

YBCBD Community Benefit Fund Guidelines

Yerba Buena Community Benefit District Overview

The Yerba Buena Community Benefit District (YBCBD) is a non-profit 501(c)(3) community-based organization that works to advance the quality of life for residents and visitors in the Yerba Buena Neighborhood and San Francisco on an ongoing basis by fostering a safe and secure community, enhancing environmental quality and beauty, and reinforcing the viability of our economic base. The YBCBD property owners within the boundaries of the District approved a special property assessment to fund the YBCBD's services and operations.

The goals of YBCBD are to:

- 1) Improve the safety and security in the Yerba Buena Neighborhood;
- 2) Increase cleanliness and expand the beauty of the Yerba Buena Gardens with greening activities;
- 3) Define and brand the Yerba Buena Neighborhood to increase visitors, business, community recognition while helping people effectively navigate the neighborhood;
- 4) Increase the economic viability of the Yerba Buena Neighborhood; and
- 5) Create an ideal place to live, work, study and visit.

Community Benefit Fund

As part of our commitment to advancing the quality of life for residents and visitors in the Yerba Buena Neighborhood, YBCBD has \$157,000 available in FY20 to award to projects that enhance neighborhood vitality and promote community connections. Up to \$78,500 is available this funding cycle.

The Community Benefit Fund is governed by YBCBD's Community Benefit Fund Committee, which is comprised of board members, and community representatives who live, work, and/or volunteer in the Yerba Buena neighborhood. The Committee considers three types of grants:

- 1) "Full Grants" of up to \$25,000
- 2) "Mini-Grants" of up to \$5,000
- 3) Event Sponsorships of up to \$5,000

The Committee submits Full Grant recommendations for approval to the YBCBD Board of Directors and Mini-Grants and Event Sponsorships to the YBCBD Executive Committee for approval.

The Committee established the following values and approach for the Fund:

- ✓ The Fund will reflect YCBCD's mission, values, and goals, and grant awards will be complementary to, but not duplicative of, other YCBCD investments or support
- ✓ The Fund is committed to providing a transparent application and selection process, ensuring strong accountability to the community
- ✓ The Fund is designed to promote community collaboration and strengthen YCBCD relationships with its constituency and the community at-large

Funding Priorities

Funding will be awarded in four primary categories:

- 1) *Public Art* – Public art provides a diverse and stimulating environment for the District's residents, visitors, and employees. We seek works of art that meet the highest aesthetic standards reflective of diverse social and cultural perspectives. Public art may take many forms, including freestanding sculptures, murals, fountains, and artist-designed functional elements such as doors, gates, fencing, lighting fixtures, street furniture and bridges. It can include "place-specific" installations, either temporary or permanent, that respond to elements or characteristics found in a particular location.

Projects can provide new opportunities for significant creative work to be presented in public spaces and support new artistic and cultural experiences for the community. Projects will reach beyond the typical arts audience, engage the public in unusual ways, and take place in contexts outside conventional exhibition and performance spaces. Preference is given for projects that actively engage District residents and/or are created by District artists. All permanent public art projects must include a plan for ongoing security and maintenance; be publicly accessible or visible to the public free of charge; and be installed in accordance with all applicable city codes and regulations.

- 2) *Streetscape Improvements* – Projects that improve the environmental and/or aesthetic feel of the neighborhood, creating a better place to live, work, study and visit are included in this category. Possible projects include capital items such as trees as well as activities such as tree planting, community gardening, and neighborhood clean-ups. All streetscape improvement projects must include a plan for ongoing security and maintenance; be publicly accessible or visible to the public free of charge; and be installed in accordance with all applicable city codes and regulations.
- 3) *Community Building* – Projects that provide community building activities and are implemented within the District will be considered for funding. Projects may include a variety of recreational, educational, social service and/or community building strategies

and events that improve the quality of life for people in the District. Projects may be open to the general population or target specific populations (such as youth or seniors) and focus on district residents and/or visitors; with a strong priority for those that are free of charge and accessible to people of all income levels. Projects can be offered on a one-time, multiple intervention, or ongoing basis. Please note that due to an increase in the quantity and quality of proposals, fundraising events or gala requests with strong District connection and benefit will still be considered, but will be given a much lower priority than other requests.

- 4) *Public Safety Enhancement* – Projects that prevent or reduce violence and increase safety in the District will be considered. Projects may include a variety of strategies from pedestrian safety initiatives, neighborhood watches, and security escorts to emergency telephones and increased lighting. Capital projects must include a plan for ongoing security and maintenance; benefit the public in the District; and be installed in accordance with all applicable city codes and regulations.

Grant Types & Amounts

Three types of grants will be offered through the YCBCD Community Benefit Fund:

- 1) Full grants of up to \$25,000
- 2) Mini-grants of up to \$5,000 per project
- 3) Event sponsorships of up to \$5,000 per event

Full grants will be awarded for one-year, and projects should be completed within that timeframe. Mini-grants and event sponsorships will be awarded for six months to one year, and projects should be completed within that time frame. Organizations may not receive more than two grants of any kind, i.e. full grants, mini-grants, or event sponsorships, per twelve-month time period.

Eligibility

- 1) *Geography* – For full grants, the proposed project or event must be implemented within the District. The project may benefit residents of the District, other San Francisco residents who participate in the project within the District, or visitors to the District. The applicant agency does not have to be located in the District, but the actual project must occur in the District. Priority will be given to projects that are operated by organizations located within the District. For mini-grants and event sponsorships, the proposed projects and/or events must occur in the neighborhood and benefit the neighborhood.

- 2) *Community Impact* – Proposals must identify clear results in terms of creating positive community impact, providing measurable outputs and outcomes that quantify the benefit of the proposed activities
- 3) *Use of Funds* – The project must not supplant public funding or be used to fill a budget deficit. Funding can be used to encourage voter participation but not for lobbying, political contributions, or to support political campaign-related activities.
- 4) *Minimum Matching Requirements* – Matching funds are required for full grants only. YCBCD funds can comprise no more than 50% of the project budget for full grants. Evidence of other committed or pending funding sources must be provided at the time of application. The 50% minimum match can be met through cash, in-kind donations and/or volunteer hours. Please be sure to include a project budget showing both expenses and revenue with your application.
- 5) *Fiscal Health* – For full grants, organizations must provide most recent financial statements (including actuals to budget, balance sheet and income statement) as well as most recent 990 Form and most recent audited financial statements (if organization has financial audits). If there are significant deficits or concerns about financial health, please include a narrative explanation of the issue and its status with the statements.
- 6) *Organization Status* – For full grants, applicants must have nonprofit 501(c)(3) tax-exempt status or utilize a fiscal agent who has nonprofit 501(c)(3) tax-exempt status. For mini-grants and event sponsorships, applicants must have nonprofit tax-exempt status or utilize a fiscal agent who has tax-exempt status.
- 7) *Insurance* – All organizations must possess general liability insurance and add the Yerba Buena Community Benefit District as an additional insured if funding is awarded.
- 8) *Capital Projects* – Capital projects must be completed in accordance with all applicable zoning, permitting, and other city codes and ordinances. Maintenance and security plans for all permanent items must be provided.
- 9) *Events* – Events must be open to the public and, where possible, have an element of lasting impact such as a report, photos on a website, or other methods of capturing and sharing the experience beyond the actual event. Events must be scheduled to occur at least 8 weeks after YCBCD funding announcement date of October 25, 2019 or no sooner than December 20, 2019 (for event sponsorship grants) or January 10, 2020 (for full grants).

10) *Recognition* – YBCBD support must be prominently recognized on organization’s websites, written materials and by other methods as appropriate. Events must provide opportunity for the YBCBD to be recognized as a community partner at the event (e.g. printed on a program, banner, and/or invitations). Capital projects must include public signage recognizing YBCBD support of the project.

Selection Criteria

Full and mini grant projects and events must meet all of the eligibility criteria above and address at least one of the four priority funding areas: public art, streetscape improvements, community building and/or public safety enhancement.

Preference is given to projects that meet many of the selection criteria below; the more criteria that are met, the more competitive the application may be:

- ✓ Are implemented by individuals and organizations residing or located in the District
- ✓ Increase neighborhood vitality and enhance quality of life in the District
- ✓ Are highly publicly accessible and/or visible to people of all income levels
- ✓ Foster community collaboration and engagement
- ✓ Represent the diversity of the Yerba Buena neighborhood
- ✓ Demonstrate creativity and innovation
- ✓ Increase the economic viability of the Yerba Buena neighborhood
- ✓ Enhance business and community recognition in order to increase visitors to the neighborhood
- ✓ Although applicants may apply every six months, preference is given to organizations that have not received YBCBD funding in prior rounds
- ✓ For full grants only (NOT mini-grants or event sponsorships) preference is given to projects that provide additional matching funding, beyond the required 50% minimum match

Summary of Differences between Full Grants, Mini Grants, and Event Sponsorships

In order to assist applicants in determining whether to apply for a full grant, mini grant, or an event sponsorship, the following table summarizing the key differences of each grant program. All other elements of the guidelines, eligibility, and criteria are the same for each type of grant.

	Full Grants	Mini Grants	Event Sponsorships
Maximum Grant Amount	\$25,000	\$5,000	\$5,000
Minimum Matching Amount	At least 50% of grant request	Not required	Not required
Eligible Applicants	Must be a nonprofit 501(c)3 tax-exempt entity or have fiscal sponsorship from one	Must be a nonprofit, tax-exempt entity or have fiscal sponsorship from one	Must be a nonprofit, tax-exempt entity or have fiscal sponsorship from one
Selection Criteria	Preference for proposals that exceed matching requirement	No preference regarding matching amounts	No preference regarding matching amounts
Proposal Form	Full grant application form including cover sheet, five page narrative and multiple attachments	Two page letter including requested information and minimal attachments	Two page letter including requested information and minimal attachments

Selection Process

Organizations interested in submitting a proposal for funding consideration may do so by completing the full grant or mini-grant/event sponsorship application form.

Proposals for this cycle will be due by 5:00 p.m. on Wednesday, September 4, 2019. All applications received by this date will be reviewed based on the selection criteria. Applicants will be notified of funding decisions for mini-grants and event sponsorships by October 25, 2019 and full grants by November 15, 2019.

The Community Benefit Fund Committee will review applications and issue funding recommendations to the YCBCD Board of Directors (full grants) and the YCBCD Executive Committee (mini grants and event sponsorships). No members of the Committee may be staff, board members, or have financial interests in the applicant organizations. Please see the YCBCD conflict of interest policy at www.ycbcd.org for more information.

Amendments to Guidelines

Annually, the Community Benefit Fund Committee will review these guidelines and make any recommendations for change to the YCBCD Executive Committee and/or the YCBCD Board of Directors.

Grant Application Conference

We will host a Grant Application Conference on Monday, July 22 from 10:00 to 11:00am in the YCBCD Conference Room, Suite 916 of the Hearst Building, 5 Third Street. ***This is essential for new applicants and highly recommended for repeat applicants as our guidelines are usually refined each round.*** After this date, we encourage you to contact our team to address any questions you may have and ensure submission of a highly competitive proposal. Please feel free to contact Cathy Maupin at 415.644.0728 x 2 or cmaupin@ycbcd.org.

Grant Reporting Requirements

Awardees are required to submit a summary report in the following format at the conclusion of the project. ***Complete and timely submission of reports is essential for future funding consideration.*** Be sure to clearly articulate the benefits to YCBCD residents, employees, employers and/or visitors within the report.

1. What measurable goals did you set for this project overall, and what indicators did you use to measure your performance?
2. To what extent has your project achieved these goals and levels of performance? What were the activities carried out to meet these goals? Be sure to include the specific outputs and outcomes from the project.

3. For projects directly serving people, (this only applies to projects with ongoing direct contact, not one-time events), be sure to include demographic information about the unduplicated number of people served including:
 - a. Number and percentage of total of YBCBD residents served
 - b. Age, gender and ethnicity composition of those served (i.e. 45% male, 55% female, etc.)
 - c. Number and percentage of low-income people served

4. For events, please be sure to include the following items were applicable:
 - a. Number of people in attendance (and as compared to past events)
 - b. Amount of money raised (and as compared to past events)
 - c. List of event sponsors (if relevant)

5. In what ways did your project help to advance the quality of life for residents and visitors in the Yerba Buena Neighborhood (foster a safe and secure community, enhance environmental quality and beauty, increase economic vitality, and/or promote community connections, etc.)?

6. In order for the YBCBD to learn more about what it takes to carry out projects/events like yours, please share what you learned from this project/event, any significant changes you made from your original plan, any major challenges you encountered, and how you addressed them.

7. Submit any related publications including any photographs, media coverage or other communications materials about the project. Also attach any event promotional items that include the YBCBD name and/or logo if applicable.

8. Include a financial report that documents how you actually spent your grant funds, based on your submitted budget. Also include the source and amount of other funds used for the project, if applicable.