



SEATTLE DEPARTMENT OF NEIGHBORHOODS

# 2012 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 more than \$49 million to over 4,000 projects, with a community match of nearly \$72 million. Projects have involved a total of nearly 86,000 volunteers who have donated close to 574,000 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.	March 12, 2012 October 8, 2012	July 16, 2012* <i>*Attendance at one of three application workshops in April is mandatory.</i>
NOTICE OF DECISIONS	Within two weeks.	Within eight weeks.	Within three months.
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 of \$600 or greater.)

### 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 GENERALLY FALL WITHIN THESE PROJECT TYPES:**

- Physical Improvements
- Non-physical Projects
- Race and Social Justice
- Youth-initiated
- Planning and Design
- Community Organizing
- Environmental, including food security and climate protection
- Public School Projects
- Arts and Culture

## 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 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.

## 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.

### **PERSONNEL**

Examples of expenses related to staffing include:

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

### **PROFESSIONAL SERVICES**

Examples of expenses related to professional services 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**

Examples of expenses related to supplies and materials 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, or \$1,000 for Small and Simple projects or Large projects).
- Bouncy Toy rental requires \$2 million dollar liability insurance (\$1 million each for the community organization and the rental company).

### **CONSTRUCTION/CAPITAL**

Examples of expenses related to construction 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.).

## Application Steps

**Step 1 Applicant reviews application guidelines.**

**Step 2 Applicant registers at [webgrants.seattle.gov](http://webgrants.seattle.gov) and receives a password.** (It can take up to 48 hours to receive a password).

**Step 3 Applicant contacts an NMF project manager to discuss the proposal (206-233-0093). Applicants are strongly encouraged to discuss their proposal with a project manager prior to submitting an application.**

**Step 4 Applicant secures property owner permission (if applicable) and researches regulations.** If the project involves use of, or changes to, property that the applicant organization does not own, written permission from the owner (i.e. Seattle School District, Seattle Parks and Recreation, Seattle Department of Transportation, or private property owner), must be submitted with the application. Permit costs, if any, can be included in the NMF budget.

**Step 5 Applicant determines resources needed and establishes a timeline.** Begin by determining the resources that will be required to complete the project. Resources needed could include professional expertise, equipment, supplies, postage, volunteers, and/or services. Determine which of these the applicant organization can supply and which will need City funding. Develop a timeline that outlines the significant steps/milestones needed to ensure a successful project. Include the month and year these milestones will be completed.

**Step 6 Applicant develops a project budget.**

After the resources have been determined, begin to estimate costs in order to create a budget. Check several sources to ensure an accurate estimate. Be sure to include sales tax.

**Step 7 Applicant confirms and documents all match resources.**

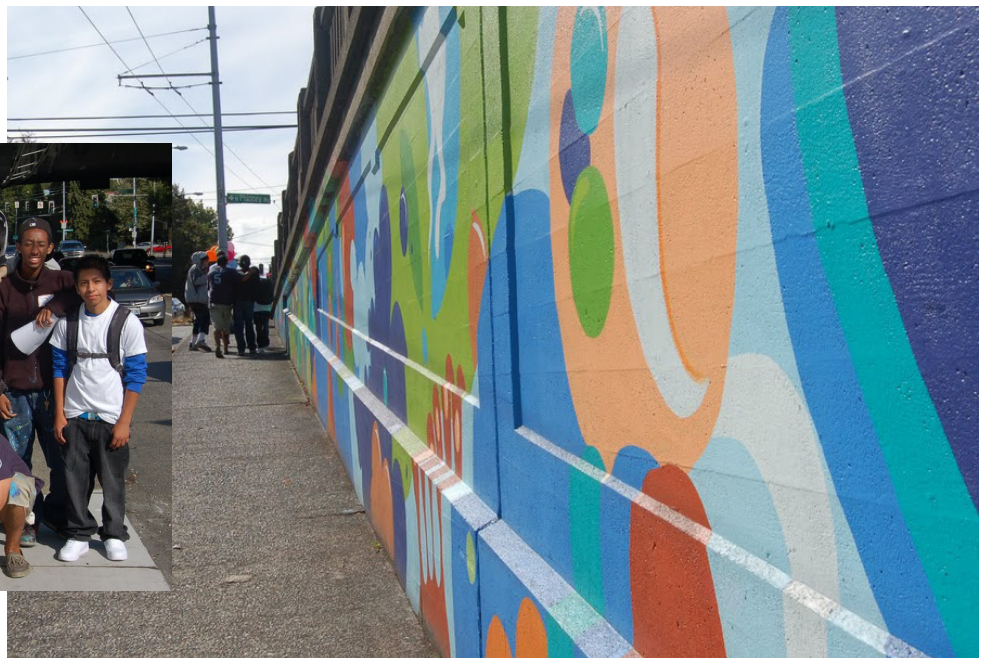
The name, contact information, number of hours donated, and specific task to be accomplished must be provided for each volunteer. Donations of professional services require a letter from the donor describing the service and its value. The same is true for donations of supplies and/or materials. Cash match can be secured with a copy of a bank statement or documentation from other funding sources. Applications that do not meet minimum match requirements or do not include the required documentation will not be considered for funding.

**Step 8 Applicant sends a draft application to an NMF project manager for review and allows at least 5 working days for a thorough review and response.**

**Step 9 Applicant responds to issues raised (if any). Completes and submits a final application.**



**46th Street Mural Project:**  
Small and Simple, awarded \$14,951.



## Application Components

NMF applications have four sections that are reviewed and rated for a total of 100 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.]

### 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.



### 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 that you identify all of the volunteer opportunities in 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 generating enough match within the timeframe required by the applicable fund. We ask for a **detailed project budget and documentation of community match including fund raising plan, if applicable.**



**Maple Elementary Mural Project:** Small and Simple Fund, awarded \$9,644.

## 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.

## 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.

- On their letterhead, donors must document the hourly value of their professional services. 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 and if needed, screened by the affected city department.

### LARGE PROJECTS FUND

All applications are initially screened by Neighborhood Matching Fund program staff to ensure the following:

- Attendance of applicant group at mandatory April workshop.
- Eligibility of the applicant group.
- Minimum match requirements are met.
- Property owner permission has been secured.

### Applications that fail to meet any of the above requirements will not be considered.

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.

[NOTE: Other relevant City of Seattle departments and other agencies review applications, as appropriate. For projects involving improvements to property owned by public or private entities, property owner approval is required at time of application 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](mailto: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>.