



Heritage Montgomery Mini Grants FY 2016 Guidelines

Deadline: Thursday, September 24, 2015

For projects to be completed by June 30, 2016

Awards announced mid-October 2015

Heritage Montgomery
12535 Milestone Manor Lane
Germantown, MD 20876
301.515.0753
director@HeritageMontgomery.org

Introduction

Heritage Montgomery (HM) Mini Grants of \$500 to \$2500 are awarded annually for activities that promote heritage tourism in Montgomery County and are consistent with the mission of Heritage Montgomery:

- Enhancing Montgomery County's appeal to travelers who love history and culture
- Encouraging residents and visitors to understand and appreciate the history, culture, and natural areas of the county
- Promoting tourism and economic activity
- Fostering preservation and stewardship of historic buildings and sites
- Providing and encouraging others to provide interpretive and educational programs and services about local heritage
- Implementing, within Montgomery County, the provisions of the Maryland Heritage Areas Authority

Eligibility

Organizations interested in applying for a Mini Grant **must** first discuss the proposed project with HM Executive Director Sarah Rogers (301-515-0753). Applications submitted without first meeting with the Executive Director will not be considered.

Organizations must meet one of these criteria for the past 24 months:

- Be a 501(c)(3) nonprofit, based in Montgomery County, MD
- Be an incorporated municipal government entity located in Montgomery County, MD

Matching Requirements

In the Project Budget, applicants must show a **one-to-one match** equal to the grant funding requested. In other words, the total Project Budget must be at least two times the amount of the grant requested. This match must consist of **at least 50% cash** and **no more than 50% in-kind** contributions. (The match may be entirely cash.)

For example, if your total project expenses (cash & in-kind) equal \$1000, you may request \$500 from HM. Your organization must show a total match of \$500; at least \$250 in cash and no more than \$250 in-kind.

In-kind contributions to a project may consist of:

- Donations of materials/supplies – documented at market value
- Volunteer time for work on the project – calculated at \$25/hour

- Donated professional services (i.e. an attorney reviewing legal documents) – calculated at their professional rate

Remember: your project does not have to cap at \$5,000. If the total cost of the project exceeds \$5,000, you may request \$2,500 from HM and show your additional project funding (cash/in-kind) in your Project Budget.

In your Project Budget, include only expenses and income specific to this particular project/program. Total expenses must equal total income. For example, if volunteer time is shown as an in-kind donation, it must also be shown as an in-kind expense.

Grant Restrictions

Heritage Montgomery Mini Grants cannot fund:

- General operating expenses, such as salaries for staff
- Fundraising activities, debt retirement, or political advocacy
- Scholarships or tuition assistance
- Activities for the exclusive benefit of an organization's members
- Refreshment costs

Activities eligible for funding include, but are not limited to:

- Heritage Days events
- Tours/trail development
- Educational and interpretive events/programs
- Displays and exhibits
- Website improvement
- Logo and identity development
- Interpretive panels and signage

Grant Requirements

1. All applicants must meet with HM Executive Director Sarah Rogers to discuss the proposed project prior to submitting a Mini-Grant application.
2. Applicants must participate with free admission in the countywide Heritage Days Weekend planned for June 25 & 26, 2016.
3. Heritage Montgomery encourages all grantees to inform Montgomery County Council members of the funds awarded through HM and the project the grant will fund.
4. Heritage Montgomery and the grantee will conduct an informal mid-project review.
5. Heritage Montgomery must review all funded projects prior to execution of the final product.

6. Grantee must submit a Final Report with proof of all completed work. The report must document how the grant funds and match were utilized. The Final Report form, (enclosed with the Grant Agreement), is due to HM no later than one month following the end of the grant period.
7. If awarded, the project must be completed by Thursday, June 30, 2016 unless an extension has been granted, or the applicant must return all funds.
8. Heritage Montgomery, Montgomery County Government, the Maryland Heritage Areas Authority (MHAA) MUST be acknowledged on all material and in all formats, including press and publicity, relating to the project. Logos of all three entities must appear along with the accompanying text, as shown below. NOTE: Failure to include logos and accompanying text on all project-related printed/electronic material will disqualify organizations from future grant awards.

Logos:



Heritage Montgomery



Montgomery County Government

This project has been financed in part with funds from Heritage Montgomery and Montgomery County Government.



Maryland Heritage Areas Authority

This project has been financed in part with State Funds from the Maryland Heritage Areas Authority, an instrumentality of the State of Maryland. However, the contents and opinions do not necessarily reflect the views or policies of the Maryland Heritage Areas Authority.

Changes in Project Implementation

- If it becomes impossible to complete the project by the deadline due to unforeseen circumstances, grantee must request an extension in writing no later than Thursday, May 12, 2016.
- Any change in a grantee’s program content must be requested in writing and approved by HM before the change occurs.

Funding Priorities

Heritage Days and Emancipation Day programs and projects specific to HM themes of Transportation Trails, African American Heritage, Agricultural Reserve, and Heritage Gems will be given special consideration.

Support Documents

Required supporting documents include:

- Resumes of project lead and any contract/special resource personnel
- Organization's current Board of Directors, with addresses, OR, if the applicant is a municipality, list of current elected officials
- Heritage Montgomery strongly encourages applicants to submit support materials/documents that help explain your organization and project. This could include, but is not limited to, photographs, brochures, materials related to similar projects, annual reports, event programs, and press clippings.

Evaluation Criteria

1. **Heritage Days Related:** Will this program be developed for Heritage Days? Can this program be used throughout the year as part of regular programs?
2. **Impact on Heritage Tourism:** How will this project contribute to carrying out the mission of Heritage Montgomery?
3. **Program Effectiveness:** How will this project achieve its intended purpose?
4. **Qualifications:** Are the individuals working on the project qualified to carry out the task identified?
5. **Organizational Capacity:** Does the organization have the management skills, experience, and staffing to carry out the proposed project/program?
6. **Budget:** Is the budget appropriate for the scale of the project/program and the intended product? Do the sources and amounts of matching funds anticipated appear to be attainable? Are budget numbers/calculations accurate?
7. **Likelihood of Completion:** Is this a well-planned project that can be completed in the time frame specified?

Grant Submission

- Completed Mini-Grant applications and all support materials are due to Heritage Montgomery on Thursday, September 24, 2015.
- Submit electronically to both director@heritagemontgomery.org and lori@heritagemontgomery.org
OR

- Mail completed application and support materials in hard copy and on a recordable CD to Heritage Montgomery, 12535 Milestone Manor Lane, Germantown, MD 20876

Grant Awards

Grant awards will be announced in mid-October. Seventy-five percent of awarded grant funds will be dispersed upon receipt of a signed Grant Agreement and the remaining twenty-five percent upon timely submission of the completed Final Report.

Deadlines

Monday, Sept. 14, 2015	Optional review of final application by HM staff
Thursday, Sept. 24, 2015	Application due to HM by 4pm
Mid-October 2015	Announcement of awards – grant period begins
On-going	Midpoint review with HM Director
Thursday, May 12, 2016	Extension request due, if needed
Thursday, June 30, 2016	Grant period ends – project must be complete
Thursday, July 28, 2016	Final Report due