

**CITY OF FERNDALE  
ORGANIZATIONAL GRANT PROGRAM  
APPLICATION**

**INTRODUCTION**

The City of Ferndale provides grants to various human services and economic development organizations to enhance the quality of life for homeless, low-income, and senior residents and to promote economic development within the City. The challenge, given the City's inability to serve all needs for all people and all businesses, is to determine how to create the greatest impact with available funding.

The City of Ferndale's Organizational Grant Program annually seeks proposals from outside organizations that assist homeless, low-income, and senior members of the community, and also economic development initiatives that assist particularly small business development within the City of Ferndale.

This document outlines the necessity of the City working to help provide assistance for these important groups in Ferndale as well as providing an application opportunity for organizations to provide, in detail, how services they can provide on behalf of the City of Ferndale accomplish these support goals.

**STATEMENT OF NEED**

**Low-Income/Homeless/Seniors Support:** In Whatcom County there are numerous senior centers that involve, enrich, and empower seniors in the area. The senior centers allow membership to residents 50 years and older. Approximately 28 percent of Ferndale's population falls into this category of residents able to take advantage of senior center activities based on 2010 U.S. Census figures.

The City of Ferndale supports the goals of senior enrichment, particularly in terms of ensuring our senior residents have adequate nutritional assistance. These programs, however, are beyond the monetary capabilities of a City of our size.

Also of concern to the City are the approximately 30.5 percent of Ferndale households with income of \$35,000 or less. Generally, many assistance programs nationwide allow households to qualify if they are at or below 150 percent of the federal poverty level. In 2012, a family of four with an annual income of \$34,575 would qualify for such assistance.

About 48 percent of residents within the Ferndale School District boundary, which encompasses the City and outlying areas, live at or near the poverty level. About 37 percent of all serviced at the Ferndale Food Bank are children.

Community support for our seniors, low-income, and homeless residents is crucial to a vibrant community with an exceptional quality of life for all. The City of Ferndale, however, has limited funding to support many worthy programs that it may believe are pertinent to addressing essential community services. Outside organization agreements, support, and cooperation are crucial in allowing the City to maximize the little funding it has to accomplish important community goals.

**Economic Development:** Western Washington University's Center for Economic Vitality has estimated that about 82 percent of the City of Ferndale's potential retail sales tax dollars leave the City for other jurisdictions. Over the last several decades the City has lost much of its retail development to outside entities, particularly larger Cities with centralized locations for shopping. A lack of retail establishments in Ferndale removes residents' ability to shop locally and support a vibrant, economically sound City. This translates into a crucial loss in revenue for a City charged with providing essential public services to the community.

The City of Ferndale lacks the funding to continually assess the economic outlook of the community in order to determine the best long-term solutions to boosting economic development in the City in order to provide essential services.

## **PROJECT ELIGIBILITY**

Non-profit organizations, governmental entities or educational institutions that provide assistance to low-income, homeless, and senior residents, or that promote economic development at the municipal level may apply through the Organizational Grant Program to assist the City of Ferndale in supporting these various resident and business user groups in the City to promote a vibrant, enriched and economically viable community.

## **APPLICATION REQUIREMENTS**

To be considered, applications must be complete and adhere to the specified format.

### **1. ELIGIBILITY**

Each applicant will be required to concisely define the service to be provided through the proposed project and demonstrate how it will do so.

### **2. SCOPE OF WORK**

The applicant will be required to submit a scope of work that breaks down the overall project into a progression of logical steps. The scope of work will detail work to either support low-income/homeless/senior residents or to promote economic development within, and on behalf of, the City of Ferndale.

### **3. TIME LINE**

The elements and the scope of work must be keyed to milestones indicating when each will be undertaken and/or completed.

### **4. BUDGET**

The project budget will include both the revenue and expense categories; all income (including in-kind) will be broken out by amount and source, and expenses will be itemized as well.

## **SELECTION PROCESS**

When the application solicitation period opens, the Deputy City Clerk will inform interested applicants of the funding process and the eligibility criteria. When the solicitation period closes, qualifying applications will then be reviewed by the City of Ferndale. The mayor's administration will review applications with the Ferndale City Council as part of the regular annual budgeting process.

**The Council will make the final decision on approval and funding levels. Recommendations by the administration are not a guarantee or approval of grant funding for an organization or any program.**

The City of Ferndale does not discriminate on the basis of race, religion, color, sex, national origin, marital status, familial status, age, sexual orientation and disability in employment or the provision of services.

**ORGANIZATIONAL GRANT PROGRAM  
EVALUATION CRITERIA**

The criteria listed below constitute the standards by which applications for Organizational Grant Program funding are judged. In some cases, by their nature, some applicant events, activities, programs, organizations, and facilities will not be able to meet all criteria. However, the more criteria met, the stronger the application.

**CRITERIA:**

- 15 Program outputs are well defined; measurable, and attainable
- 15 Program will make a significant difference in addressing priority need (s)
- 10 Program description indicates the program has the potential to achieve the identified outputs
- 10 Program costs are reasonable for the proposed outcomes/outputs
- 10 Agency has demonstrated initiative in leveraging funds from other sources
- 10 Agency has the financial stability to maintain program and achieve outcomes/outputs
- 10 Agency has the staff and volunteer resources to maintain program and achieve outcomes/outputs
- 10 Agency collaborates with other community organizations to enhance program effectiveness and efficiency
- 10 Evaluator Discretionary points

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**100 Total Points Possible**



## **2. PROJECT SUMMARY**

In the space below, **provide a one paragraph**, concise summary of your request and what it will accomplish. If your request is part of a larger project, you may briefly describe the overall project. However, please focus the bulk of your answer on the specific element for which you are requesting funding.

## **3. SCOPE OF WORK**

Describe the project. Expand your summary paragraph from the Project Summary to address such issues as:

- a. What it is you wish to do?
- b. How will the community benefit?
- c. What are the beginning and ending dates of your project?
- d. What measures you will apply to evaluate its success
- e. Brief history of the work to be done/organization

(Ensure that you respond to each portion of the directions.) If you are requesting funds for a specific portion of a larger project, please state that, but focus your response on the element for which you are requesting grant assistance. You may use additional pages as necessary. **Attachments to this section should be labeled "3. Scope of Work."**

**4. MEETS ASSISTANCE OBJECTIVES/PROMOTES ECONOMIC DEVELOPMENT/BUILDS COMMUNITY ASSETS**

Based on the evaluation criteria, how does the proposal build on community assets? **Attachments to this section should be labeled: "4. Meets assistance of objectives/promoted economic development/builds community assets."**

**5. PROJECT BUDGET**

Please detail the budget for your project. Specify whether your various match items will be cash (C) or in-kind (I/K). **Attachments to this section should be labeled "5. Project Budget."**

**BUDGET SHEET**

PROJECT:

ITEM	CITY	MATCH*	C	I/K	TOTAL
1.	\$	\$			\$
2.	\$	\$			\$
3.	\$	\$			\$
4.	\$	\$			\$
5.	\$	\$			\$
6.	\$	\$			\$
7.	\$	\$			\$
8.	\$	\$			\$
9.	\$	\$			\$
10.	\$	\$			\$
<b>TOTALS</b>	\$	\$			\$

\*While matching funds are not required, the amount of additional funds, supplies, materials, and staff time an organization brings to a project is a good measure of that organization's commitment to success.

## **6. PAST PERFORMANCE**

If your group received Organizational Grant monies in the past, briefly describe how those funds were utilized.

## **7. PROJECT/WORK TIMELINE**

In as much detail as possible, provide a timeline for work to be done based on grant funding received. **Attachments to this section should be labeled "7. Project Timeline."**

If this is your first time receiving an organizational grant from the City of Ferndale, the City reserves the right ask for further documentation, including but not limited to, proof of non-profit status, minutes from meetings, and financial documentation.