



*Investing In and Impacting Seniors' Lives*

## **Grant Application Resource Guide**

This document was created to help your organization prepare a strong grant application that aligns with the funding priorities and mission of Jewish Home of Cincinnati (JHC).

**JHC Mission Statement:** To support Greater Cincinnati Jewish Seniors by investing in innovative services and programs.

**JHC Vision Statement:** All Jewish seniors in our region feel they have connected, fulfilled lives.

**Core Values:** We believe in...

- honoring our Seniors and the value they add to our community
- seniors deserve to age with dignity, compassion, and respect
- the sustaining power of our donors
- the power of collaboration
- the power of innovation

### **Strategic Focus Areas for Priority Funding**

- Reducing Social Isolation
- Supporting Caregivers
- Intergenerational Connections
- Food Insecurity and/or Access to Kosher Food
- Affordable Housing
- Transportation
- Health and Wellness/Healthy Living Longer
- Improving Awareness of Available Services for Seniors
- Engaging the Skills and Talents of Older Adults in the Community (including as volunteers)

### **Eligibility Criteria:**

- Applicants must be qualified charitable nonprofit 501[c][3] organization or tax-exempt religious organization as determined by IRS regulations. Synagogues/Temples may apply for grant funds for projects which serve older adults, but should propose a project that significantly and intentionally goes beyond typical congregational engagement
- Applicant organizations need not be Jewish or Jewish-affiliated, but program or service must directly impact Jewish seniors
- Programs may benefit Jewish and non-Jewish seniors, as long as benefit to Jewish seniors is documented
- Grant funds must be expended within 12 months of allocation, or with permission
- Collaboration with other aligned non-profit organizations in a joint grant application is encouraged. Funds will be awarded to the lead applicant who will also be responsible for measured outcomes reporting
- Projects which demonstrate innovative creation, expansion or strengthening of existing programs or services are preferred
- Projects which are innovative or unique compared to existing programs or services in the community are preferred
- Competent grant management and program or services oversight
- Organizations may apply for more than one award and/or overlap application cycles as long as the funding is for substantially different projects.
- We understand that our twice-yearly cycle may not align with your organization's planning timeline. Therefore, if an organization has received funding for a project and wishes to reapply for another grant for the same or similar project, the organization must either:
  - complete the project and submit the [Final Report Form](#) before reapplying, or
  - submit a [Mid Project Update Report](#) along with the re-application. This allows the organization to enter the review process for future funding while finishing a current project and report. However, new funding will not be committed until the Final Report Form has been received and reviewed by the JHC Grant Committee.

### **Ineligible for Funding:**

- Applications will not be accepted from individuals
- Projects which are for political purposes, capital campaigns, or for-profit ventures
- Projects which ask JHC to fund projects which reimburse individuals for expenses which are typically covered by insurance or government programs (such as Medicare or Medicaid) are highly unlikely to be funded.

### **Grant Application and Funding Process**

1. Submit a [Letter of Inquiry](#) (LOI). LOIs are reviewed on a rolling basis.
2. Invited organizations will receive the link for the full grant application. Organizations requesting more than \$10,000 will be required to complete a more extensive application form.

3. Organizations are **strongly encouraged** to contact Jewish Home of Cincinnati's Executive Director to schedule a phone session before submitting the full grant application to discuss your proposal and to strengthen your application.
4. Submit a full grant application before the deadline.
5. Award recipients will receive notification if their program/project is being funded.
6. Award recipients must sign and return the [Grant Agreement Guidelines](#) and a W9.
7. JHC will release the funds to grantees.
8. When grantees complete their program/project, they must submit a [Final Report](#).

### **GRANT REQUEST AMOUNTS**

Requests fall into three categories.

- Boost Grants: \$10,000 or less
- Large Grants: \$10,001 – \$50,000
- Jumbo Grants: over \$50,000

The application for Boost Grants is a shorter version of the full application. Jumbo Grant applications may require more requests for documentation, site visits, and a longer review process. Most projects we fund are \$5,000–\$25,000.

### **APPLICATION QUESTIONS**

You may preview the application by clicking the links below. You may also use these links to prepare your application. However, your application must be submitted using the online form submission which will be sent to you if your letter of inquiry is approved.

[Application questions for grants \\$10,000 or less](#)

[Application questions for grants over \\$10,000](#)

## Review Criteria/Rubric

The Grant Review Committee will review each application thoroughly. The criteria below provide an overview of the key elements that the committee will be assessing as they review your application.

<p><b>Organizational Strength</b></p> <p>Does the organization have the institutional strength and infrastructure to be a reputable steward of community funds? For example:</p> <p>Do they have representational Board oversight?</p> <p>Do they have a focused mission statement?</p> <p>Do they have a history/track record of operating responsibly?</p> <p>Do they have the ability to keep accurate and professional financial records?</p> <p>Do they have a history of sound fiscal management as far as you are able to discern?</p>
<p><b>Strategic Alignment</b></p> <p>How well does this proposal address one or more of the identified strategic areas prioritized</p>
<p><b>Identifying the Problem</b> (for requests over \$10k)</p> <p>Did the organization clearly describe the problem and who is impacted?</p> <p>Do they convey a clear understanding of the problem and its causes?</p> <p>Does the organization explain how this problem specifically impacts Jewish seniors in our region?</p> <p>Does the organization quantify how many Jewish seniors are impacted?</p>
<p><b>Existing Services</b> (for requests over \$10k)</p> <p>Has the organization researched what other services are currently working to address the problem?</p> <p>Has the organization explained why existing services are inadequate to meet the current</p>
<p><b>Project Proposal</b></p> <p>Did the organization clearly describe their project and how it will work?</p> <p>Is the plan described with enough details to give you a clear understanding of how it can be successfully executed?</p> <p>Does the project have a well-thought-out timeline for implementation and tracking of results?</p> <p>Does the project have a clear approach for specifically reaching <b>Jewish</b> seniors in Greater</p>
<p><b>Goals and Objectives of the Project</b></p> <p>Does the organization provide clear and measurable goals and objectives?</p> <p>Do the goals and objectives appear realistic (target and stretch goals are ok)?</p> <p>Does the organization appear prepared to accurately track, document and report on project</p>

**Does the project reflect innovation?**

Does the organization explain how the project is new, expands upon, or differs from approaches that have been done in the past?

Does it represent a new insight, idea or focus? Innovative can mean that the techniques, methods, or tools used to reach and impact seniors are experimental or new, or it could mean that they have been utilized or tested elsewhere but are new to this region or to your agency; it could mean that the organization is expanding or adapting an existing program in an incremental or creative new way; innovation can also mean the organizational approach to delivering services is being transformed in some way to maximize impact.

Is the project completely experimental or has it been tested locally or in another region?

**Capability**

What expertise does the organization have to successfully create and implement this project?

Does the organization have a team in place with the qualifications, training, experience and/or expertise to successfully execute this project?

Does the project seem realistic to execute as described, with the resources requested?

**Collaborations**

Does this project collaborate with any other agencies/organizations and if so, does the collaboration provide efficiencies or otherwise strengthen the ability to execute the project and to increase the project's success and impact?

Has the collaboration been verified with a supporting document?

Does the project utilize volunteers as a community resource?

Does the use of volunteers help spread awareness or engagement community-wide on the topic of impacting Jewish seniors?

Is volunteering in this project contributing to providing active, older adults with a meaningful outlet for social interaction by sharing their skills, time and talent?

**Sustainability/Reapplication** (for requests over \$10,000)

Does the organization provide a plan to continue using the innovation described in this project?

**Budgets and Funding**

Did the organization prepare a project budget that appears comprehensive, organized, specific, and fiscally responsible?

Does the requested dollar amount seem reasonable in relation to the overall impact this project

will make and the numbers of Jewish seniors who will benefit?

Are the requested funds crucial to making the project work with maximum impact, or does

## Tips on Grant Writing

- What does innovation mean?
  - Innovative can mean that the techniques, methods, or tools used to reach and impact seniors are experimental or new, or it could mean that they have been utilized or tested elsewhere but are new to this region or to your agency; it could mean that you are expanding or adapting an existing program in an incremental or creative new way; innovation can also mean the organizational approach to delivering services is being transformed in some way to maximize impact.
- What are Goals?
  - **We would like you to think of your goal as an overall statement of what you wish to accomplish** i.e. the final impact or outcome that you wish to bring about. This should obviously link back to the overall problem described in your proposal. You may want to use words such as reduce, decrease, create, improve, increase.
    - **Example 1:** *Decrease the number of Jewish seniors suffering from social isolation in Hamilton county.*
    - **Example 2:** *Increase the ability of homebound Jewish seniors to maintain their physical strength, balance, and mobility.*
- What are Objectives?
  - Measurable objectives are specific, quantitative and have a timeframe. For example:
    - “By December, 2024, at least 40 older adults will each have received at least 50 personal points of contact to reduce social isolation.”
    - “By March 30, 2023, clients in the program will indicate a 50% increase in their ability to access needed resources for medical care.”
    - “By the end of December, 2023, at least 35 Jewish seniors will be engaged as community educators and will lead over 250 hours of courses or workshops in their areas of specialty.”
    - Suggestion: Use this model:  
By [date], [quantitative measure/number of people] will have [important achievement].

## Creating The Project Budget

Feel free to use your organization's existing template for generating project budgets, but here are the types of things we would like to see included:

**Revenues** for the project, such as:

- donations from individuals (total combined \$ amount)
- donations from corporations/sponsors or other grant funders
- Government grants
- In-kind donations and estimated dollar value

- fees your organization will receive as part of the program (i.e. if clients or participants pay any tuition, ticket or fees as part of the services provided)
- funds your organization will internally contribute to the project out of its existing budget
- Loans or other financing

**Expenses** for the project, such as:

- Staff time
  - Only calculate the percentage of staff time that will be specifically working on this project. Please be aware that if the project appears to be an activity that should be part of your organization's standard activities, it may not be funded
  - Indicate if you will need to hire any staff specifically for this project
  - Include titles/project roles
- Supplies, materials
- Transportation and/or delivery
- Food costs related to the project
- Professional services for program (therapists, speakers, educators)
- Professional services for operating program (legal, accounting, consulting)
- Space (rental, improvements/modifications, construction) specific to the program
- Equipment
- Operations (prorated to the project, and/or for upgrades necessary to implement the project)
- Insurance (if project specific)
- Staff training, professional development (if project specific)
- Postage
- Marketing/advertising

**PLACES TO GET HELP ON GRANT WRITING**

[Cincinnati Public Library Grants Resources](#)  
[Cincinnati Public Library Grants workshops](#)