



Neighborhood Matching Fund Program

What Is the Neighborhood Matching Fund?

Eau Claire’s uniqueness and quality of life is tied to strong neighborhoods and active residents. The Neighborhood Matching Fund (NMF) program provides 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.

The NMF program 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**.

There are 3 funds within the NMF program			
	SMALL PROJECTS FUND	LARGE PROJECTS FUND	TREE FUND
AWARDS	Up to \$1,000	Up to \$5,000	10-40 trees
APPLICATION DEADLINES	Applications accepted year round.	Applications accepted year round	August 16, 2011.
NOTICE OF DECISIONS	Within two weeks.	Within eight weeks.	Within six weeks. Planting projects occur in the fall.
CONTRACT	With the City one month from award notification date.	With the City one month from award notification date.	No contract required.

Who Should Apply?

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

SMALL PROJECTS 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.)

LARGE 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.

TREE FUND APPLICANTS

- Groups of neighbors that represent a minimum of five households on a given block.

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 the neighbors and community members who will themselves be impacted by the project.
- Demonstrate community match.
- Occur within the Eau Claire city limits.

NMF AWARDS ARE MADE TO PROJECTS THAT FALL WITHIN THESE GENERAL PROJECT TYPES:

- **Race and Social Justice.** For communities to encourage mutual understanding, celebrate uniqueness and openly address issues of race, culture, and social justice.
- **Climate Protection.** For neighbors to work together on community-driven approaches to addressing climate

What We Fund (cont'd)

- **Youth-initiated.** For young people to organize around their creativity, intellect and energy, and to positively engage with their peers.
- **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 neighborhood-based group or other non-geographic-based 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.

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 Eau Claire.
- 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 expenditures or financial commitments made before the organization is under contract with the City of Eau Claire.

APPLICATION TIMELINE



Application Components

NMF application 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 work plan 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 details about exactly how your project will build a more vibrant community. We want you to explain **why you want to do this project, how it will benefit the public, and exactly what you will do.** Your detailed work plan will let us know the **step-by-step activities** of your project.

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

Application Components (cont'd)

youth, seniors, immigrants and refugees, renters, Homeowners, business organizations, 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.

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:

- All projects require a 1:1 match (the community match must equal the funding request).
- Funds and resources from other City of Eau Claire sources cannot be counted as match.
- Documentation of match contributions must later be submitted with invoices and reports, if a NMF award is made.

Match Types and Descriptions

There are several types of contributions eligible for meeting the Fund's match requirements (not all of these categories are relevant to Tree Fund projects):

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 \$10/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 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.

TREE FUND AND SMALL PROJECTS FUND

All applications are reviewed by City program staff.

LARGE PROJECTS FUND

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

- Neighborhood-based proposals are reviewed by two community volunteers and the City program staff. Applicants must make a presentation at a scheduled meeting.

NOTES: *Other relevant City of Eau Claire departments will provide additional review to the 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.*

For more information on application submittal, contact:

Ryan Petrie

Department of Community Development

203 S. Farwell Street

Eau Claire, WI 54702-5148

715-839-4914

Ryan.Petrie@eauclairewi.gov



Neighborhood Matching Grant Application

Group Name _____
President _____ Phone # _____
Mailing Address _____
City/State _____ email _____

Contact Person for Proposed Project Activity _____ Phone # _____
Mailing Address _____
City/State _____ email _____

Please answer the following questions. Be very thorough in completing your application. Decisions to approve applications will be based on the information provided on the application.

1. Briefly describe the project/activity you are proposing. How many neighborhood residents will be involved in carrying out the project/activity?

2. Where will the project or activity take place?

3. What issues will the project/activity address? Please check **ONE** of the following categories that best describes the neighborhood issue your application will address:

_____ Youth	_____ Housing
_____ Crime	_____ Health Care
_____ Beautification	_____ Neighborhood Organizing/Sense of Community
_____ Skills Development	

4. What is the time period for the project?

5. What is the benefit of your project/activity to the residents of the neighborhood/community?

6. What is the total amount of funding being requested through the Neighborhood Matching Grant Program?

7. What is the amount and kind of matching resources being provided by the neighborhood?
(Provide supporting information explaining non-cash match. Attach if necessary.)
 - _____ Cash
 - _____ Volunteer labor
 - _____ Value of donated supplies/equipment
 - _____ Value of contributed professional services

8. Describe how you plan to spend the money being requested through the Matching Grant Program.
(Attach invoice or cost estimate verifying proposed expenditures.)

Contact Person Signature:

Date:

Alternative Contact Person Signature:

Date:

Attach photos, drawings, or other types of supporting material if needed.

Endorsement comments from Neighborhood Association: