor – Warrendale		9,000.00
ESL Instructors (Day)	60,000.00	
Financial Coach (One-on-One Counseling)	30,000.00	10,000.00
Financial Empowerment Workshops Coordinator		5,600.00
Immigration Attorney	32,000.00	15,000.00
GED Instructor	30,000.00	
Job Readiness Workshop Coordinator		5,600.00
Vocational Program Supplies		2,500.00
Electrical Instructor		6,000.00
Carpentry Instructor		6,000.00
Sewing Machine Instructor		6,000.00
Project Achievement Coordinator		16,000.00
Project Achievement Materials		2,000.00
Financial Empowerment Printed Materials		1,500.00
Program Supplies		4,000.00
TOTAL AMOUNT REQUESTED FROM CDBG/NOF		183,000

BAD EXAMPLE

Complete the following budget form for the requested public service activity:	Amount from other funding source(s)	Amount from 2019-2020 CDBG/NOF
PERSONNEL		
Salaries _(should match total from salaries- Org-10)_	476743	55132
Employer Taxes (FICA, etc.)	68321	16064
Fringe (health insurance, life insurance, etc.)		
Independent contractor/consultant personal services contracts _(List title for each & hourly rate or weekly pay or other fee scale)_		
OPERATING EXPENSES _(pro rata share)_		
	50004	5000
	114000	11400
	57996	5800
	3540	354
	144756	7238
	9996	1000
	15000	14887
		31626
SPECIFIC PROGRAM/PROJECT EXPENSES – Excluding personnel _(Itemize)_		
		26418
TOTAL AMOUNT REQUESTED FROM CDBG/NOF		143293

Budget Admin Cost

What percentage of your budget (compared to total costs) will be expended on administrative costs? _____ (Administrative costs cannot exceed 12% of total budget)

Administrative cost total divided by total program costs will give you the administrative cost percentage)
(Examples of Administrative costs incl. Management, Accounting, Non-Operational, etc.)

EXPLAIN AND JUSTIFY EACH PROPOSED BUDGET LINE ITEM AND WHY CDBG FUNDS ARE REQUIRED.

GOOD EXAMPLE

" **Salary:** Executive director $45,000; Administrative Assistant $18,000; Accountant $6,000; Maintenance Engineer: $25,000. Total amounts to $114,000. Now, the executive involvement for this project is between eight to 10 hours a week, as well as the administrative assistant with five to 10 hours a week and the accountant in the amount of three hours a week. Total allocation out of total $109,000 based on the % of involvement of the above mention individuals amounts to
$20,000

Taxes & FICA: The amount is estimated by the current rate of calculating FICA at 0.0756 and the 2016 tax rate. Since only FICA can be reimbursed by CDBG/NOF grant, that amount is allocated to CDBG/NOF funding.

Utilities: Total utilities cost (electric, gas, water) is around $45,000 a year. Since the ABC Literacy Zone utilizes 1/2 of the total programs of the ABC Education Center, thus appropriately 1/2 of the utility cost is allocated to the program in the amount of $22,500. Only $10,000 is requested for the CDBG/NOF grant in the amount of 833.33 a month.

Insurance: The total building Liability Insurance costs around $13,000 a year. Again, the same calculation is applied as in the utility cost. 1/2 of the operation requires 1/2 of the cost. Thus, $7,500 of the liability insurance is allocated with only
$3,500 request to be funded by the CDBG/NOF.

Consumable Supplies: It is an allocated and estimated cost of replacing toilet paper, hand towels, liquid soaps, water, tea, coffee, paper plates and so on. Only $2,500 is requested to be funded by CDBG/NOF with monthly reimbursement of
$208.33.

Building Maintenance: ABC Literacy Center with five basic programs uses three floors of our building, utilizing offices, classrooms, conference rooms and large assembly spaces. The programs require various settings and utilizing technical equipment. As a result, maintenance staff needs to be deployed to clean-up, set-up, re-arrange and make necessary and suitable adjustments. In addition, keeping clean and orderly the various rooms that have been utilized to provide services requires daily maintenance in terms of sweeping, mopping, washing, vacuuming, waxing and polishing..."

QUESTIONS?