

CREATING NEW ECONOMIES FUND (CNEF) WEBINAR

Supporting Triple Bottom Line Projects

Application link: tinyurl.com/cnef2023

If you are applying for the Faith and Food Coalition Grant, use this link to apply: <https://tinyurl.com/FaithCoalition2023>



WELCOME!

- Overview of Eligibility & Priorities
- Triple Bottom Line
- Recording will be posted at <https://www.conservationfund.org/our-work/resourceful-communities/tools-and-forms/virtual-trainings>
- Pause periodically for questions.
- Everyone is muted now.



RESOURCEFUL 

 **COMMUNITIES**

People  Places  Opportunities

— THE —

CONSERVATION FUND



OUR APPROACH

**FUNDING +
PROJECT PLANNING**



**TRAINING +
TECHNICAL
ASSISTANCE**



**NETWORK
BUILDING**



CREATING NEW ECONOMIES FUND (CNEF) GRANTS

- To support innovative “triple bottom line” community projects in rural NC
- Meaningfully engage those who benefit from the project, particularly people of color or low wealth – not an idea of ONE.
- Grants cannot exceed \$15,000, however, grants **average \$8,000-\$12,000**
- 9-month grant project period with extensions if necessary (grants awarded in April, report will be due January 2024)

****VERY different than our past COVID emergency grants!**

ELIGIBILITY

- Organizations with budgets less than \$300,000
- NC-based 501(c)(3) nonprofit organizations, municipalities, local agencies, and tribal entities in rural communities. If not a 501(c)3, must have fiscal sponsor that IS a 501(c)(3).
- *Churches:
 - Status #1: You have a 501(c)3 – submit
 - Status #2: You are under a group ruling: submit the group ruling, and a document showing you are under the ruling;
 - Status #3: no 501(c)3 at all: Submit an attestation on church letterhead, with authorized signature, that confirms your church meets the requirements of IRS Section 501(c)(3) to be considered tax exempt:

ELIGIBILITY

- **Priority:** Organizations led by and serving communities of color and low-income communities
- **Priority:** Small organizations with limited access to support
- **Priority:** organizations that have participated in our network (webinars, peer learning visits, convenings, past grantees, etc.)

INELIGIBILITY

INELIGIBLE

- Urban counties: Buncombe, Durham, Forsyth, Guilford, Mecklenburg, New Hanover, Orange, and Wake
 - **We will, consider, but not prioritize organizations based in areas experiencing rapid growth, such as counties like Pitt or Alamance or growing cities like Hendersonville, Fayetteville, Hickory, etc.
- Statewide + regional agencies, for-profits, and individuals
- **Applicants who did not speak with a Resourceful Communities staff member by February 10th!**

****FAITH & FOOD COALITIONS**

Special funding available to church coalitions (minimum of 3) working in partnership to address rural food insecurity (up to \$25,000)

- Local food sourcing and distribution
- Plus, additional partnership activities, such as: meal prep, nutrition education, job training, distribution coordination, etc.
- At least one church must be an eligible rural United Methodist Church, but does NOT need to be the lead applicant
- Only one church applies (must have 501c3), but all officially sign on and share funding
- **Interested or have questions? Contact:**
 - Aaron Hayworth: ahayworth@conservationfund.org / (828) 448-4500
 - Matthew Rouse: mrouse@conservationfund.org / (910) 257-5827

WHAT NEEDS TO BE SUBMITTED

ONLINE application: PLEASE SAVE AS YOU GO (DEMO)

- IRS 501c3 determination letter (or attestation, if a church w/o 501c3 status)
- W-9 (must match organization name on 501c3 letter EXACTLY) – within last 5 years
- Organizational budget (2022)
- Attestation that you have the authority to submit an application on behalf of your org.

** Note: be sure your **MAILING** address is CORRECT (triple-check it!)

If awarded:

- Youth safety assessment (if your project will engage youth)
- Grant agreement

IMPORTANT DATES/REMINDERS

- February 10th – Last day to speak with RCP staff
- February 17th – Applications are due by 11:59pm
- March 2023 – Applications will be reviewed
- April 2023 – Awardees will be notified
- April 20th - If you are working with youth and are awarded a grant, you will be **REQUIRED** to attend our Youth Safety training on April 20th. Visit <https://tinyurl.com/3ub2as3m> to register.
- If you received prior funding from Resourceful Communities, your final report must be submitted before funds will be disbursed.
- Signed grants agreement must be returned within **ONE WEEK** of receiving.

GRANT APPLICATION

Resourceful Communities wants to know that you've thought your project through:

Grant application asks:

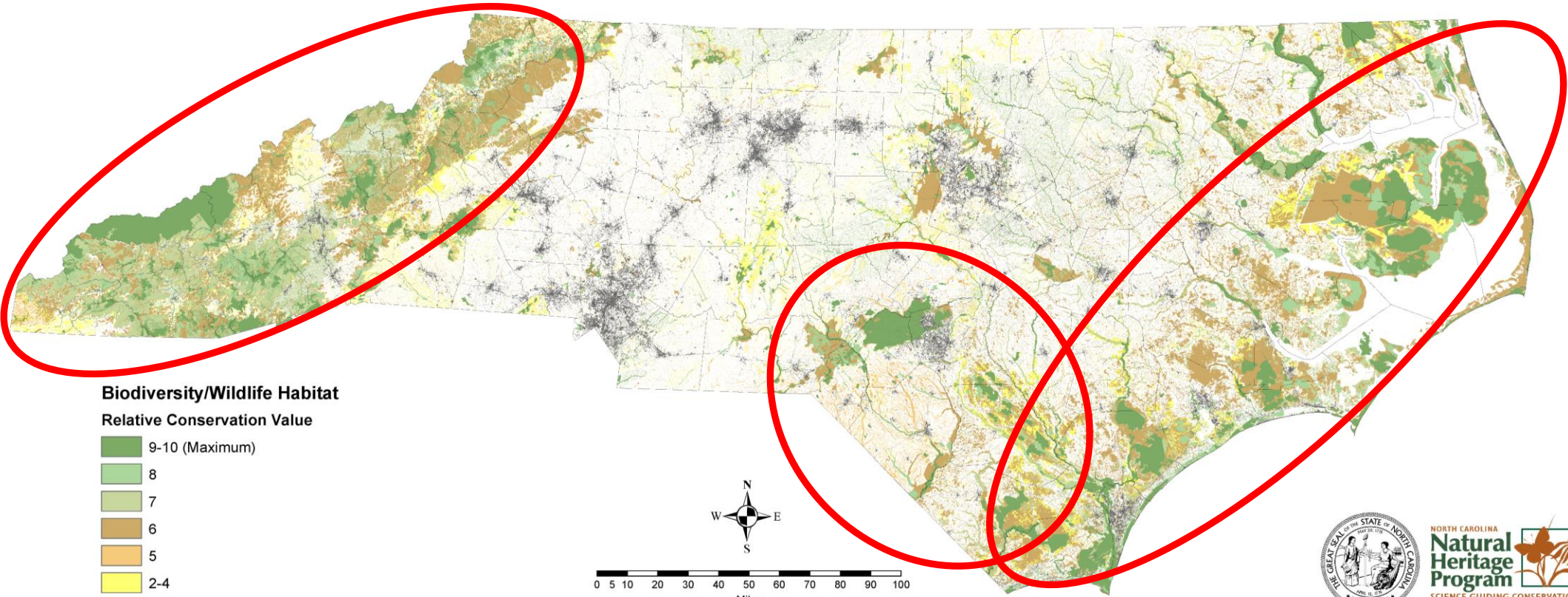
- Overview of your organization and project
- What you have done to prepare for your project
 - Engaged those you will serve or existing program?
 - Partnerships identified and secured
- How have the people who will benefit from your proposed project been involved in the planning, decision-making, and implementation of this work?
- What your project will look like day-to-day: how many served, who, how often, what kind of programming?

TRIPLE BOTTOM LINE!

Social Justice
Economic Development
Environmental Stewardship

MOST IMPORTANT NATURAL AREAS IN NC

North Carolina Conservation Planning Tool Biodiversity/Wildlife Habitat Assessment



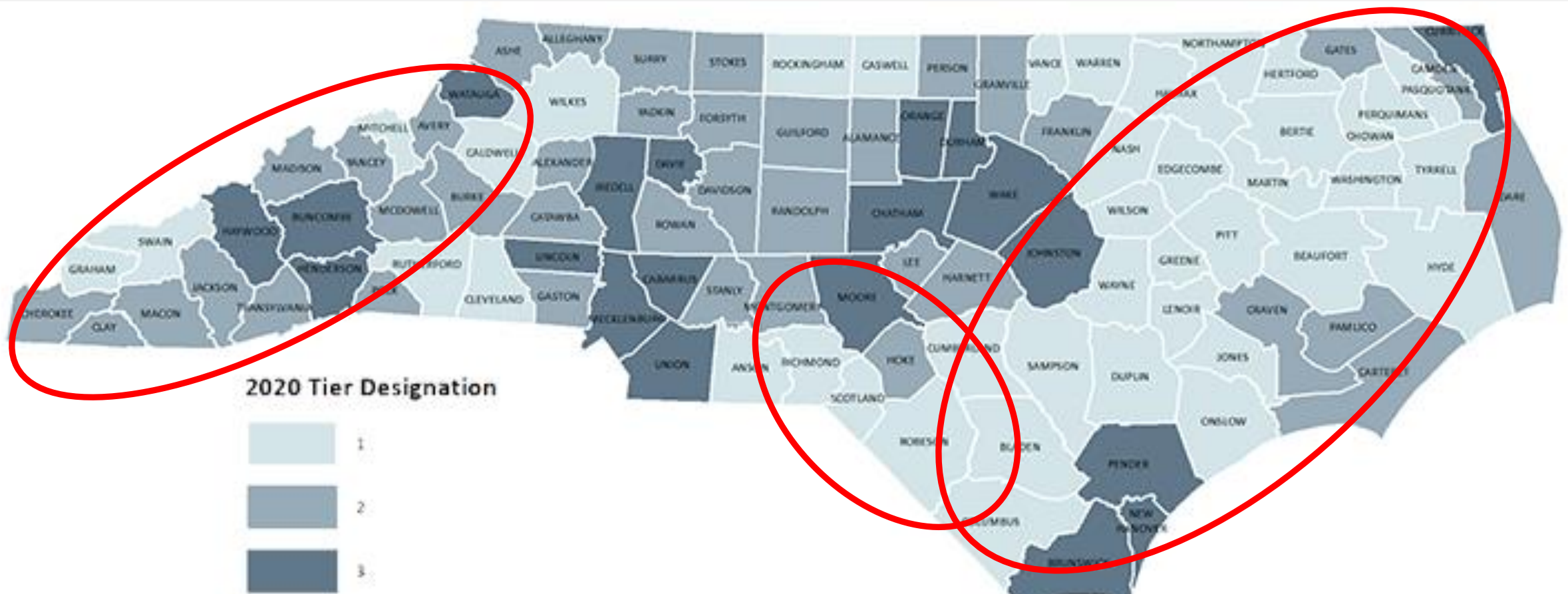
Credit: North Carolina Conservation Planning Tool (CPT) – Biodiversity/Wildlife Habitat Assessment. April 2020. North Carolina Natural Heritage Program, NC Department of Natural and Cultural Resources. Raleigh, NC.



April 2020

**Source: NC Department of Natural and Cultural Resources
Natural Heritage Program**

NORTH CAROLINA ECONOMIC DISTRESS



Source: NC Department of Commerce

CNEF & THE “TRIPLE BOTTOM LINE”

- Your project MUST demonstrate triple bottom line benefits – ALL THREE
- We define each very broadly
 - **Environmental stewardship**: environmental education; land protection; local, sustainable agriculture; people in nature; environmental justice; energy efficiency
 - **Economic development**: generating revenue/ income; entrepreneurship or business skills; job or “soft” skills; education; career exploration
 - **Social justice**: *meaningfully* engaging people of color or low-wealth; increasing access or participation; advocacy
- Don't try to make it fit; contact RCP for ideas and resources
- Review our guide: https://bit.ly/RCP_3xbl

HOW TO MOVE A SINGLE-BOTTOM LINE PROJECT TO A TRIPLE BOTTOM LINE PROJECT

- Your church currently hosts an after-school program for at-risk youth (middle school age). **WHAT BOTTOM LINE?**
- You incorporate gardening, focusing on herbs, pollinators, and composting. **WHAT BOTTOM LINE IS ADDED?**
- You teach the kids to make value-added products; and teach them to market and sell their products to purchase school supplies. **WHAT BOTTOM LINE IS ADDED?**

ENVIRONMENTAL



ECONOMIC DEVELOPMENT



SOCIAL JUSTICE





HOW TO MOVE A SINGLE-BOTTOM LINE PROJECT TO A TRIPLE BOTTOM LINE PROJECT

- You provide healthy cooking classes for people at risk for diabetes or managing diabetes. **WHAT BOTTOM LINE?**
- You decide to focus on traditional “heritage” dishes and include skills classes like canning. You also decide to pay elders in the community to provide recipes and teach some of the classes. **WHAT BOTTOM LINE IS ADDED?**
- You make the decision that all fresh produce will be bought from a local farmer. You will host field trips to his farm and the farmers market where participants will hear from a local cooperative extension agent why purchasing locally is so important. **WHAT BOTTOM LINE IS ADDED?**

ENVIRONMENTAL



ECONOMIC DEVELOPMENT



SOCIAL JUSTICE



EVALUATION

Guide for food-related projects: https://bit.ly/Food_Eval

- **About 85% of our projects are food-related, but we do NOT prioritize food-based projects**
- **We have funded: youth and senior outdoors projects, eco-tourism,**

Need to determine:

- **What change you hope to see: this is only ~\$10,000 – make it realistic**
- **What you will measure:**
 - **Changes in Knowledge, Attitude, Behavior, Condition**
 - **DO NOT measure changes in weight, BMI or behavior you can't witness or attribute to your program; **HAVE A TARGET****
- **How you will measure (data tool): surveys, counting, interviews,**

BUDGET

Sample budget can be found here: [https://bit.ly/RCP Sample Budget](https://bit.ly/RCP_Sample_Budget)

BUDGET

- TOTAL PROJECT Budget, not just grant funded expenses
- Include CNEF funds, other funding and in-kind
- Staff, contractors, etc.: If grant funds will pay for people's time, please state their duties and rate of pay/ duration of time on the project. *For example, the trainer will develop and deliver a curriculum at \$15/hour for 15 hours/ week for 6 weeks for a total of \$1,350.*
- Budget Narrative: must also be completed – describe expenses
- Sample budget line item are SUGGESTIONS only

QUESTIONS?

BE SURE TO CONNECT BEFORE APPLYING!

- **Tatia Ash:** tash@conservationfund.org / (919) 423-5496
- **Salem Carriker:** scarriker@conservationfund.org / (919) 351-9237
- **Margaret Conrad:** mconrad@conservationfund.org / (919) 818-8138
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