

Salem County
Cultural & Heritage Commission
Department of Economic Development, Cultural Affairs & Tourism

NEW JERSEY HISTORICAL COMMISSION
RE-GRANT PROGRAM
GUIDELINES AND APPLICATION
2021



SALEM COUNTY CULTURAL & HERITAGE COMMISSION

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SALEM, NJ 08079
(856) 935-7510

THIS APPLICATION IS AVAILABLE IN MICROSOFT WORD
BY REQUEST: kathleen.mills@salemcountynj.gov

NOTE: Applications consisting of one (1) original, three (3) copies and all required support materials must be delivered to Kathy Mills at the Salem County Cultural & Heritage Commission on or before September 25, 2020.

This program is supported by a grant from the New Jersey Historical Commission, a division of the Department of State, the Salem County Board of Chosen Freeholders and the Salem County Cultural and Heritage Commission



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GUIDELINES

INTRODUCTION

Thank you for your interest in the Salem County Cultural & Heritage Commission's regranting program. The charter of the Commission is clearly defined in its name: it is the organization charged by the county to recommend and administer programs to increase the visibility and impact of local and county history, of the arts, and of the cultural values, goals and traditions of the community. It serves as an advisory agency to the Board of Chosen Freeholders and aids the Freeholders in seeking available State and Federal funds to develop and support historical, arts and cultural programs.

The Commission administers re-grant funds provided by the New Jersey State Historical Commission (NJHC). This grant program is designed to support projects focusing on **New Jersey history** sponsored by non-profit organizations **located in Salem County** that meet the NJHC priorities and criteria. Using the same criteria, the Commission evaluates proposals and re-grants some or all of the funding requested to successful applicants.

Commission staff is available for pre-submission consultation and application review. Questions should be directed to Kathy Mills, (856) 935-7510, kathleen.mills@salemcountynj.gov.

The New Jersey Historical Commission is a division of the Department of State established in 1967. It is the state's statutory entity for the advancement of public knowledge and preservation of New Jersey history. Its mission is to enrich the lives of the public by preserving the historical record and advancing interest and awareness of New Jersey's past. The grants program supports the Historical Commission's core mission in two ways. First, it funds specific projects relating to New Jersey history – research, publications, media, public programs, conservation and educational initiatives. Second, the NJHC offers general operating support for museums, historical societies, historic sites, archives, libraries, and similar organizations with collections or programming relating to the history of New Jersey.

WHAT'S NEW

- *Two types of project support are available for 2019: Special Project Grants and Mini-Grants (up to \$1,000). Applicants may only apply for one type of support.*
- *This grant program is designed to support projects focusing on New Jersey history sponsored by non-profit organizations located in Salem County.*
- *ADA information must be filled out in its entirety and attachments, where applicable, must be part of the application packet.*
- *All contracts submitted by awardees must be accompanied by a general liability certificate of insurance.*

GRANT CATEGORIES

The Commission sponsors two (2) grant programs:

- **Special Project Grant (SP):** Funding is for any nonprofit group, regardless of the intent of its charter, to sponsor projects relating to New Jersey history. Special Project Funding, for example, can support a civic association's plans to present a NJ history focused program, or a municipality to develop and implement a walking tour brochure focusing on local historic sites.
- **Mini-Grant (MG):** Mini-grants are designed to help smaller organizations with modest budgets successfully apply for grant funding. The program focuses on projects that support four of the New Jersey Historical Commission's priorities: presentation and interpretation of New Jersey history; public programming; collections conservation; marketing and promotion. Maximum grant request is \$1,000.

Applicants may not apply for both Special Project and Mini-Grant funding in any single year.

Applicants may not request support for the same project from both NJHC and the Salem County Cultural and Heritage Commission. Neither can they seek support for the same project from another county cultural and heritage agency.

ELIGIBILITY

- Any non-profit group **located in Salem County** is eligible to apply including libraries, civic and community organizations, educational institutions (for non-standard extracurricular funding only), museums, historical groups, arts and cultural organizations and municipalities. **All projects must clearly focus on New Jersey history.** Non-history groups can apply for funding, but **only** to support projects focusing on some aspect of New Jersey history. Any proposal that does not clearly support New Jersey history, no matter how well prepared, will be denied funding.
- Eligible projects include:
 - Presentation and interpretation of state and local history, including brochures describing the organization's collections, programs or services and interpretive planning and presentation at museums and historic sites.
 - Public programs, e.g., lectures, exhibitions, conferences, workshops, children's programs, etc.
 - Production of classroom instructional materials.
 - Original research and writing, bibliographical essays, historiographies
 - Research in connection with historic preservation projects
 - Oral history (must include transcription)
 - Conservation of collections focusing on New Jersey history
 - Development or enhancement of websites
 - Microfilming and production of finding aides for collections
 - Marketing and promotion of New Jersey's historic resources
- Proposals must be for projects that take place within Salem County.
- **Projects must commence no sooner than January 1, 2021 and must be completed on or before December 30, 2021 for compliance with the NJHC grant cycle.**

INELIGIBLE ACTIVITIES AND EXPENSES

- Projects that do not focus on New Jersey history.
- Projects for which funding has also been requested and/or awarded from NJHC or another county cultural and heritage agency.
- Project work that is completed before the submission of the application.
- Restoration or preservation of structures.
- Purchase of artifacts for institutional collections.
- Construction, restoration, preservation of gravestones, commemorative statues, plaques and other items.
- Conservation of collections of unidentified photographs.
- Projects not accessible to the public.
- Theatrical performances, fiction, poetry, visual arts.
- Publication of coloring books, cookbooks or calendars.
- Genealogical projects such as genealogies of specific families, unless the applicant can demonstrate the project's usefulness within the broader context of New Jersey history.
- Field trip transportation.
- Videotaping or audiotaping of public programs, or oral history interviews without the production of transcripts.
- Purchase of books or pre-packaged instructional materials unless the applicant can demonstrate that such expenditures are warranted.
- Capital expenses or equipment needs. Any material with a three year or longer life expectancy (i.e. photocopier, fax machine, a/v equipment, equipment leases, real estate, etc.) are considered capital expenses for the purposes of this grant. These expenses, however, can be shown as part of the applicant's matching funds.
- Deficit reduction or for the replacement of funds normally budgeted for the agency's activities.
- Fundraising events, or components thereof.
- Festival events not primarily focused on New Jersey history.
- Hospitality. Food, beverage and related expenses for entertaining; these expenses, however, can be shown as part of the applicant's matching funds.
- Scholarships and Fellowships (individual researchers should apply directly to the New Jersey Historical Commission).
- Note that because of the limited scope of Mini-Grants, grant-restricted expenses are more targeted.

FUNDING LEVEL

Applicants for Special Project Grants can apply for any amount remembering that 25% must be met with a cash match. Mini-Grants are for a maximum of \$1,000, and must demonstrate some match for the amount requested (see below). It is also important to understand that grants are competitive, and the final awards are based on the quality of the project, evidence of scholarship, quality of past programming, financial and administrative capability, and prior funding histories, if available. The completeness and correctness of the application submitted to the Commission will be taken into consideration for project funding.

Given the limited grant resources available, applicants must use good judgment when completing the budget information. Inflated budgets will be flagged, and may adversely affect funding decisions at all levels of review. Applicants must submit budgets that accurately reflect their needs. Although the Commission may have more requests than funds, every effort will be made to award appropriate funding. It is not our intent to restrict your vision, but rather to encourage fiscal responsibility.

MATCHING REQUIREMENTS

All applicant organizations must match the funding requested from the Commission's Re-Grant program at least on a 1:1 basis. Special Project Grants may be matched in cash or a mix of cash and in-kind contributions. **At least 50% of the match must be cash. Mini-Grant applicants, however, are not required to include cash as part of their matching requirement.** Cash sources may include other government agencies (excluding the Commission and NJHC), private contributions, membership fees, admission to programs, cash reserves and other grants, etc. For special projects and mini-grants, salaries and benefits for employees of the organization may be considered part of the cash match for the part of their job that is related to the project in question. Applicants must disclose if they are receiving funds from another county's cultural and heritage commission.

Mini-Grant Match: Organizations must match the funding requested from the Commission at least on a 1:1 basis. The match can consist of all cash, all in-kind contributions or a combination of both. In-kind contributions are donated goods and services, for which the organization does not pay cash, but which have documentable cash value. You may include the value of volunteers' time. The dollar value should reflect the hourly rate that would have been paid a person hired to do that job multiplied by the estimated number of hours.

DEADLINE FOR APPLICATIONS

Applications consisting of one (1) original and three (3) copies of the application and all support materials must be delivered to Kathleen Mills at the Salem County Cultural & Heritage Commission on or before **September 25, 2020.**

REVIEW PROCESS

Our normal in-person Grant Workshop will not be held this year due to the pandemic situation. Please call with any questions you have regarding the application process and to explore ideas for qualifying projects.

FIRST TIME APPLICANTS must contact the office prior to submitting an application in order to review the process and application with our staff. All organizations planning to submit a proposal are encouraged to contact the office, preferably the person responsible for organizing the proposal and writing the narrative.

Once the final submittal is made, the director checks to determine that all required information is included, then prepares review packets for the Grants Review Panel. All applications are carefully reviewed by this independent panel of history professionals. The proposals are evaluated for quality of NJ history content, the manner in which the proposals address the needs of the community, compliance with local, state and federal law, the applicant's administrative capabilities and prior program and funding history, where available and applicable.

The panel makes recommendations to the Commission regarding which proposals should be funded and at what level. The Panel's recommendations are then reviewed by the Commission. The Commission reviews the recommendations and submits their report to the Board of Chosen Freeholders for final approval. At any point in this process questions may be referred back to the review panel. The process is implemented in accordance with the County's Code of Ethics.

APPEAL PROCEDURE

Applicants may appeal the decision of the Commission upon receipt of the Panel's determination letter, which includes a summary of the Review Panel's comments and recommendations. **Please note: Appeals can be made only on the grounds that the application was misinterpreted or misunderstood. No appeal will be heard based solely on disagreements with the recommended funding level.** No new information will be accepted for consideration, and additional segments cannot be added to increase the funding. **Applicants will have two weeks from receipt of the determination letter to file a written appeal with the Commission.**

AWARDS

Award letters and contracts will be mailed in December. Groups should not begin projects dependent on NJHC funds until they have received official notification of the award amount.

PAYMENT SCHEDULE

Grant funds are distributed in two payments. The first payment will be made after the terms and specifications of the award are met and contracts are signed. This process includes notification of the final amount of the award. If there were reductions in funding, grant recipients will be required to submit a revised budget reflecting the **actual grant award** and advise SCCHC of any program changes resulting from the grant award reduction. The first payment is 75% of the final award amount. Please note that no payments are processed until the contract has been correctly submitted. The final payment will be in early 2022 if the final report is submitted and approved, and after funds are received from the State.

The final payment is made after the Final Report is submitted. Final reports can be submitted anytime after the project is completed, but no later than **January 10, 2022**. Receipt of the final payment is dependent on several factors:

- 1) Programs must be completed and funds utilized in strict compliance with the plans specified in the contract;
- 2) Any changes in the program must be reported in the Final Report, and must have been discussed with Commission staff *prior* to implementation;
- 3) A **brief** written interim report will be due on June 30, 2021;
- 4) An approved Final Report must be on file at the Commission office;
- 5) The Commission and the New Jersey Historical Commission must have been credited in all advertising and published programs; and
- 6) The organization must have provided and documented the required matching funds.

All or part of the final payment may be withheld if the above conditions are not met, or if other requirements that may be stipulated by the Commission or NJHC during the contract period are not met. The extent of the monies that are withheld will be based on the individual circumstances.

Please note that payments may be delayed if funds have not arrived from the State.

Organizations may not receive grants for projects from the Salem County Cultural and Heritage Commission, the New Jersey Historical Commission or another county cultural and heritage agency for the same purpose in the same funding cycle.

ACKNOWLEDGEMENT

The Salem County Cultural and Heritage Commission and the New Jersey Historical Commission must be credited in publications, promotional literature (posters, flyers, programs, videos, etc.) and press releases.

The following language must be used in crediting the agencies for history grant funding: **“This project was assisted by a grant from the New Jersey Historical Commission, a division of the Department of State, the Salem County Board of Chosen Freeholders and the Salem County Cultural & Heritage Commission.”**

In addition, awardees must use the “Salem County – Discover the Possibilities” logo in all publications and display advertising and on websites.

A Publicity Agreement specifying acknowledgment requirements is included with the contract.



Salem County Cultural and Heritage Commission

2021 History Grant Application

APPLICATION CHECKLIST

APPLICANT ORGANIZATION	
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- *This checklist must accompany the original and three (3) copies of the application.*
- *The checklist items represent the order in which the application should be packaged.*
- *Check the column pertaining to the type of grant you are submitting:
Special Project (SP); Mini-Grant (MG)*
- *Check the shaded areas only if they pertain to your specific project.*

SP	MG	DESCRIPTION
		Application checklist
		Signature page
		ADA Checklist/ADA plan
		Narrative
		Budget (Expense and Income Charts)
		Resumes of Key Staff (include information about consultants and/or staff to be hired as appropriate; for new hires provide a job description and requirements if an individual has not been selected for the position)
		For exhibition projects: exhibition outline, list of representative objects
		For projects involving identified lecturers/consultants: documentation of commitment to participate
		For collaborative projects: a letter of commitment from the partnering school, organization or institution
		For conservation and microfilming projects: vendor price quotes and work descriptions
		For publication projects: writing sample from manuscript, representative illustrations (if applicable), and production bid sheet from printer
		<i>Optional support materials:</i> brochures, press clippings, programs, flyers etc., limit of 2 samples



Salem County Cultural and Heritage Commission

2021 History Grant Application

Signature Page

Complete the attached forms in a clear and concise manner.

APPLICANT ORGANIZATION					
ADDRESS					
PHONE #		FAX		E-MAIL	
WEBSITE					
CONTACT PERSON				TITLE	
ADDRESS					
PHONE #		FAX		E-MAIL	
FEDERAL TAX EXEMPTION #					
NJ CHARITIES REGISTRATION # **					
GRANT TYPE <i>Check box</i>	<input type="checkbox"/> Special Project (SP)	<input type="checkbox"/> Mini-Grant (MG)			

PROJECT/PROGRAM SUMMARY (100 words or less)

GRANT REQUEST SUMMARY	
Total grant request	
Total cash match (cash expenses)	
Total in-kind match (in-kind expenses)	

AUTHORIZING SIGNATURE		
I/We hereby certify that the information in this application is true and correct and authorize its submission.		
Name and Title	Signature	Date

** New Jersey non-profit organizations raising more than \$10,000 a year must register with the NJ Division of Consumer Affairs, Charities Registration Bureau, 124 Halsey St., PO Box 45021, Newark, NJ 07101
<http://www.state.nj.us/oag/ca/charity/charfrm.htm>

2021 History Grant Application

ADA CHECKLIST

Required to be filled out completely by ALL applicants.

Attachments, where applicable, MUST be included in the application packet.

APPLICANT ORGANIZATION	
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This checklist covers only very basic accessibility issues and ADA (Americans with Disabilities Act) requirements. A comprehensive self-assessment is recommended for an organization to better understand its full obligations under the law. A Self-Assessment Survey tool has been developed by the Cultural Access Network of New Jersey and is available at www.culturalaccessnetwork.org/resources/. Although designed for arts organizations, the guidelines are applicable to cultural facilities and programming generally.

Throughout the checklist reference is made to sections in the self-assessment survey tool where you can find very specific, helpful information about the various issues addressed in this checklist, such as full facility guidelines, information on programmatic accommodations, sample non-discrimination policies, methods for training personnel, and sample grievance procedures. Most issues of compliance, such as adopting a non-discrimination policy or grievance procedure, or providing sensitivity training can be quickly and easily accomplished with the resources provided in the self-assessment tool. In addition, the Commission periodically offers workshops and publicizes workshop opportunities elsewhere, as they are learned of.

Re-grant recipients will be required to have a copy of their current board-approved ADA Plan on file with the Commission. All ADA Plans are reviewed by the Commission’s ADA Committee for compliance.

ADA Plan

Does your organization have a board-approved ADA Plan? **(If yes, Include copy)**

	Yes
	No

If no, please describe why not and what you are doing to develop or update a plan.

--

Facilities: Your organization is legally responsible for the facility where you present your project and programs, regardless of whether you own it, rent it or use it rent-free. (See Self-Assessment Survey – Facilities Section)

Please check the response applicable to your facility. Facility Name:

	Our facility/facilities and/or the facilities we will use for our project/program(s) is accessible to people with disabilities. We can assure this because (check one):
	<input type="checkbox"/> Our organization conducted a comprehensive survey of the facility/facilities.
	<input type="checkbox"/> A qualified architect or other professional conducted a comprehensive survey of the facility/facilities.
	<input type="checkbox"/> We have received a completed physical assessment from the venue we are using, which indicates that the site is accessible.
	<input type="checkbox"/> Other – explain:
	Our facility/facilities and/or the facilities we are using for our project/program(s) is not currently accessible, however, we/the venue offer the following reasonable accommodations to provide accessibility.
	Describe the accommodations:

Programmatic Accommodations/Marketing:

Our organization will convey in all materials promoting the event that we will provide the following programmatic accommodations (see Self-Assessment Survey – Effective Communication and Programs & Services Sections):

Accommodation	Check if you will provide accommodation or service without prior request	Check if you will provide accommodation upon request. If so, include length of advance notice required	Check if not applicable for this type of program or project.
Assistive listening system			
Sign interpretation			
Audio description			
Open captioning			
Tactile exhibits			
Braille publications			
Large print publications			
Publications on audio cassette			
Other:			

Has your organization budgeted to provide for programmatic and service access accommodations? Note that you may use grant funds for cost of accommodations, except those related to facility renovation/construction or purchase of equipment.

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

If no, please explain why budgeting is not required.

--

Employment: Does your organization have a board-approved policy that states it will not discriminate against potential staff, volunteers, artists or others due to a disability in the engagement of services (see Self-Assessment Survey – Management Practices Section/Employment)? **If yes, include copy of policy.**

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

Sensitivity Training: Have/will key personnel having contact with the public been/be provided with appropriate information/training in disability awareness and service to audiences with disabilities (see Self-Assessment Survey – Management Practices Section/Policies)? **If yes, date of last training:** _____

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

Grievance Procedure: Does your organization have a procedure for addressing grievances or complaints in regard to accessibility for people with disabilities (see Self-Assessment Survey – Management Practices section/Grievance Procedure and Appendix for Sample Grievance Procedures)? **If yes, include copy of procedure.**

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

Name/Title of your organization’s designated Access Coordinator:

Name	Title

We understand that in accepting any grant funds from the Salem County Cultural & Heritage Commission and the New Jersey Historical Commission our organization must be in full compliance with all pertinent federal and state laws and regulations including the Americans with Disabilities Act.

**2021 History Grant Application
SPECIAL PROJECT GRANT NARRATIVE**

APPLICANT ORGANIZATION	
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Please answer the following questions in the boxes provided if you are requesting Special Project funding. The Salem County Cultural and Heritage Commission Grants Review Panel will use the information provided herein to form its opinion of the value of the project and the appropriate funding level. In answering the following questions, please provide enough specific information to allow the panel to make a valid decision. The text boxes will expand to accommodate your responses. **Do not exceed eight (8) pages. Do not change the font provided in text boxes (Times New Roman, 12 pt.).**

1. Provide the mission statement and a brief history of your organization – when was it founded, what noteworthy things has it accomplished? What about your organization’s work is unique or exciting? Municipal governments and schools should address how history issues figure within the larger scope of their work.

2. Describe your project, its goals, purpose, activities and content. Which of the NJHC priorities and concerns does it address? Demonstrate how it relates to New Jersey history. Provide sufficient information to demonstrate your knowledge and expertise regarding the content focus of your project. If a conservation project, describe the content of the collections to be conserved and their importance to the study of NJ history.

3. Why is this project important? How will it benefit the community?

4. Describe your intended/target audience/s. How many people do you expect to serve? What is the anticipated demographic composition of your audience? Describe how you intend to reach and meet the needs of special constituencies (minorities, handicapped, seniors, etc.) including facilities access and special services. Include strategies you have used that have been successful in the past.

5. What is the timeline for your project? Include all stages of your project: planning, publicity and evaluative components and where activities will take place.

Month	Activity

6. Who will be responsible for designing and implementing the project? What outside speakers, consultants or services, if any, are you engaging for this project? Describe their qualifications and demonstrate why they are the best candidates to do this work by education or experience. *Be sure to attach brief bios or resumes for key personnel, speakers and/or consultants.*

7. How will you define success? What methods will you use to evaluate your project beyond attendance statistics (e.g. audience surveys, intercept interviews, on-line surveys, outside evaluators, independent critical reviews, etc.)? How does your organization use evaluative data?

8. Describe in detail your publicity plan. Refer to examples of past publicity and why they were effective in reaching and growing your audience. Be specific about how and where you will credit the Cultural and Heritage Commission and the New Jersey Historical Commission.

9. Will your project involve any noteworthy partnerships or collaborations? If so, please describe. If not, leave blank (*There is no penalty for leaving this question blank*).

10. Does your organization have a written disaster preparedness plan? ____ Yes ____ No

**2021 History Grant Application
SPECIAL PROJECT BUDGET**

PROJECT EXPENSES

Category of Expenditure	SCCHC Grant Funds	Matching Funds*		TOTAL
		Cash	In-Kind**	
Staff salaries, benefits, payroll taxes				
Consultant services, honoraria, fees				
Insurance, accountant services				
Equipment purchases				
Equipment rental				
Space rental				
Publicity, marketing				
Photography/photocopying				
Travel, transportation				
Phone, postage				
Printing				
Supplies, materials				
Hospitality				
Other (list)				
TOTAL				

** Applicants must match the funding requested at least on a 1:1 basis. The match can consist of cash, or a mix of cash and in-kind contributions. At least 50% of match must be cash.*

***In-kind contributions are donated goods and services for which the organization does not pay cash, but which have documentable cash value. You may include the value of volunteers' time.*

PROJECT INCOME

Description	Cash	In-kind*	TOTAL
Admission fees, ticket sales, registrations			
Merchandise, concession, ad sales			
Fundraising activities, events			
Business contributions			
Foundations			
Private contributions			
Government contributions (other than SCCHC; please specify sources)			
Organization cash			
Other (please specify)			
TOTAL			
SCCHC Grant Request			

** In-kind contributions must equal in-kind expenses outlined on previous page.*

*** Total Organization Income must equal or exceed the SCCHC Grant request*

2021 History Grant Application
SPECIAL PROJECT BUDGET NARRATIVE

Discuss the project's finances. Explain how grant funds will be spent. Tell us how you arrived at the amounts entered in the expense and income categories you completed.

Examples: If you are hiring a consultant for \$200, explain in the narrative that the consultant will work for 4 hrs @ \$50/hr. If your printing total was entered as \$500, the detail might read 1,000 color brochures @.50/each. Be sure to explain how the expenses relate to and support your project. Discuss principal income sources and how those amounts were projected.

2021 History Grant Application

MINI-GRANT NARRATIVE

APPLICANT ORGANIZATION	
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Please answer the following questions in the boxes provided. The Narrative should not exceed 3 typed pages, 12 point font. The text boxes will expand to accommodate your responses.

1. Provide the mission and a brief overview of your organization, including its principal programs, services and activities. *Do not assume that the reviewers know anything about your organization, its site and/or its activities.*

--

2. Check the New Jersey Historical Commission’s priority/priorities your project supports.

	Help strengthen and further develop existing New Jersey history operations and programs
	Initiate new programming on New Jersey history
	Improve management and interpretation of historic sites and historical collections
	Expand public understanding and awareness of historic resources
	Increase public and organizational participation in historical programs and activities
	Increase accessibility of historical resources to diverse communities
	Increase the body and quality of information on New Jersey history available to the public
	Preserve materials for the study or preservation of New Jersey history

3. Check the project category for which you are applying and then describe your project in the box provided below the category you have selected. **Select and complete one category only.** *Explain why the project is important and valuable to undertake. Remember that all the reviewers will know about your project will be what you tell them in this space.*

Check <input checked="" type="checkbox"/>	Project Category
	Presentation and interpretation of public information about state and local history, such as interpretive programs, services or brochures describing the organization’s collections. <i>Be sure to describe in detail the project’s goals and NJ history content. Describe your approach to the project, and why you think your approach will be effective.</i>

	Public programs, e.g., lectures, exhibitions, conferences, symposia, and workshops. <i>What are the goals for the program? Be sure to identify speakers/presenters for programs and their qualifications. If proposing an exhibition provide a brief sample of the kinds of objects that will be included in an exhibition and whether they belong to your organization; if they do not, indicate from where they will be borrowed and the commitment of the lender to the project. In all cases demonstrate the quality and significance of the NJ history content.</i>

	Conservation supplies. <i>What are your goals for this undertaking? Provide a detailed description of the collections for which the supplies will be used. Why are they significant to local/NJ history? How will they be stored and utilized? Why are these supplies appropriate for the collections?</i>

<p>Marketing and promotion of New Jersey’s historic resources. <i>Be sure to include a detailed description of the NJ history resource you will be marketing and promoting, not just the marketing plan. What do you intend to achieve through your marketing plan? Be specific about your goals.</i></p>
--

4. Who will be responsible for designing and implementing the project for your organization? *Briefly describe their qualifications showing how they are the best candidates to do this work. Do not list anyone who has not committed to your project. Be sure to include brief biographies or resumes for key staff and consultants.*

5. Tell us about your organization’s audience. *How many people does your organization serve annually? Tell us about its demographics – where do they come from, how diverse are they, e.g. age, race, special needs? How will they benefit from your project? How will you publicize the project to reach your audience?*

6. Does your organization have a written disaster preparedness plan? ____ Yes ____ No

2021 History Grant Application

MINI-GRANT BUDGET

PROJECT EXPENSES

Only fill in the categories that apply to your project

Category of Expenditure	SCCHC Grant Funds	Matching Funds*		TOTAL
		Cash	In-Kind**	
Staff salaries, benefits, payroll taxes				
Consultant services, honoraria, fees				
Insurance, accountant services				
Equipment purchases				
Equipment rental				
Space rental				
Publicity, marketing				
Photography, photocopying				
Travel, transportation				
Phone, postage				
Printing				
Supplies, materials				
Hospitality				
Other (list)				
TOTAL				

** Organizations must match the funding requested from the Commission at least on a 1:1 basis. The match can consist of all cash, all in-kind contributions or a combination of both.*

*** In-kind contributions are donated goods and services, for which the organization does not pay cash, but which have documentable cash value.*

You may include the value of volunteers' time. The dollar value should reflect the hourly rate that would have been paid a person hired to do that job multiplied by the estimated number of hours.

Expense Budget Narrative

Tell us how you arrived at the amounts entered in each expense category you completed.

Examples: If you listed a Salaries total as \$600, the explanation in the narrative might be 50 hrs. @ \$12/hr. If your Outside Fees total was \$500 for program speakers, you should explain the breakdown, e.g. Dr. Smith, \$300 honorarium; Dr. Jones, \$200 honorarium. If your Printing total was entered as \$500 the detail might read 1,000 color brochures @ .50/each. This helps the reviewers understand the costs of your project more clearly.

2021 History Grant Application

MINI-GRANT BUDGET

PROJECT INCOME

Description	Cash	In-kind*	TOTAL
Admission fees, ticket sales, registrations			
Merchandise, concession, ad sales			
Fundraising activities, events			
Business contributions			
Foundations			
Private contributions			
Government contributions (other than SCCHC; please specify sources)			
Organization cash			
Other (please specify)			
SCCHC Grant Request			
TOTAL			

TOTAL INCOME (CASH + IN-KIND) <i>Must equal or exceed expense</i>	
TOTAL EXPENSE (CASH + IN-KIND) <i>Transfer from previous page</i>	

** Donated goods and services may come from individuals, businesses and other organizations. Make sure that in-kind contributions equal the in-kind expenses outlined on previous page. For example, if the ABC Company provided free use of their copier and copying costs are estimated at \$500 on your expense budget, you enter \$500 as in-kind corporate contribution. In-kind costs and expenses then balance. Likewise, if you submitted \$500 worth of contributed staff (volunteer) time, you should enter \$500 as a private in-kind contribution.*

*** Organization cash can include funds from interest, endowments and/or organizational cash reserves.*

****Total matching funds must equal or exceed the SCCHC grant request.*

APPENDIX

New Jersey Historical Commission Priorities and Special Concerns

Priorities

The New Jersey Historical Commission maintains the following priorities and seeks applications that will help fulfill them. To be considered for funding, the project or organization must serve the public directly and accomplish at least one of the following:

- Help strengthen and further develop existing New Jersey history operations and programs
- Initiate new programming on New Jersey history
- Improve management and interpretation of historic sites and historical collections
- Expand public understanding and awareness of historic resources
- Increase public and organizational participation in historical programs and activities
- Increase accessibility of historical resources to diverse communities
- Increase the body and quality of information on New Jersey history available to the public
- Preserve materials for the study or preservation of New Jersey history

Special Concerns

The Historical Commission especially encourages the following types of projects:

- History Education: programming, educational curricula and other projects for any audience, from kindergarten to adult
- Expansion of Audience: conferences and other outreach projects that increase or develop new or diverse audiences for New Jersey history
- Diversity: projects that describe and/or explain New Jersey's ethnic or racial diversity
- Heritage Tourism: projects that develop content at historic sites, develop networks of sites, and increase visitation

See Judging criteria on next page!

This is a **SAMPLE** of the Criteria that the review panel uses to score the applications.



SALEM COUNTY CULTURAL & HERITAGE COMMISSION
History Re-Grant Program
Evaluator's Rating Form – Special Project Support

Applicant	
Evaluator	

Rate each of the following questions using the following scale:

- 10 Excellent presentation; no weaknesses
- 7-8 Strong presentation; minor weaknesses
- 5-6 Fair presentation; some weaknesses
- 3-4 Poor presentation; significant weaknesses
- 1-2 Inadequate presentation; major components missing and/or incomplete

___ 1. **Mission and organization history.** Did the applicant provide a clear picture of its mission, purpose and history? Does the organization's history support its capability to undertake this project?

Comments:

___ 2. **Project description.** Did the applicant provide a complete description of the project, including how it relates to its mission and the NJHC priorities? Does the applicant explain how the project relates to NJ history? Does the description evidence understanding of project content?

Comments:

___ 3. **Project and mission.** Does the applicant show how the project supports the organization's mission and programs?

Comments:

___ 4. **Audience.** Is the audience description appropriate for the project? Are there efforts to serve special constituencies? Does the ADA Check List support the narrative description? Is the audience served well defined in the narrative?

Comments:

___ 5. **Timeline.** Is the timeline adequate for the projected work plan? Do all activities occur within the Commission's grant period guidelines?

Comments:

___ 6. **Staffing.** Are the qualifications of the personnel involved appropriate for the project? Are professional standards met?

Comments:

___ 7. **Evaluation.** Is the assessment plan adequate and appropriate? Does it measure the project's goals, not just attendance?

Comments:

___ 8. **Marketing.** Is the publicity plan appropriate for the project? Is it designed to reach the targeted audiences?

Comments:

___ 9. **Collaborations.** (optional) If the project involves collaboration, are the partners appropriate to the project and have supplied evidence that they are committed to the project?

Comments:

___ 10. **Finances.** Is the financial plan complete and accurate? Has the applicant complied with guidelines, especially in regard to use of grant funds, including adequate match?