

Loudoun County Nonprofit Grants Kickoff and Overview

FISCAL YEAR 2021

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Grant Program Purpose

- To strengthen the County's coordination with nonprofit partners
- To ensure local funds are leveraged in the most effective manner for services that assist vulnerable and disadvantaged individuals and families in meeting a critical need for safety, health, security and independence



Terry McGlynn ✓

@hormiga



Grantwriting is like throwing a ping pong ball to win a goldfish at the county fair. But each ball costs you a month of your life.

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The WHY of applying for Grants: Rethinking “free money”

“For funders, a grant award is an investment in positive change. It’s a tool they use for having an impact on issues they care about.

...[N]onprofits must consider grants from a mission-focused perspective. Since the point of a grant award is impact rather than money, the real point of a grant proposal is to rally the necessary resources to help the nonprofit fulfill its purpose...to address important issues within their communities.

A grant proposal is actually a **call to action**. It’s a request that a funder join the nonprofit as a partner in achieving specific results. At its best, a grant proposal is a cogent, persuasive, well-supported argument for change.”

- *Barbara Floersch, Executive Director, The Grantsmanship Center*

FY 2021 Application changes

- Bonus points will not be added on to the final scores.
- Each question will include word limit suggestions.
- The application evaluation requirements will be shared in application materials.
- The evaluation plan will include required outcomes.

FY 2021 Application Changes

- Questions will be answered via web portal to ensure equity to respondents.
- As in previous years, no organization may request more than 30% of its current operating revenue.
- Individual awards will be limited to no more than \$113,000.

Constant across years

Eligibility criteria

- 501c3 nonprofit certified by Internal Revenue Service at time of application
- Mission consistent with the County's overall mission
- Existing funding from other sources
- Certificate of Good Standing from the State Corporation Commission
 - sccefile.scc.virginia.gov/Business
- Additional criteria in Grant Manual

Areas of Need

- Prevention and Self-Sufficiency
- Crisis Intervention and Diversion
- Long-term Support
- Improved Quality of Human Services

Alert to business entities regarding mailings from VIRGINIA COUNCIL FOR CORPORATIONS or U.S. BUSINESS SERVICES is available from the Bulletin Archive link of Clerk's Office website.

[Home](#) | [Site Map](#) | [About SCC](#) | [Contact SCC](#) | [Privacy Policy](#)



[SCC eFile](#) > [Entity Search](#) > Entity Details > Certificate of Good Standing

shalom.black@loudoun.gov | [Profile](#) | [Log Out](#)



SCC eFile Order a Certificate of Good Standing



SCC eFile

SCC eFile Home Page
Check Name
Distinguishability
Business Entity Search
Certificate Verification
FAQs
Contact Us
Give Us Feedback
My Favorites

Business Entities

UCC or Tax Liens

Court Services

Additional Services

You may order a certificate of [good standing](#) for the following corporation as of the date set forth below.

SCC ID: [REDACTED]
Name: [REDACTED]
Date: 12/5/2018

Upon payment of the fees, the certificate of good standing will be immediately generated in PDF format and made available for you to print or save to your computer. It will also be stored in your SCC eFile account under "My eFile Transaction History" where you can retrieve it and print additional copies at any time. The certificate of good standing generated in SCC eFile will include a unique identification number that may be used to verify its authenticity.

A fee of \$6.00 is charged for each certificate of good standing.

[Back](#) [Order Certificate](#)

Notice related to a corporation that filed articles of domestication or entity conversion: A certificate of good standing produced by SCC eFile for a Virginia corporation that was previously formed under the laws of another state or jurisdiction or converted from a different entity type will indicate that the entity was formed on the effective date of the filing of the articles of domestication or entity conversion with the Commission. To obtain a certificate that includes the original date of the entity's formation, submit a [written request](#) to the Clerk's Office.

Screen ID: e8200

[Supported Browsers](#)

Funding Types

Mini-grant

- Simplified application
- Funding limit of \$5K

Competitive Grant

- More in-depth questions
- Higher accountability

Who should apply for mini-grants?

- Organizations with a small program or limited need
- Organizations lacking capacity to complete full grant application
- Organizations new to grants and wanting to gain experience

Process Overview

Online application due December 20 at 12:00pm

Questions may be submitted to:

nonprofits@loudoun.gov

Applications will be reviewed by a team of County staff

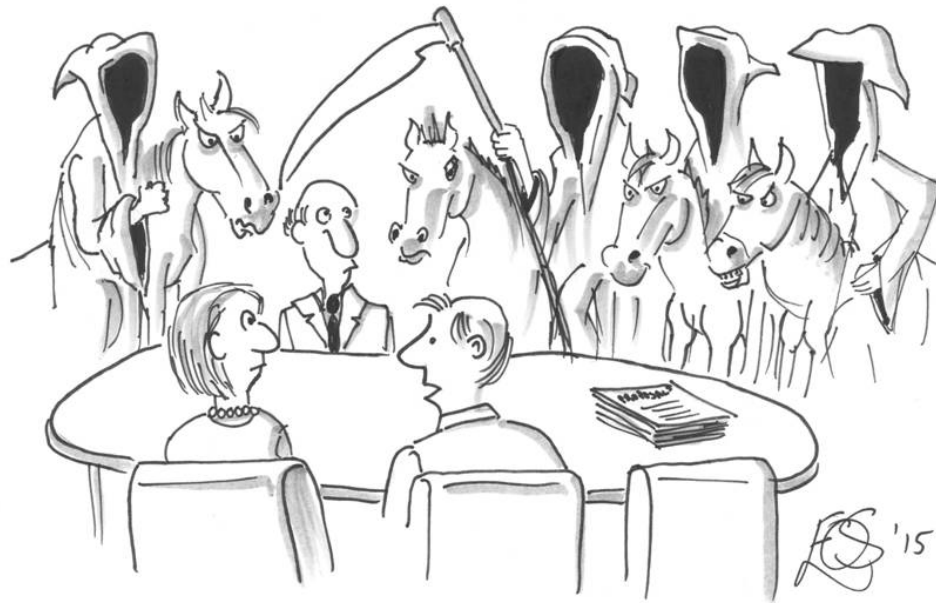
Awards will be recommended to the Board at the April meeting

Application Sections

- Part I - Organizational Information
- Part II – Background, Services, and Partnerships
- Part III – Demonstration of Need and Impact
- Part IV – Outcomes
- Part V – Funding Request
- Part VI – Financial Information
- Part VII – Organization Management and Administration
- Part VIII- Required Documentation

A look at the application form:
www.loudoun.gov/NonprofitGrants

Next step: County Application Reviews



“Is it just me or are these review panels getting a lot tougher?”

Full Application

Area of Evaluation	Point Value	Percent of Score
Background, Services, and Partnerships	27	21.0%
Demonstration of need and impact	21	16.5%
Outcomes	20	15.5%
Funding Request	18	14.0%
Financial Information	21	16.5%
Organization management and administration	21	16.5%
Total	128	100%

Mini-grant Application

Area of Evaluation	Mini-grant points	Mini-grant percent
Background, Services, and Partnerships	12	24%
Demonstration of need and impact	12	24%
Outcomes	8	16%
Funding Request	9	18%
Financial Information	9	18%
Organization management and administration	0	0
Total	50	100%

Application Scoring

Commonwealth's Best Value rating method. A scale of 0-3 will be used.

3=Excellent: Response demonstrates a very strong fit with the objectives of the question.

2= Acceptable: Response demonstrates an adequate fit with the objectives of the question.

1= Unacceptable: Response fails to demonstrate a reasonable fit with the objectives of the question.

0= Deficient: Response fails to demonstrate relationship to objectives of the question or is deemed unresponsive to the question.

Funding

- Review team will develop recommendations for funding based on scores
- Final approved funding amount based on
 - Available funding
 - Volume of requests
 - Application score
 - Reasonability of proposed budget items and cost for services
 - Ratio of County funding to the organization's overall operating revenues (no more than 30%)

Funding

- The Board of Supervisors has sliding award amount to be applied to full applications meeting the minimum score, with a proportion of the requested amount to be awarded based on the application score.
- For mini-grants, organizations will be awarded the full amounts they request.

Awards

- Funding awards will be announced publicly at the second April Board of Supervisors meeting
- All applicants will be notified of their status within one week after this meeting
- Funding begins on July 1, 2020 and expires on June 30, 2021

Questions?

We value...

- Partnerships
- High quality services using evidence-based programs and best practices
- Strong data-driven outcomes
- Strong past performance

... because we use County funds to support the best services, with the greatest impacts, from the strongest providers, for our residents with the most critical needs.

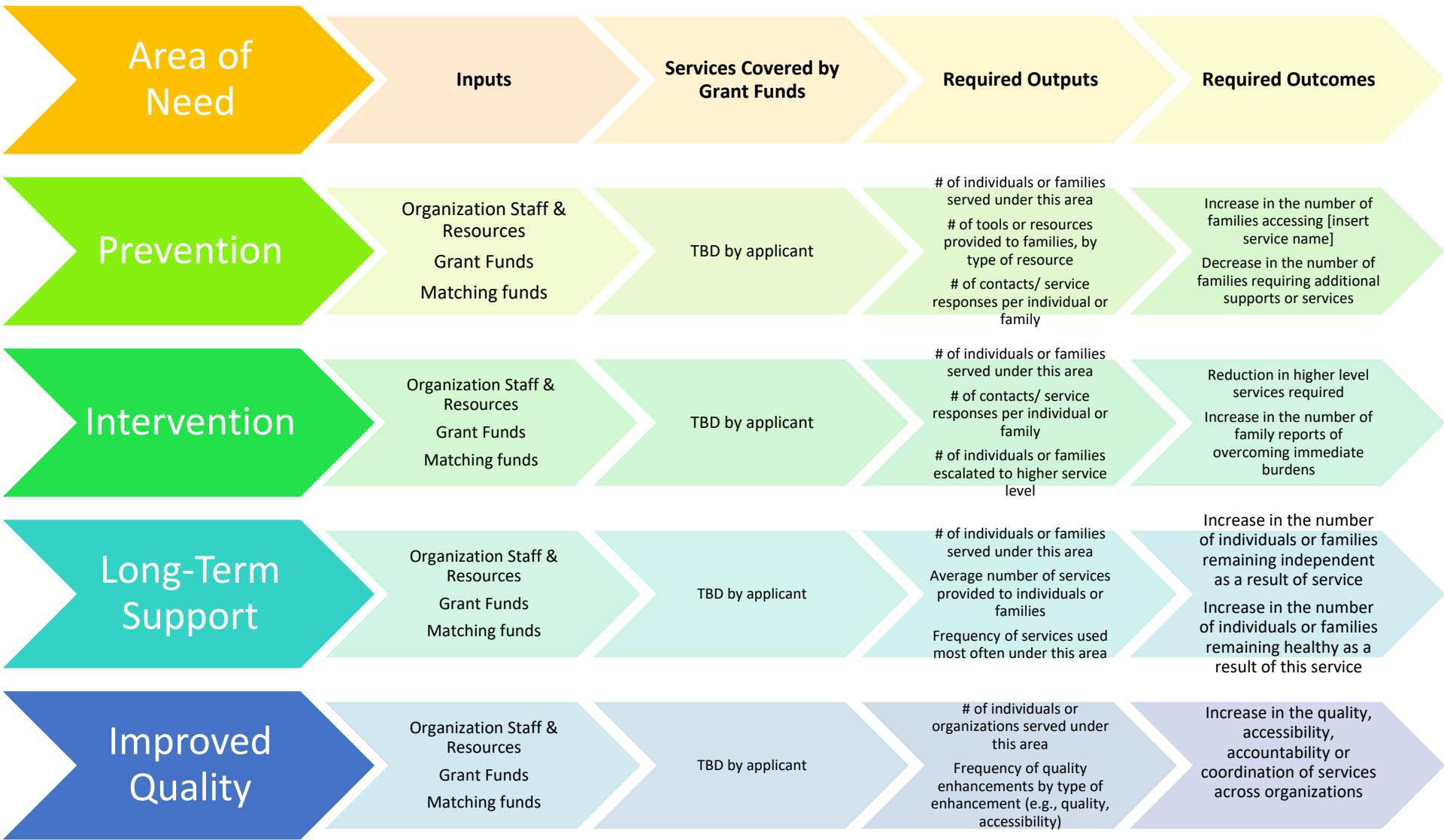
Outcomes Evaluation

Why evaluate programs?

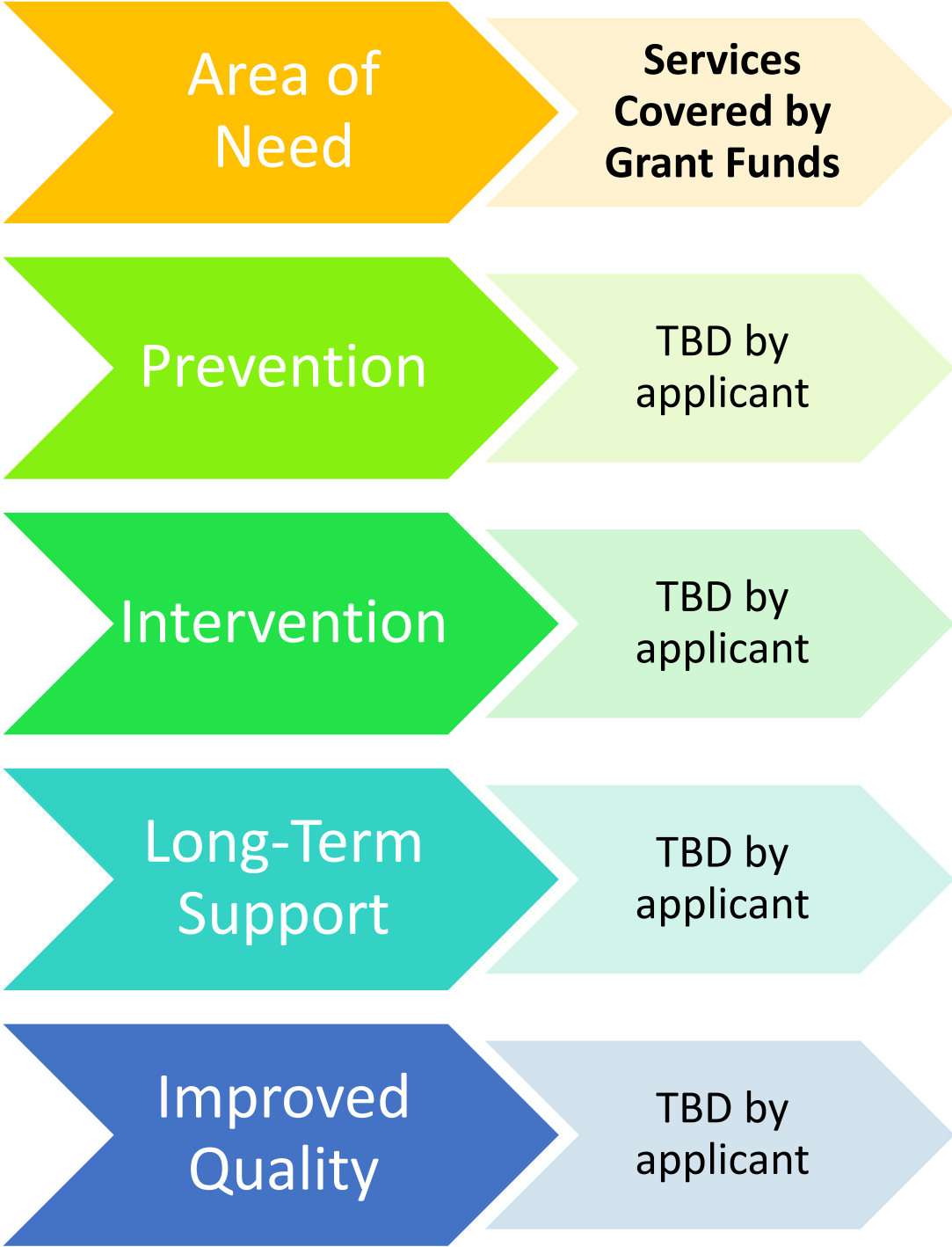
- Supports program and strategic planning
- Helps communicate your story
- Tracks progress toward goals
- Serves as basis for ongoing learning to make work stronger and more effective

Evaluation

- What do you expect to result from the program?
SMART objectives: specific, measurable, achievable, realistic, and time-bound
- If you have defined the problem well, the outcomes will follow logically (if...then...)
- Think about what outcomes your program prevents, e.g. cost for other services, short and long term. If possible, calculate savings.







Area of
Need

Services
Covered by
Grant Funds

Prevention

TBD by
applicant

Intervention

TBD by
applicant

Long-Term
Support

TBD by
applicant

Improved
Quality

TBD by
applicant

Area of
Need

Required Outputs

Prevention

of individuals or families served under this area
of tools or resources provided to families, by type of resource
of contacts/ service responses per individual/ family

Intervention

of individuals or families served under this area
of contacts/ service responses per individual or family
of individuals or families escalated to higher service level

Long-Term
Support

of individuals or families served under this area
Average number of services provided to individuals or families
Frequency of services used most often under this area

Improved
Quality

of individuals or organizations served under this area
Frequency of quality enhancements by type of enhancement (e.g., quality, accessibility)

Area of
Need

Required Outcomes

Prevention

Increase in the number of families accessing [insert service name]
Decrease in the number of families requiring additional supports or services

Intervention

Reduction in higher level services required
Increase in the number of family reports of overcoming immediate burdens

Long-Term
Support

Increase in the number of individuals or families remaining independent as a result of service
Increase in the number of individuals or families remaining healthy as a result of this service

Improved
Quality

Increase in the quality, accessibility, accountability or coordination of services across organizations

Example

Service covered by grant funds	Class for 200 teen participants to prevent binge drinking
Area of Need	Prevention
How many individuals, families or orgs will be served by June 30 2021? (output)	200 teenagers in 3 high schools
How many tools or resources will be provided to individuals, families, or orgs by June 30 2021?(output)	One class on preventing binge drinking
How often will services be provided? (output)	Weekly from 10/2020 through 12/2020
How many contacts or service responses, on average, will you have with each individual, family, or org by June 30 2021? (output)	12 one-hour classes

Example, continued

What number (or percentage) of these contacts do you anticipate will result in a decreased need for services? (if applicable) (outcome)

Based on research, we anticipate 90% will not need additional services for binge drinking in the next year.

What impact(s) will these services and resources have on the quality of life for individuals, families and orgs by June 30 2021? (outcome)

1. 90% (180) of participants will report new skills in avoiding peer pressure to drink
2. 80% (160) of participants will report they did not engage in binge drinking during the past 3 months

What data sources will help you determine if you made an impact?

1. Survey of participants at last class
2. Survey of participants 3 months after last class

SMART Outcomes

Specific

- Includes “who,” “what,” and “where”
- Use only one action verb to avoid issues with measuring success (we will prevent AND intervene...)

Measurable

- Focuses on “how much” change is expected

Aggressive but Attainable

- Realistic given resources and planned implementation
- May be based on previous performance

Results Oriented

- Directly relates to program goals

Time-bound

- Limited to the 2021 Fiscal Year?

Example

Output:

- We will train 30 employees in CPR

Outcome:

- 90% of employees receiving CPR training will show a gain in knowledge of life-saving techniques, as indicated by pre and post tests

Outcome Scope

Realistic boundaries based on program's reach

Geography

- Residents of Loudoun County; students attending Tuscarora High School

Age

- youth ages 8-12; children grades K-6

Income level or financial circumstance

- low-income; middle class with bad credit

Ethnicity or culture

- predominantly Latino; recent immigrants

Other characteristics of participants

- part-time worker; survivor of abuse

Outcome Measures

What type of data will you collect to show that you are meeting your outcomes?

- Number
- Percentage
- Percent increase
- Percent decrease
- Cost savings

Data Sources

What type of instrument will you use to provide the data?

- Surveys (broader audience)
- Program evaluations
- Database
- Participation records
- Case files
- Interviews
- Focus groups

Linking Outcomes to Operational Requests

Challenge: Determining outcomes when requesting operational support

What kind of outcomes come from paying the rent or salaries?

Solution: Look at “If... then...” scenarios

Rent Example: If we do not have rent money, then we will not have adequate space for our program, and we would be unable to increase the GPAs of 50 teens

- Outcome: 50 teens will increase their GPAs through our afterschool program

Salary Example: If we are unable to pay staff a competitive salary, then we will not be able to retain high quality certified staff to lead programs.

- Outcome: 5 programs rated as “high quality” led by certified staff will be provided to community members

Contact Information

nonprofits@loudoun.gov