North America Community Relations Local Grants Program

Nonprofit Partner Training

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Citi Community Relations

The work of Citi Community Relations builds upon Citi's 200-year history of service, success, and leadership.

Community Relations Employees work across the franchise to leverage Citi's vast array of resources and closely coordinate with the Citi Foundation to make communities better – because we are there.

Community Relations partners with approximately 70 national organization and more than 1200 local affiliates and nonprofit organizations.

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Objectives

- **North America Community Grants Program**

- **2009 Citi Foundation Priority Funding Areas**

- **Funding Limitations**

- **Community Reinvestment Act**

- **2009 Application Review/Process**

- **Tips for Success**

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Citi Foundation

The Citi Foundation is committed to enhancing economic opportunities for individuals and families, particularly those in need, in the communities where we work so that they can improve their standard of living.

The Citi Foundation fulfills this mission by providing grant support for programs that are aligned with our economic empowerment mission, promote collaboration and effective use of philanthropic resources, engage our employees, and demonstrate impact and positive outcomes.

Grant making in the United States and Canada is made possible through the Citi Foundation via the North America Community Grants Program (NACGP).

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2009 Citi Foundation Focus Areas

❑ **Community Development**

❑ **Financial Education and Asset Building**

❑ **Education (College Access)**

❑ **Microfinance and Microenterprise**

❑ **Small and Growing Businesses**

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Community Development

We would consider programs that:

- ❑ Develop or preserve affordable housing for rent or purchase by low- to moderate-income individuals and families;

- ❑ Revitalize underserved neighborhoods through the rehabilitation of commercial corridors, brownfield clean-up, or the development of community facilities such as charter schools, community centers or after-school facilities

- ❑ Encourage innovations in green housing and facilities development

- ❑ Build the capacity of community development organizations to better serve their communities through management training and technical assistance in program development and implementation, impact measurement, strategic planning, finance and board governance.

Financial Education and Asset Building

We would consider programs that:

- ❑ **Provide personal financial education for youth and/or adults through workshops and/or counseling;**

- ❑ Encourage individuals to put their financial knowledge into action by taking advantage of asset building services such as insurance, remittances, savings, matched savings, homeownership, and tax credit programs;

- ❑ Increase understanding of the role of financial education in changing financial behaviors and producing positive financial outcomes for participants

- ❑ Test and implement innovative approaches to the delivery of financial education that lead to greater impact, scale and cost effectiveness.

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Education (College Access)

We would consider programs that have the following components:

❑ Prepare students for post-secondary education and careers by supporting programs that build awareness of post-secondary education opportunities

❑ Build academic readiness for college level work to increase student success towards earning a degree

❑ Assist students through the college search, application and financial aid process to increase student enrollment and success in higher education

❑ Provide financial education to families about saving for college and options for financing a college education

**College access programs must have measurable outcomes.

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Microfinance and Microenterprise

Definition: A business with 5 or fewer employees and total assets of up to $10,000 or annual sales of up to $100,000.

We would consider programs that:

- ❑ Provide access to credit needed to start or grow microenterprises
- ❑ Provide entrepreneurship training including business plan development, market development skills, management skills, accessing capital, mentoring, and networking
- ❑ Build institutional and management capacity of client focused microfinance institutions (MFIs), intermediary organizations and industry networks
- ❑ Test and replicate innovative programs in microfinance and microenterprise development that support green business development and access to green products for low-income individuals.

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Small and Growing Businesses

Definition: Small and growing businesses are generally defined as enterprises that employ 5 to 100 individuals, generating up to $1 million in revenues.

We would consider programs that:

- ❑ Provide access to finance and technical assistance to small and growing businesses in any sector of the economy

- ❑ Help start green businesses that leverage environmental innovations and provide environmental and social benefits ✿

- ❑ Assist existing small businesses to become more sustainable and "go green" because of the economic and environmental benefits ✿

- ❑ Support the greening of supply chains and connect small and growing businesses to these potential market opportunities ✿

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Funding Limitations

ALL applicants must be 501(c)(3) tax-exemption organizations OR a registered school, university or government entity

Types of organizations we do not fund:

- Private foundations

- Supporting Organization designated as Not Functionally Integrated

- Organizations with an annual budget less than $100,000

- Religious, veteran or fraternal organizations (unless project benefits the entire community)

The Citi Foundation does <u>NOT</u> fund:

- General operating support

- Scholarships or awards for individuals

- Monetary incentives directly to individuals

- Capital or endowment campaigns

- Matched funds

- "Pass-through" funding

- Political causes, campaigns or candidates

- Memorials

- Advertising, special events, dinners, telethons, benefits or fundraising activities

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Community Reinvestment Act (CRA)

Criteria – Nonprofit organizations that serve the following populations or geographies:

- ❑ **Low- or moderate-income individuals and households**

- ❑ **Low- or moderate-income communities or census tracts**

- ❑ **Government designated revitalization, redevelopment, or empowerment zones**

- ❑ **Small businesses with revenues less than $1MM**

- ❑ **Students in schools where greater than 50 percent of the students qualify for the Federal free or reduced cost lunch program**

All program applications must be CRA Eligible in 2009

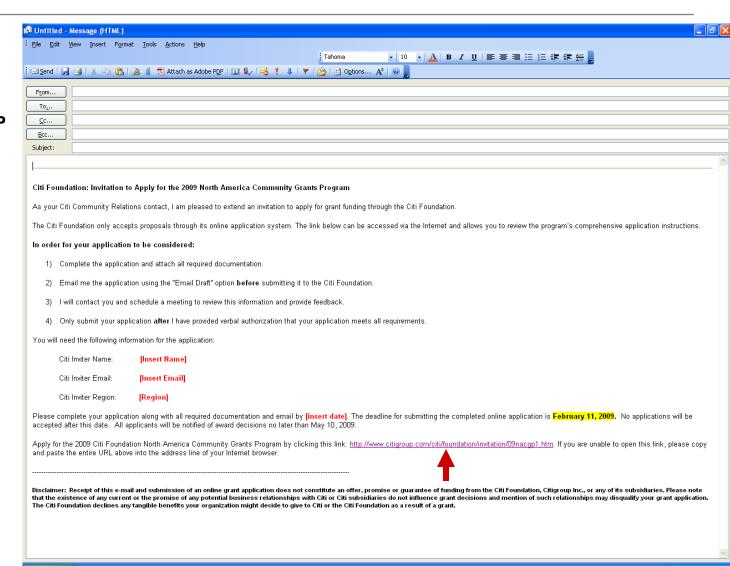citi®

2009 NACGP APPLICATION

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Invitation to Apply

▪You will receive an email from your Citi Community Relations Inviter inviting you to complete a 2009 NACGP application for funding consideration

▪This email will include your Inviter's information, which is requested in the application

▪It will also contain a due date by which your Inviter wants to receive your completed application (completed NOT submitted)

▪There is an active link within the email to access the 2009 HTML application

NACGP HTML Home Page

- **Please review the guidelines and funding limitations**

- **If you have questions, contact your Community Relations Inviter**

Application Instructions

- **Carefully review the instructions for applying for a grant application**

- **Here you will find the links to the required templates for the Detailed Project Budget and the Board of Directors**

- **You can access the link to the Fiscal Sponsorship Agreement here (if applicable)**

Select Your Organization Type

- **Select the box that applies to your type of nonprofit organization:**

  - ➤ **501(c)3 organization**

  - ➤ **Public charities, school, religious institutions without a 501(c)3 designation**

Create Account/Account Login

- **You are required to create an account before you enter the application**

- **If you are a new applicant, select the first option and create a password**

- **If you are a returning online applicant, enter your previously created password**

- **Click "Continue"**

Eligibility Quiz

- **First, you will need to complete an eligibility quiz**

- **If you complete the quiz correctly, you will enter the application**

- **If you do not complete the quiz correctly, you will be directed back to your Community Relations Inviter**

Citi Foundation

2009 Citi Foundation North America Community Grants Program Application

Exit   Help   Contact Us

Eligibility Quiz

Is your organization designated as a private foundation by the IRS?
[No]

Does your organization have an annual operating budget of at least $100,000?
[Yes]

Does your organization have audited financial statements from the current or previous year (please note that accountant's reviews and non-audited compilations are not acceptable)?
[Yes]

Is your request for general operating support?
[No]

Is your request less than $10,000?
[No]

Is your request for a capital or endowment campaign?
[No]

Is your request for matched funds or "pass through" funds?
[No]

NACGP Application Home Page

Application Overview

- **Organization's General Information**

- **Proposal Section**

- **Audited Financials – Synopsis**

- **Supporting Information**

    - Focus Area

    - MSA/County

    - Demographics

    - Citi Financial Education Curriculum

    - Citi Contact Information

- **REQUIRED DOCUMENTATION**

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General Information

- **Organization Name/Address**

- **Contact Names/Emails**

- **Bank Information**

- **Mission and Goals**

- **Previous Funding**

- **Organization's Operating Budget**

Proposal Section

- **Project/Program Title**

- **Project/Program Summary Statement**

- **Statement of Need**
  a) What are the issues that support the need for this project/program?
  b) How are those issues impacting low- to moderate-income individuals or small business owners?
  c) How will this project/program address those issues?

- **Project/Program Plan**
  a) Detailed description of the overall Project/Program activities
  b) Specifics on how Citi Foundation funds will be spent
  c) Number of workshops/sessions, topics, who will facilitate, and anticipated number served during each session

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Proposal Section – Continued

- **Anticipated Project/Program Results**

- **Number Served by Project/Program**

- **Project/Program Timeline**

- **Overall Project/Program Budget**

- **Amount Requested from the Citi Foundation**

- **Contingency Plan**

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Audited Financial Information

- For what year is the most recent, completed audit?

- What were revenues reported?

- What were expenses reported?

- What were net assets for your organization?

- What were liabilities for your organization?

- Were there any major issues in the audit?

***What we review*:**

- *Assets*

- *Revenues and Expenses*

- *Program vs. Management Expenses*

- *Auditor's Notes*

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Supporting Information

- **Focus Area**

- **MSA/County**

- **Congressional District**

- **Demographic Information**

- **CRA – Eligibility/Percentage**

- **Citi Employee Volunteers**

- **Citi Employee Board Membership**

- **Citi Financial Education Curriculum**

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Required Documentation

The following document must be attached to your grant application in order for it to be considered complete:

- Detailed Project Budget

- Board of Directors and Top Staff

- Audited Financials – Most Recent

- Voided Check/Deposit Information (EFT)

If applicable, the following must be attached:

- Public School/University Scan

- Group Exemption Scan

- Fiscal Sponsor Agreement

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Board of Directors - Example

- **Complete each line – all fields**

- **Do not use "" to infer that the following lines are the same information or address**

- **Include middle initials, particularly for more common names**

- **Include all Senior Staff and list their titles**

- **If your nonprofit has a staff with three or fewer employees, list all staff**

Project Budget – Example

- **Ensure that you list all expenses even if you are not asking the Citi Foundation to fund that line item**

- **Include a description for all expense line items**

- **Insure that the total listed in the Citi Foundation Breakdown column equals the "Amount Requested from Citi Foundation" within the application**
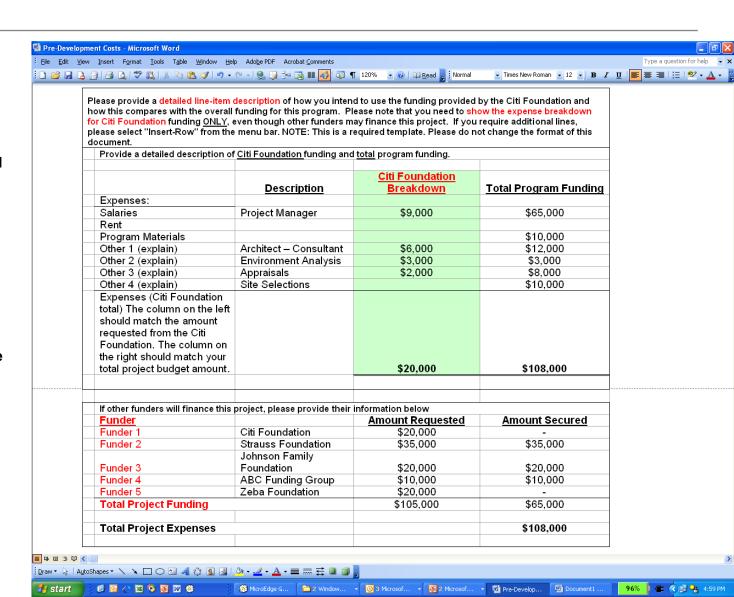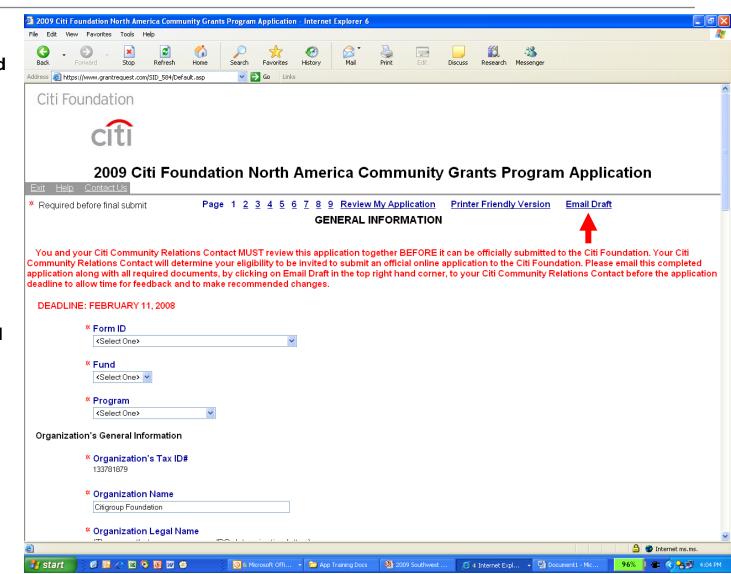
- **Insure that the total listed in the Total Program Funding column equals the amount listed in "Overall Project Budget" within the application**

- **List all funders/names and from whom you have already requested funding (others should be listed in the "Contingency Plan" section of the application)**
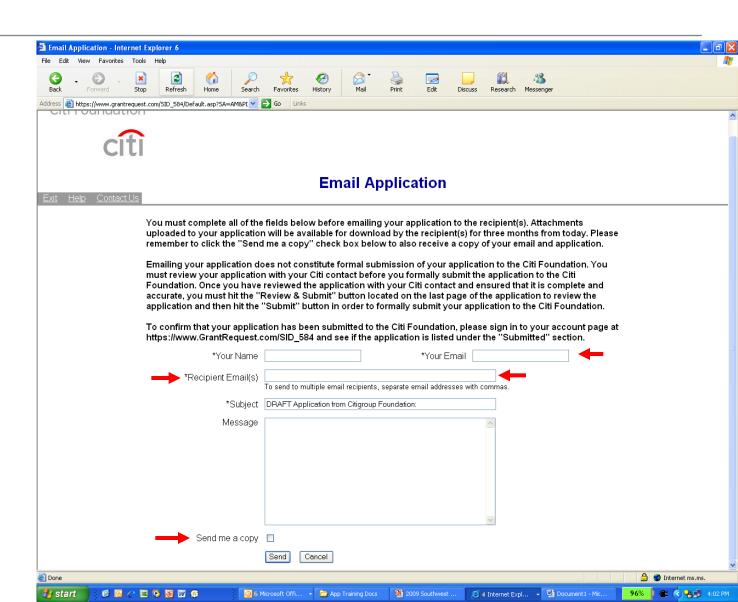
Pre-Development Costs - Microsoft Word

File Edit View Insert Format Tools Table Window Help Adobe PDF Acrobat Comments

Please provide a detailed line-item description of how you intend to use the funding provided by the Citi Foundation and how this compares with the overall funding for this program. Please note that you need to show the expense breakdown for Citi Foundation funding ONLY, even though other funders may finance this project. If you require additional lines, please select "Insert-Row" from the menu bar. NOTE: This is a required template. Please do not change the format of this document.

Provide a detailed description of Citi Foundation funding and total program funding.

	Description	Citi Foundation Breakdown	Total Program Funding
Expenses:			
Salaries	Project Manager	$9,000	$65,000
Rent			
Program Materials			$10,000
Other 1 (explain)	Architect – Consultant	$6,000	$12,000
Other 2 (explain)	Environment Analysis	$3,000	$3,000
Other 3 (explain)	Appraisals	$2,000	$8,000
Other 4 (explain)	Site Selections		$10,000
Expenses (Citi Foundation total) The column on the left should match the amount requested from the Citi Foundation. The column on the right should match your total project budget amount.		$20,000	$108,000

If other funders will finance this project, please provide their information below

Funder		Amount Requested	Amount Secured
Funder 1	Citi Foundation	$20,000	-
Funder 2	Strauss Foundation	$35,000	$35,000
Funder 3	Johnson Family Foundation	$20,000	$20,000
Funder 4	ABC Funding Group	$10,000	$10,000
Funder 5	Zeba Foundation	$20,000	-
Total Project Funding		$105,000	$65,000
Total Project Expenses			$108,000

Sharing Your Application

- **After completing all required questions and attach your required documents (with the exception of the verification question), you will need to share your application for review with your Community Relations Inviter**

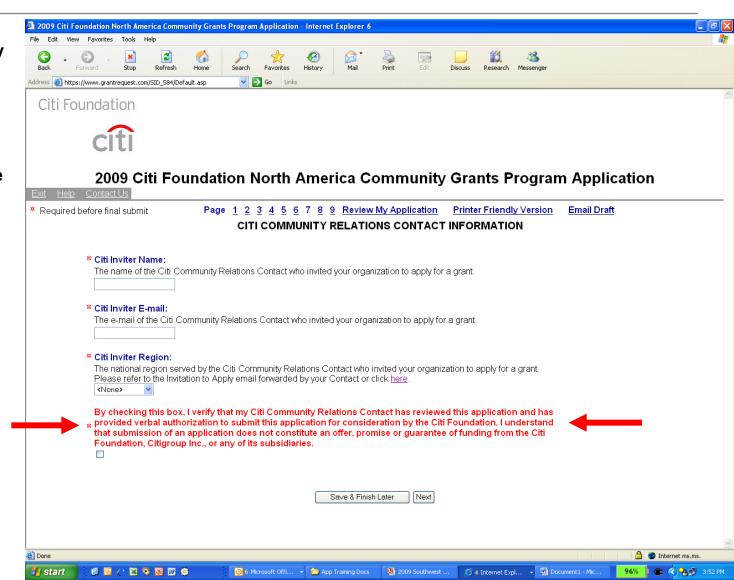- **Click the "EMAIL DRAFT" icon and send your completed application to your Community Relations Inviter**

Email Draft

- **Read carefully, then complete the fields**

- **Remember to enter your Community Relations Inviter email correctly**

- **Do NOT change the subject line**

- **Enter your message**

- **Select the "Send me a copy" to ensure delivery**
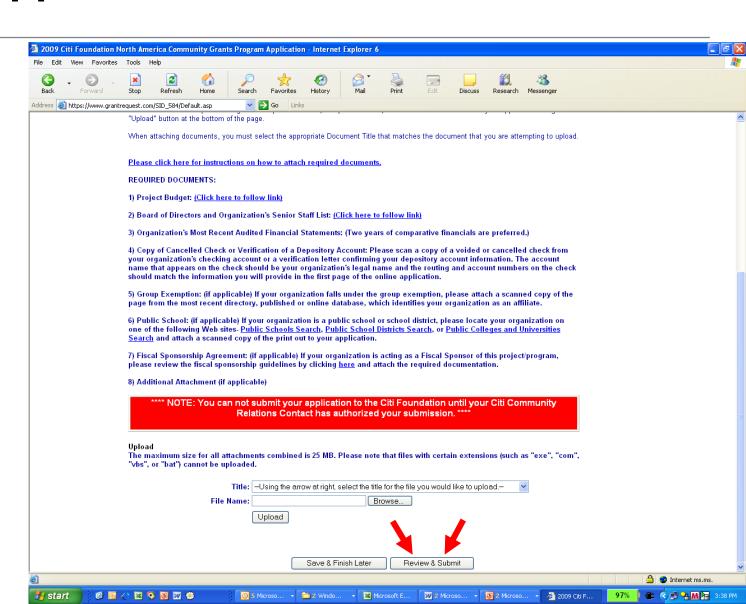
- **Click "SEND"**

Authorization to Submit

- **Once your Community Relations Inviter has reviewed your application and authorized you to submit it to the Citi Foundation, check the final verification question.**

Submit Application

- **On the final page of the application, you will see an option to "Review and Submit" your application.**

- **Click " REVIEW & SUBMIT"**

Application Process – Overview

✓ **Complete proposal with required documentation**

✓ Meet **deadlines** set by Inviter

✓ **Email** application to Inviter

✓ **Review** application with Inviter

✓ **Anticipate** feedback and changes from Inviter

✓ **Email** revised application

✓ Secure **Authorization** to submit application

✓ Complete **Verification** question on Page 7

✓ Review and **Submit** application to the Citi Foundation

✓ Save the e-mail confirming **Receipt** of your application

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Grant Writing Tips

- **Write the proposal as if the funder does not know your programs**

- **Answer each part of the question thoroughly**

- **Be clear, specific, and avoid acronyms**

- **Use relevant, local data for the statement of need**

    Helpful Links: www.census.gov and www.fedstats.gov

- **Address anticipated challenges and how these challenges will be overcome**

- **Identify all resources that are necessary to a program's success**

- **Check spelling and grammar**

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Next Steps

- **You will receive an Invitation to Apply following this training**

- **Complete and share your draft application with your Community Relations Inviter before the deadline in the Invitation to Apply**

- **Anticipate working with your Inviter (as necessary) to incorporate changes and recommendation to the application**

- **Submit application <u>prior to</u> April 29th deadline**

- **Complete the Nonprofit Training Survey (Week of May 4th)**

- **Final dispositions communicated prior to August 2009**

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Questions?

Program/Application Questions ➤ **Community Relations Inviter**

Technical Questions ➤ **foundationsupport@citi.com**

(Direct links within application)

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