



## CONTACT

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# 2022 Core Grant Application

## Core Grant Overview

- Requests up to \$50,000
- Focus on People Attraction: Population growth, retention, and tourism
- Preference given to capacity building opportunities alongside material purchases
- Payment provided upon acceptance of the grant award with follow-up reporting required within 12-months of receiving funds
- Coaching opportunities provided by the DRA and community partners throughout the grant cycle

## Key Dates

Application Available: Sunday, May 1, 2022

Application Deadline: Friday, May 20, 2022

Grant Award Announcement: Tuesday, July 26, 2022

## Focus for Grant Applications

All requests for funding in 2022 should tie to the mission of **People Attraction: Population Growth, Retention and Tourism**. This aligns with the DRA's mission of providing social, economic and community betterment and lessening the burden of Dubuque city and area government, as well as our vision of being a dynamic community resource, acting as a catalyst to enhance the quality of life and financial well-being of the tri-state community.

## Capacity Building vs Material Purchases

Historically, the DRA has funded mostly material items, in 2022 funding preference will be given to applications with capacity building alongside of material purchases.

## What is Capacity Building?

Capacity building is the process of developing and strengthening the skills, instincts, processes and resources that organizations and communities need to survive, adapt and thrive in a fast-changing world.

Examples of capacity building activities and potential projects:

- Planning Activities: Organizational assessments, strategic planning, creating a development plan/strategy.
- Donor Development: Marketing/communications, online donor portals, improvements to the donor experience.

- Strategic Relationships: Strengthening relationships with professional advisors and/or nonprofit partners.
- Internal Operations: Improvements to donor database/financial management system, volunteer management, organization website.
- Professional Development: Staff, contractor, or affiliate volunteer(s) attendance at regional/national conferences, local or online trainings.
- Financial Audits: First time audits which can open additional funding opportunities for the organization.
- Organization Marketing: Website creation/design, marketing materials, materials to help promote the organization externally.

### **Types of Organizations that Can Apply**

Nonprofit organizations that meet eligibility requirements are encouraged to submit a grant application. The DRA considers each unique application on a case-by-case basis, with the overall goal of **people attraction: population growth, retention, and tourism.**

Applications will be considered from organizations in all sectors including:

- Arts & Culture
- Civic & Community Development
- Education
- Emergency Services
- Health & Human Services
- Recreation
- Veterans

### **Coverage Area**

The DRA's geographic focus is the tri-state area. The primary focus being Dubuque and contiguous counties, including Grant, Lafayette and Iowa counties in Wisconsin and Jo Daviess county in Illinois.

### **Eligibility**

- Applicants must be a non-profit, tax-exempt organization that has received 501(c)(3), 501(c)(4), 501(c)5, 501(c)6, 501(c)(7), 501(c)(8), 501(c)(10), or 501(c)(19) designation from the Internal Revenue Service or must be a unit of political subdivision (i.e., Conservation Districts).
- Organizations are not allowed to share or borrow a 501(c) status with another organization. The name on the application must match the name on the IRS-issued letter.
- Only one application per 501(c) or equivalent tax-exempt organization will be accepted.
- Individual schools, churches, and volunteer fire departments will not need a 501(c) letter. They are either exempt by law or fall under a blanket exemption because of their ties to a municipality.
- Cities/villages/towns/counties are allowed one application. A statement of support from the city/county administrator endorsing the project must be included with the application.

## **Schools**

- School applications must be submitted through the district office. If there is no district office, submission must be approved by the school principal or administrator.
- One district application should be submitted to encompass all schools within the district.
- School Districts including Dubuque Community Schools, Western Dubuque Community Schools, Holy Family Schools, Maquoketa Community School District and Monticello Community School District: **one** application should be submitted on behalf of the entire school district. While individual projects at each school will be considered, we encourage an application that can benefit the entire district.
- If an affiliated organization is applying on behalf of the school, the affiliated organization must hold a 501(c) in its own name and a letter from the principal/administration must be included with the application. The letter must state that the school/district does not intend to submit an application and the organization is applying on their behalf.

## **Limitations**

The DRA will not fund the following though the core grants:

- Capital campaigns or endowment funds
- Political causes, candidates and lobbying efforts
- Individuals, including scholarships and personal benefits
- Debt incurred or purchases made prior to calendar year 2022

## **Scoring**

Applications will be scored on the following:

- Alignment with the DRA Mission: People Attraction (population growth, retention, tourism)
- Alignment with their organizations Mission
- Is there a clear plan on how to incorporate Diversity, Equity and Inclusion into their work
- Nature of Need: Is the program/project unique or are other organizations doing the same thing
- Partnerships: Other organizations/groups you work with to accomplish the overall goal of the program/project
- Overall Impact: What is the impact for the community and is there sustainability beyond initial award of fund

## **Recognition of Funding**

The DRA has created guidelines to assist organizations with properly recognizing the DRA for funding this includes, but is not limited to:

- Press Release
- Social Media Post
- Logo Lock-up
- Signage

***All questions related to the Core Grant Program should be directed to [info@dradubuque.com](mailto:info@dradubuque.com).***