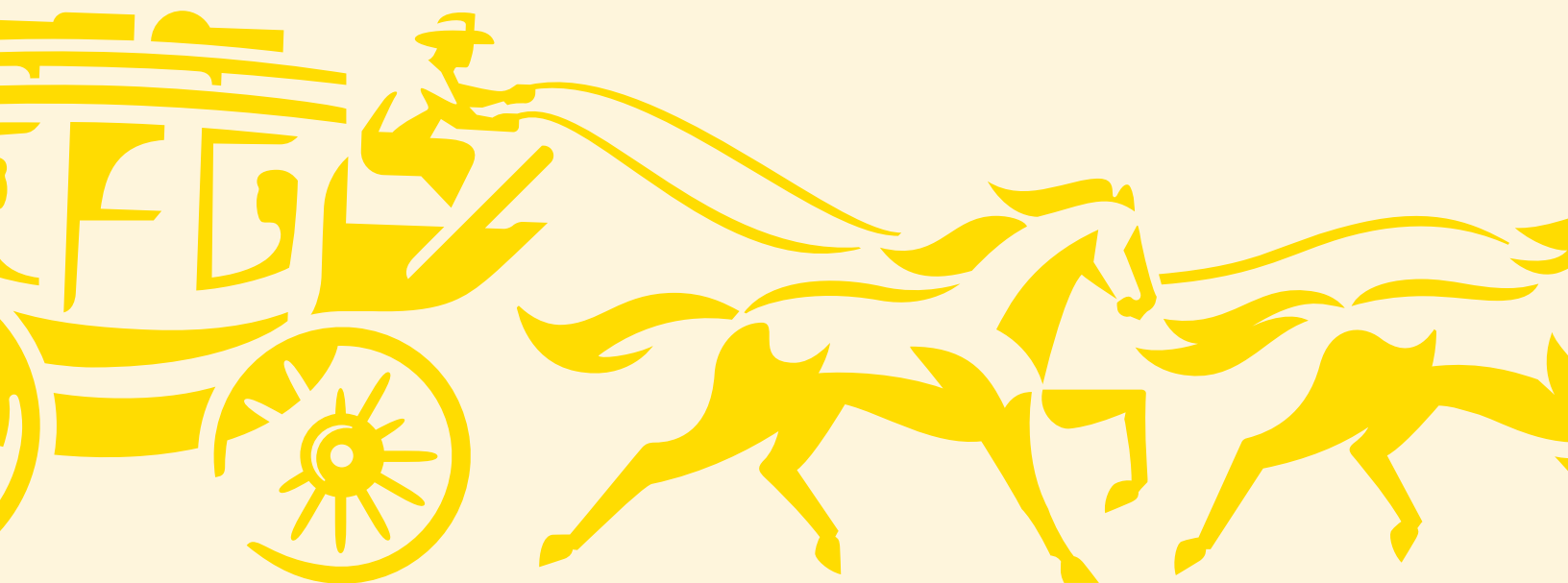


Application Guidelines

2020 Wells Fargo and USCM CommunityWINS® Grant Program

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.





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 address housing affordability issues.
- Award \$1,000,000 to support local nonprofit partners to cities of all sizes nationwide.

The awards are aimed to recognize outstanding mayoral-based initiatives that can assist their city in reducing the cost burden of housing and increase access to safe, affordable places to live.

The **CommunityWINS** grant program, a collaboration between USCM and Wells Fargo, is aimed at addressing the housing affordability crisis including transitional housing, rentals, and homeownership projects and programs.

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 for municipalities by advancing housing affordability solutions. Together, we're focused on strengthening, expanding, and modeling scalable, innovative housing affordability solutions to create a positive societal impact.

Step 1: Eligibility guidelines

Every member city of the USCM* is eligible to apply for the 2020 **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:

Housing Initiatives — projects designed to address housing affordability solutions to increase availability and affordability of rentals, transitional housing and/or sustainable homeownership

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.

*Mayors and non-profits who received funding in 2019 are ineligible for 2020 funding.

Award breakdown:

- Eight awards are available in 2020
- Two awards per population category

Metropolitan: Population greater than 500,000

Medium: Population of 50,000 – 275,000

Large: Population of 275,000 – 500,000

Small: Population less than 50,000

	Metropolitan winner	Metropolitan outstanding achievement	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	\$100,000	\$200,000	\$75,000	\$150,000	\$50,000	\$75,000	\$50,000

Step 2: Application

Eligible nonprofit organizations interested in competing for the 2020 **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 October 9, 2020. 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 November 2020 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

Step 4: Announcement of awards

Announcement of the winning initiatives will be made in January 2021, during The U.S. Conference of Mayors 89th Winter Meeting in Washington D.C. Winning nonprofit organizations will be notified prior to the winter conference.

Step 5: What winning nonprofits must do

1. Mayors of winning nonprofits **must attend or send a designee** to the Winter meeting in January 2021 in Washington D.C.
2. The top four grant award recipients 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 2021. 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

June 12 – October 9, 2020: Application Period

October 9, 2020: Application Deadline (Midnight Eastern Time)

January 2021 Winter Meeting: **CommunityWINS** Grant Program awards announced at 89th Winter Meeting in Washington D.C.



CommunityWINS® Grant Program

Mayor contact information:

Name

Address

City, State, Zip

Phone Number

Email Address

Population Category:

- Metropolitan (Population greater than 500,000)
- Large (Population of 275,000 – 500,000)
- Medium (Population of 50,000 – 275,000)
- Small (Population less than 50,000)

Mayoral staff contact information:

Name

Address

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 housing initiatives and how those goals are accomplished by the project or program
- Please provide sample budgets for each of the grant award categories:
 - Metropolitan Cities — Population: 500,000+
 - a. \$300,000
 - b. \$100,000
 - Large Cities — Population: 275,000 – 500,000
 - a. \$200,000
 - b. \$75,000
 - Medium Cities — Population: 50,000 – 275,000
 - a. \$150,000
 - b. \$50,000
 - Small Cities — Population: up to 50,000
 - a. \$75,000
 - 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 2020 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, if available.)
- List of examples of recent projects with city
- Description of 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 certificate (unexpired)
- 501(c)(3) letter
- A copy of the organization's recently filed IRS Form 990 including Schedule A, if applicable; and most recent audited financial statement
- 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 certificate, and 501(c)(3) letter) to qualify.
- Mayors of award-winning nonprofits must attend or send a designee to the awards announcement ceremony during the U.S. Conference of Mayors 89th Winter Meeting in Washington D.C.
- The top four grant award recipients must host a local mayoral dedication event by the end of the year 2021. 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 re-present 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 89th Winter Meeting in Washington D.C.
- A description of the winning projects or programs will be highlighted on the conference's website.

