



SEATTLE DEPARTMENT OF NEIGHBORHOODS

2011 Neighborhood Matching Fund Program

What is the Neighborhood Matching Fund?

Seattle’s uniqueness and quality of life is tied to strong neighborhoods and active residents. The Neighborhood Matching Fund (NMF) program was created in 1988 to provide neighborhood groups with City resources for community-driven projects that enhance and strengthen their own neighborhoods. All projects are initiated, planned and implemented by community members in partnership with the City. Every award is matched by neighborhoods’ or communities’ resources of volunteer labor, donated materials, donated professional services, or cash.

A part of the Seattle Department of Neighborhoods, NMF promotes collaboration between the City and the community. Community building is core to project success: the **process** of bringing people together and building relationships is as important as project **results**.

Since 1988, the Fund has awarded nearly \$47 million to over 3,900 projects, with a community match of over \$68 million. Projects have involved a total of more than 85,000 volunteers who have donated over 566,000 work hours.

There are three funds within the Neighborhood Matching Fund Program:

	SMALL SPARKS FUND	SMALL AND SIMPLE PROJECTS FUND	LARGE PROJECTS FUND
AWARDS	Up to \$1,000.	Up to \$20,000.	Up to \$100,000.
APPLICATION DEADLINES	Applications accepted year-round. Applications must be received at least six weeks prior to the start of the project.	January 18, 2011. May 9, 2011. October 17, 2011.	Applications initiated by a letter of intent (LOI). LOI deadline: February 14, 2011. Full proposal deadline: April 11, 2011.
NOTICE OF DECISIONS	Within two weeks.	Within eight weeks.	Within three months of full proposal deadline.
CONTRACT	With the City one month from award notification date.	With the City one month from award notification date.	With the City one to four months from award notification date.

Who Should Apply?

All applicant groups must be open and inclusive, actively engaged diverse community members, and be significantly composed of people who live and/or work in Seattle. Groups can have only one NMF project open at a time across all Funds.

SMALL SPARKS FUND APPLICANTS

- Formal and informal neighborhood and grassroots community groups with annual organizational budgets of less than \$25,000. (If a group does not have a tax identification number, it must use a fiscal sponsor for funding requests more than \$600.)

SMALL AND SIMPLE PROJECTS FUND APPLICANTS

- Neighborhood-based groups, community-based organizations, ad hoc groups and business groups (such as chambers of commerce) who want to do a project to build stronger connections in their neighborhood.
- Community groups that do not have a geographic base, such as a racial or ethnic group, GLBT groups, a disability community, etc.

LARGE PROJECTS FUND APPLICANTS

- Neighborhood-based groups, ad hoc groups and business groups who want to do a project to build stronger connections in their neighborhood. ***LPF applicants and projects must be based in a specific neighborhood.***

What We Fund

To be considered for funding, a project must demonstrate its capacity to build a stronger and healthier community.

Projects must:

- Provide a public benefit and be free and open to all members of the public.
- Emphasize self-help, with project ideas initiated, planned, and implemented by community members who will be impacted by the project.
- Demonstrate community match.
- Occur within the Seattle city limits.

NMF AWARDS FALL WITHIN THESE PROJECT TYPES:

- **Race and Social Justice.** For communities to encourage mutual understanding, celebrate uniqueness, and openly address issues of race, culture and social justice. *Not eligible for Large Projects Fund.*
- **Climate Protection.** For neighbors to work together on community-driven approaches to addressing climate change. *Not eligible for Large Projects Fund.*
- **Youth-Initiated.** For young people to organize around their creativity, intellect, and energy and to positively engage with their peers. *Not eligible for Large Projects Fund.*
- **Neighborhood Planning and/or Design.** For neighbors to establish a plan, design or report outlining specific actions that will guide future changes to a neighborhood.
- **Neighborhood Organizing.** For a community group to create, diversify, or expand its participatory base for the benefit of the entire neighborhood or community.
- **Physical Improvement.** For groups to build or enhance a physical improvement in a neighborhood or community. (For improvements to private property, a letter from property owner or copy of long-term lease agreement is required.)
- **Non-Physical Improvement.** For groups to organize and hold activities or events, such as a festival, celebration, training session, educational campaign, or workshop. A festival or celebration will only be funded once.
- **Public School Partnership.** For groups to pilot or start new projects that directly benefit the families and children/youth in a neighborhood public school and its immediate neighborhood.

Eligible Expenses

NMF funding can be used to cover expenses directly related and proportionate to the project. Below are the four expense categories with examples of typical items, which are not intended to be all-inclusive.

STAFF

Expenses related to staffing can include:

- Stipends or earnings for teaching artists, youth, the project's manager, volunteer coordinator, community organizer, etc.

PROFESSIONAL SERVICES

Expenses related to professional services can include:

- Permits (for special events, construction, etc.).
- Professional consultants (web designer, landscape architect, graphic designer, etc.).
- Artists (DJ, performing artists, etc.).
- Services (fiscal sponsorship, translation, interpretation, printing, advertising, etc.). [note: interpreters and translation services are highly encouraged for public events, meetings, announcements, etc.]
- Commercial General Liability (CGL) Insurance.

SUPPLIES AND MATERIALS

Expenses related to supplies and materials can include:

- Landscaping materials (soil, shrubs, plants, mulch, rocks, logs, etc.).
- Tools (shovels, rakes, etc.).
- Curriculum (art supplies, books, manuals, etc.).
- Facility rental (meeting space, event venue, etc.).
- Equipment rental (audio visual, tents, tables, etc.).
- Playground equipment (play area structures, benches, etc.).
- Marketing materials (t-shirts, flyers, brochures, educational materials, ads, etc.). [note: all such materials created for the project must acknowledge NMF support.]
- Public transportation tickets or passes.
- Food expenses cannot exceed: \$200 for Small Sparks, and \$1,000 for Small and Simple Projects Fund and Large Projects Fund.
- Bouncy Toy rental requires \$2 million dollar liability insurance (\$1 million each for the community organization and the rental company).

CONSTRUCTION

Expenses related to construction can include:

- Demolition, grading, and other activities related to site preparation.
- Utilities work (water retention, sewer connection, etc.).
- Electrical work (site lighting, electrical service, transformer, etc.).
- Concrete work (sidewalks, ADA ramp, seat walls, etc.).
- Irrigation (connections, control box, piping, spray sprinklers, etc.).

What We Do Not Fund

NMF AWARDS ARE NOT MADE TO:

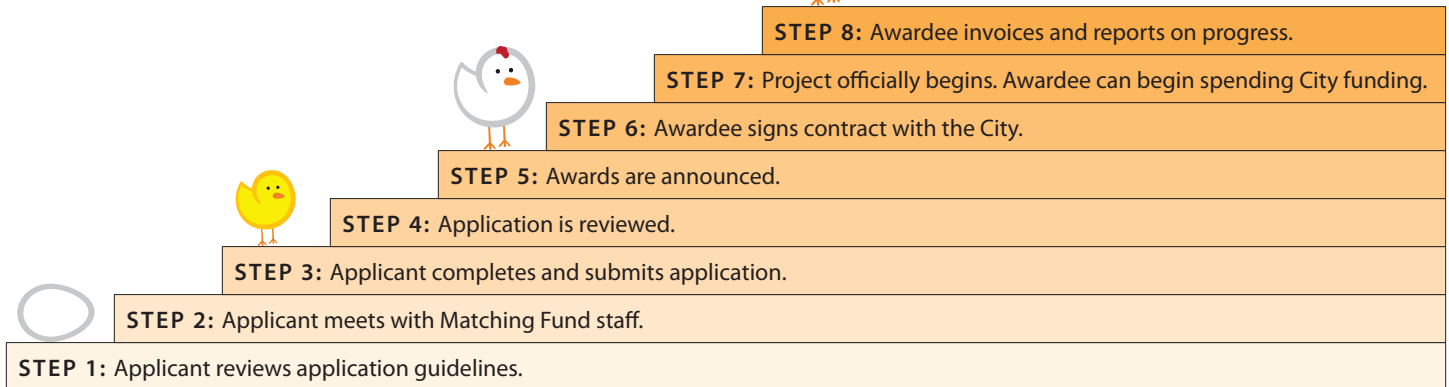
- Individual persons.
- Individual businesses, religious organizations, government agencies, political groups, district councils, universities, hospitals, or newspapers.
- Organizations outside the City of Seattle.
- Applicants who have failed to successfully carry out NMF projects funded in the two preceding years.

NMF AWARDS CANNOT BE USED TO:

- Duplicate an existing public or private program.
- Support ongoing programs or services.
- Replace funding lost from other funding sources.
- Pay for an organization’s operating expenses not directly related to the awarded project.
- Purchase land or buildings.
- Pay for out-of-City travel expenses, or any lodging/ hotel expenses. Pay for private transportation expenses including mileage, gas, insurance, car rentals, etc.
- Pay for expenditures or financial commitments made before the organization is under contract with the City of Seattle.



Application Timeline



46th Street Mural Project: Small and Simple, awarded \$14,951 in 2009; completed 2010.

Application Components

NMF applications forms have four sections that are reviewed on a scale of 100 total points. A successful application will include completed and detailed sections that let reviewers know that your group has planned well, is able to organize broad community support, and knows how to secure resources needed to complete the project.

[note: As you prepare your application, please be certain that the information provided in all parts of your application match up. Any specific items (such as a fundraising event) described in the Proposed Idea section should also be included, for example, in your workplan and budget.]

COVER PAGE

This sheet gives us basic contact and summary information about your project.

PROPOSED IDEA (30 points)

The purpose of all NMF projects is to create stronger, more connected neighborhoods and communities. We want to know exact details about how your project will build a more vibrant community. We want you to explain **exactly what you will do, how the project will benefit the broader community, and why you want to do this project.** Your detailed workplan will let us know the **step-by-step activities** of your project.



Maynard Green Street Project: awarded Large Project Fund of \$96,600 in 2006; completed 2010.



NEIGHBORHOOD INVOLVEMENT/ COMMUNITY BUILDING (30 points)

NMF projects build community by intentionally bringing people together. We want to know who is involved in the project, both now and during project implementation. Projects should involve as many diverse groups and individuals as possible and should reflect the demographics of your community, including youth, seniors, immigrants and refugees, renters, homeowners, business organizations, GLBT groups, etc. We ask for information about **your organization** as well as **all the different types of people and roles** that make up your project.

OUTCOMES (10 points)

A successful project will have a vision for success and be driven by achievable outcomes. We want to know about **specific outcomes**, both tangible and/or intangible results, and how you will **measure project success.**

PROJECT RESOURCES AND READINESS (30 points)

Widespread and diverse match contributions of cash, volunteer labor, donated professional services, and donated materials are indicators of community support. Project readiness means the project has been well-planned and will be successful in raising enough match within the timeframe required by the applicable fund. We ask for a **detailed project budget** and **how you will raise your community match funds.**



Maple Elementary Mural Project: Small and Simple Fund, awarded \$9,644 in 2009; completed in 2010.

Match Requirements

Core to NMF is the contribution of community match – volunteer labor, donated materials, professional services, and/or cash from community members – that awardees must raise to match the City’s award. The amount and type of match must fit the needs of the project. Because these contributions show the level of community commitment to and investment in a project, a significant portion should come from the neighborhood or community itself. Requirements:

- **Physical improvement projects** (something tangible and lasting, such as a playground or public art) require a 1:1 match (the community match must equal the funding request).
- **Non-physical projects** (such as design, planning, events, etc.) require a ½:1 match (the community match must equal at least half of the funding request).

Funds and resources from other City of Seattle sources, including Parks Levy funding, Bridging the Gap funding and City staff services, cannot be counted as match.

Documentation of match contributions must later be submitted with invoices and reports if an NMF award is made.

Match Types and Descriptions

There are several types of contributions eligible for meeting the Fund’s match requirements:

Volunteer Labor. Individuals can contribute time to a project in many ways, including: serving on steering or planning committees, organizing events, attending work parties, attending community meetings, etc.

Note that:

- Volunteer labor is valued at \$20/hour.
- Volunteer time spent on fundraising, planning, design, and organizing will be counted starting on the application due date.
- Ten hours of volunteer time may be credited for preparation of a Small and Simple Projects Fund or Large Projects Fund application.

Professional Services. Donated professional services must be relevant to the project and proportionate to its needs. Examples can include a web designer, landscape architect, or graphic designer.

- Donors must document the hourly value of their professional services on their letterhead. Services are valued at their customary rates, up to a maximum of \$75/hour.

- An individual or business that will be paid for any project-related work cannot additionally pledge volunteer time nor donate other goods or services to the project. Applicants should decide early on whether professional services will be donated or purchased with the NMF award.

Donated Materials or Supplies. All donated materials and supplies (food, tools, etc.) are valued at their retail prices. Borrowed equipment can also be considered as part of the match, valued at the standard rental fee. Donors of the materials and supplies must provide documentation on their letterhead of the value of the match.

Cash. Cash donations can come from fundraising events, individuals, foundations, businesses, and/or community groups.

Application Review Process

Each Neighborhood Matching Fund proposal is reviewed through the following processes:

SMALL SPARKS FUND AND SMALL AND SIMPLE PROJECTS FUND

All applications are reviewed by Neighborhood Matching Fund program staff.

LARGE PROJECTS FUND

All letters of intent are reviewed by Neighborhood Matching Fund program staff. All full proposal applications are reviewed as follows:

- Proposals are reviewed by two sets of community volunteers: the District Council relevant to the identified neighborhood; and the Citywide Review Team. Applicants must make presentations to both groups. Based on the written proposal and on an Open House presentation, the District Council and Citywide Review Team will then each contribute 50% of the review score.

[notes: Other relevant City of Seattle departments additionally review applications, as appropriate. For projects involving improvements to property owned by public entities, property owner approval is required in order for the project to receive funding.]

Contracting and Public Funding

Because NMF awards are public dollars, there are conditions that apply to these projects. Being aware of these conditions at the start of your project will help you plan better.

Contracts. All NMF projects require a funding agreement between the awardee and the City of Seattle. (In some cases, there may be a third party involved, such as a fiscal sponsor.) Generally, awarded individuals and groups must fulfill any award conditions and be ready to contract within 30 days of the award date. The award money is paid out in installments on a reimbursement basis. You cannot incur costs to be paid with a NMF award before you have a signed contract with Seattle Department of Neighborhoods.

Fiscal Sponsor. An applicant does not need to be an IRS-recognized charitable organization (known as a 501(c)(3) agency) to receive City funding. However, donors to your project cannot claim tax benefit for their donations unless you are, or are affiliated with, a 501(c)(3) organization. If you plan to do significant fundraising, it makes sense to find a fiscal sponsor. (Becoming a 501(c)(3) requires a lengthy IRS filing process and fees, and is not usually a practical option for applicants.) A fiscal sponsor is an organization that agrees to act as the trustee of your project's funds, and assumes financial responsibilities related to successful completion of your project. Typically, a fiscal sponsor will charge you a fee of 3% to 10% of the money they handle on your behalf. The percentage should be appropriate to the level of involvement and amount of work they provide. This expense can be included in your budget. Even if you work with a fiscal sponsor, you will still be responsible for tracking and reporting on volunteer time and other donations not managed by the fiscal sponsor.

If you decide to use a fiscal sponsor, contact the Neighborhood Matching Fund staff for specific conditions concerning fiscal sponsorship.

If you choose not to use a fiscal sponsor and, instead, will manage all funds on your own, NMF staff can provide advice on recordkeeping systems, how to acquire an IRS Employer Identification Number, and how to make annual reports to the IRS about how you spent the money you received.

Insurance. If your project is funded, the City will provide insurance covering volunteers while they are working on your project. If there is risk involved, you will be asked to

purchase Commercial General Liability insurance for the project to limit the liability of your organization and the City. Depending on the project's scope, the price will range from \$300 to \$1,500.

Competitive Bid. The City requires that you give opportunity to a broad set of businesses to bid on the work you are generating. The City encourages opening that opportunity to women and minority-owned businesses. If you are using consultant services worth more than \$5,000, you must solicit at least three responses to a written scope of work. If the consultant will receive more than \$10,000 of City funds, you must advertise for those services. Vendor or contractor services (printing, or construction work, etc.) of more than \$5,000 must also be advertised and selected only after receiving three written bids. This bidding process is required unless waived by the Senior NMF Project Manager/Supervisor during the contracting phase of the project.

Contingency. All physical improvement project budgets must include 15% cash contingency funds.

Reporting

All recipients of NMF awards must submit progress reports, signed documentation of community match, and invoices, as appropriate, throughout project implementation, as well as at project completion. The deadlines for these reports vary depending upon the fund (Small Sparks, Small and Simple Projects Fund, etc.) and are specifically outlined in the awardee's contract with the City.

Contact Information

For more information about the Neighborhood Matching Fund program, please contact us or visit our website.

PHONE: (206) 233-0093

FAX: (206) 233-5142

EMAIL: NMFund@seattle.gov

WEBSITE: <http://seattle.gov/neighborhoods/nmf/>

MAILING ADDRESS:

Seattle Department of Neighborhoods
PO Box 94649, Seattle, WA 98124-4649

PHYSICAL ADDRESS:

Seattle Department of Neighborhoods,
700 - 5th Avenue, Suite 1700, Seattle, WA 98104

To search previously funded Neighborhood Matching Fund projects, visit: <http://www.seattle.gov/neighborhoods/nmf/nmfprojects.htm#search>.