



2018 Wells Fargo and USCM CommunityWINS® Grant Program

Application Guidelines



The Wells Fargo and
U.S. Conference of Mayors
CommunityWINS® Grant Program
is a collaborative effort between
USCM, Wells Fargo Bank, and
Wells Fargo Foundation.



Together we'll go far



Goal of this grant funding

The Wells Fargo/U.S. Conference of Mayors (USCM) **CommunityWINS** (Working/Investing in Neighborhood Stabilization) Grant Program is a collaborative effort between USCM, Wells Fargo Bank, and the Wells Fargo Foundation. The goal of the grant is to:

- Assist cities with the opportunity to invest, strengthen, and promote long-term economic prosperity
- Award \$1,000,000* to support local nonprofit partners to cities of all sizes nationwide in 2018

The awards are aimed to recognize outstanding mayoral-based initiatives that can assist their city in promoting economic growth and to share these best practices to assist other cities in developing local programs in their market.

Background

In January 2015, the U.S. Conference of Mayors (USCM) and Wells Fargo announced a new collaboration, the **CommunityWINS** grant program, aimed at accelerating neighborhood revitalization, economic development, and job creation in municipalities across the country.

The USCM and Wells Fargo are committed to providing the opportunity for cities across the United States, through local nonprofits, to invest in and promote the long-term economic prosperity and quality of life for their communities. Together, we're focused on strengthening and expanding communities, removing blight and rebuilding communities, recognizing outstanding leadership and innovative solutions, and identifying these initiatives and best practices.

Step 1 | Eligibility guidelines

Every member city of the USCM is eligible to apply for the 2018 **CommunityWINS** Grant Program. Applications must include a Letter of Support from the Mayor. A city may nominate **up to three** eligible nonprofit organizations of the city's choice to apply. The eligible nonprofit must represent a U.S. based IRS qualified charitable 501(c)(3) organization with a valid tax identification number.

The eligible programs must address one of the following segments:

- **Neighborhood stabilization** — projects designed to stimulate growth, stability, and assist in removing blight and rebuilding communities
- **Economic development** — projects designed to promote business development
- **Job creation** — projects to aid in local job creation or assist in job training

All programs must be initiated with the full support of the mayor to be eligible, including those developed and implemented in collaboration with the private sector, community groups, and other partners.

Cities applying for the award must be in good membership standing with USCM.

Award breakdown:

- Six awards available in 2018
- Two awards per population category
 - **Large:** Population greater than 250,000 • **Medium:** Population of 75,000 – 250,000, • **Small:** Population less than 75,000

	Large city winner	Large city outstanding achievement	Medium city winner	Medium city outstanding achievement	Small city winner	Small city outstanding achievement
Grant award/year	\$300,000	\$75,000	\$150,000	\$50,000	\$150,000	\$50,000

Step 2 | Application

Eligible nonprofit organizations interested in competing for the 2018 **CommunityWINS** Grant Program must complete the online application, available at usmayors.org/communitywins. Applications will only be accepted online.

Completed applications are due no later than March 16, 2018. Correspondence will only be sent to mayoral and nonprofit email addresses supplied in the completed applications.

If you have any questions regarding the application process or program, please send via email to CommunityWINS@wellsfargo.com.

Step 3 | Selection and review process

An independent panel of external judges, comprised of former mayors and experts, will convene in April 2018 to select the winners of the **CommunityWINS** Grant Program. Judges will use the following criteria to select the winning programs/non-profit organization:

- Innovative ideas that can be replicated
- Demonstrate Mayoral collaboration with the nonprofit to help strengthen communities
- Project's ability to complete within designated timeframes
- Winning nonprofit programs in previous years are no longer eligible

Step 4 | Announcement of awards

Announcement of the winning initiatives will be made at a Plenary Luncheon in June 2018, during The U.S. Conference of Mayors 86th Annual Meeting in Boston, Massachusetts. Winning nonprofit organizations will be notified prior to the annual conference.

Step 5 | What winning nonprofits must do:

1. Mayors of winning nonprofits must attend or send a designee to the Annual meeting in June 2018 in Boston, Massachusetts.
2. Each award recipient must host a local mayoral dedication event. Local dedication events will be held after the awards are announced and should be completed by the end of the year 2018. The United States Conference of Mayors will work extensively with assisting municipal staff in planning the local dedication event and USCM and Wells Fargo will be in attendance to re-present the award to the mayor.
3. All award dollars must be utilized within 1 year of receipt, and each winning nonprofit will provide detailed reporting on how the award dollars were used.

Note: If dollars are used in conjunction with other award dollars, **CommunityWINS** Grant Program funds must be utilized within 2 years.

Step 6 | Important dates

January 24 – March 16, 2018: Application Period

March 16, 2018: Application Deadline (Midnight Eastern Time)

June 8 – 11, 2018: **CommunityWINS** Grant Program awards announced at 86th Annual Meeting in Boston, Massachusetts

CommunityWINS[®] Grant Program

Mayor contact information:

Name

Address

City, State, Zip

Phone Number

Email Address

Population Category:

- Large (Population greater than 250,000)
- Medium (Population of 75,000 – 250,000)
- Small (Population less than 75,000)

Mayoral staff contact information:

Name

Phone Number

Email Address

Nonprofit contact information:

Name of organization

Primary contact name

Address

City, State, Zip

Phone Number

Email Address

Website

What you need to submit

Your nonprofit organization is being considered for a **CommunityWINS** Grant Program award. In order to proceed with the consideration process, please submit the application online at usmayors.org/communitywins. Below is a checklist of information you will need to collect before applying online.

If you have any questions, please send an email to CommunityWINS@wellsfargo.com.

Section 1: Description of proposed Mayor initiative/program

Completed by Mayor's office and nonprofit organization

- Name of the project or program
- Is it a new or existing project or program? If an existing project or program, what year did it start?
- Provide an executive summary describing how grant funds will be used (limited to 500 words)
- Why did the city identify the need for this project or program?
- How is the Mayor supporting the initiative?
- Describe how your project or program is innovative or outstanding
- List the city's goals for neighborhood stabilization and how those goals are accomplished by the project or program
- Please provide sample budgets for each of the grant award categories:
 - Large Cities: Population 250,000+
 - A) \$300,000
 - B) \$75,000
 - Medium Cities: Population (75,000 – 250,000)
 - A) \$150,000
 - B) \$50,000
 - Small Cities: Population (up to 75,000)
 - A) \$150,000
 - B) \$50,000
- Upload a detailed Budget A and B with specific line item(s) explaining how the grant dollars will be allocated to proposed initiatives/program
- What other resources are available for leverage?
- How much money is required for a successful implementation of this project or program? (attach project budget; no more than 15% can be used toward administrative fees)?
- Who are your partners? What other funding sources or resources will be used to support the project or program?
- List project plan or timeline showing key milestone dates and expected project completion timeframe (include funding through completion date with completion date being no later than 1 year from funds awarded)
- How will your organization measure the project's success?
- Upload Mayoral Letter of Support. Please address to 2018 CommunityWINS Judging Panel c/o USCM, 1620 Eye Street N.W., Washington D.C. 20006

Section 2: Organization and program information

Completed by the Nonprofit organization

- Mission statement and year founded
- General overview of programs and services offered
- Staff information — names and titles

- Relationship with Wells Fargo (e.g., local investments, grants or volunteer support. Please include contact information for relationship.)
- List examples of recent projects with city
- Describe the success metrics you will use to ensure a successful initiative/program, including expected outcomes and impact

Section 3: Required application information to qualify

Completed by the Nonprofit organization

Upload the following:

- W-9
- Federal Tax ID Number and certificate (unexpired)
- 501(c)(3) letter
- Provide a copy of the organization's recently filed IRS Form 990 including Schedule A, if applicable; and most recent audited financial statement
- Provide a copy of current annual budget

Requirements for consideration

When making the decision to participate in the program, please consider the following requirements of award winners:

- All nonprofits must provide Mayoral Letter of Support and legal documents (W-9, Federal Tax ID and certificate, and 501(c)(3) letter) to qualify.
- Mayors of award-winning nonprofits must attend or send a designee to the awards announcement ceremony at the Plenary Luncheon during the U.S. Conference of Mayors 86th Annual Meeting in Boston, Massachusetts.
- Each award recipient must host a local mayoral dedication event by the end of the year 2018. Local dedication events will be held after the awards are announced. The United States Conference of Mayors will work extensively with assisting municipal staff in planning the local dedication event and USCM and Wells Fargo will be in attendance to represent the award to the mayor.
- **Correspondence will only be sent to mayoral and nonprofit email addresses supplied in the completed application.**
- All projects must be completed by the end of one year from receiving grant dollars.
- Winning cities' nonprofit partners must complete and submit a CommunityWINS Final Report within one year from receiving grant dollars.

In addition to financial rewards, cities will be receiving the following:

- A national media campaign by the USCM and Wells Fargo to publicize the city's achievements in creating community development programs in their communities through their nonprofit partners.
- Recognition at the U.S. Conference of Mayors 86th Annual Meeting in Boston, Massachusetts.
- A description of the winning projects or programs will be highlighted on the conference's website and USCM publications.