



The Department of State  
2020 Complete Count Commission (DOS2020C3-NP)  
Nonprofit Grants Program

Fiscal Year 2020

Grant Guidelines Nonprofits

Application Due Date and Time:  
October 31, 2019 by 5:00 p.m.

Access the DOS2020C3-NP grant guidelines by clicking this link:

<https://www.nj.gov/state/njcounts.shtml>

I am privileged to serve as New Jersey's Secretary of State and Chair of our state's Complete Count Commission. The Complete Count Commission's recent report details New Jersey's robust response to the 2020 Census.

Less than a year from now, the 2020 Census will be in full swing, with most households receiving their Census materials by mid-March. New Jersey must pursue a Census that counts all communities equally—a Census that provides reliable, comprehensive economic and demographic data to guide prudent policymaking and resource allocation.

To ensure that New Jersey is fairly and accurately represented in the Census, the DOS2020C3-NP Program invites nonprofits, and Faith and Community Based Organizations (FCBOs) to submit competitive applications. Qualifying organizations may either apply directly to the Department of State (DOS) for funding or seek funding from their respective county. If a nonprofit and/or FCBO receives a grant from the county they will be excluded from receiving a grant directly from the DOS and vice versa.

Each applicant will be entitled to receive funding dependent on criteria's that include but are not limited to: Jurisdiction's previous Census response rates; the prevalence of hard-to-count communities (areas where the return rate of the Census form was/is low) within that jurisdiction. The approved amount of award shall be contingent on availability of funds.

Risks associated with the first high-tech Census and other challenges make this Census more difficult than the last. But our larger, more diverse population demands that we get this right.

I encourage qualifying applicants to engage in this expansive DOS2020C3-NP grant program relating to New Jersey's ongoing Census efforts.

My office is available to provide technical and other assistance to stakeholders interested in getting out the count in New Jersey.

Applications must be completed on the Dept. of State's System for Administering Grants Electronically (SAGE) by October 31, 2019.

Should you have any questions, please contact my office at 609-777-2581.

I appreciate your consideration. I look forward to working with you on these and other matters.

With warm regards,



THE HON. TAHESHA WAY  
SECRETARY OF STATE  
COMMISSION CHAIRPERSON

## **Summary of the DOS2020C3-NP Grant Program**

The DOS2020C3-NP grant program will ensure that New Jersey is fairly and accurately represented in the 2020 Census. A complete count can be accomplished by encouraging a full participation of hard-to-count (HTC) populations through active outreach efforts. Those in the special target populations considered HTC include but are not limited to: African Americans, Latinos/Latinx, Asians, Non-Native English speakers, indigent, homeless persons, college students, children under five years of age, men ages 18-49, the elderly, persons displaced by natural disasters, persons who are incarcerated, and members of the LGBTQ community. It is important to educate the public that participating in the Census is a matter of civic responsibility.

### **DOS2020C3-NP Goals**

1. Educate the public;
2. Encourage participation;
3. Establish presence on social media;
4. Promote Census 2020 job fairs;
5. Conduct community specific activities through Local Complete Count Committees (LCCC);
6. Create multi-media activities;
7. Increase the number of public information forums;
8. Participate in community events to promote and bring awareness to the census;
9. Establish Community Census Support Centers.

### **Schedule of Tasks**

<b>Event</b>	<b>Key Dates</b>
Application Available:	September 16, 2019
Funding Level	\$25,000 - \$50,000 (Funding levels are based on population, hard-to-count areas, and previous low response rates.)
Deadline to Apply	October 31, 2019 by 5:00 p.m.
Grant Period	November 12, 2019 - June 30, 2020
Interim Report Due	March 31, 2020
Final Report Due	July 30, 2020

Applicants must comply with all pertinent state and federal statutes and regulations including, but not necessarily limited to, the Americans with Disabilities Act (ADA) of 1990, the federal and

state Fair Labor Standards Acts (regarding the payment of fair wages and the maintenance of safe and sanitary working conditions), including the minimum wage provisions of N.J.S.A. 34:11-56a4; N.J.S.A. 43:21-1 et seq (the Unemployment Compensation Law); the Civil Rights Act of 1964; the New Jersey Law Against Discrimination (N.J.S.A. 1:5-1 et seq.) Section 504 of the Rehabilitation Act of 1973, as amended; Title IX of the Education Amendments of 1972; the Age Discrimination Act of 1975; and the Drug-Free Workplace Act of 1988 (guaranteeing the maintenance of same).

A nonprofit organization can choose to submit a single application to support the Census effort in multiple Hard-to-Count (HTC) areas (e.g., a municipality or county).

The plan should be carried out within, or in association with an existing LCCC, a LCCC in the process of forming or a LCCC that is anticipated to form. (for LCCC guidelines click this link <https://www.nj.gov/state/njcounts.shtml>).

### **Eligibility Requirements:**

The entity must be a New Jersey nonprofit, community-based organization that can demonstrate that:

- It has been in operation for at least two years at the time of application;
- Is tax-exempt by determination of the Internal Revenue Service in accordance with Section 501(c)(3);
- Is registered with the NJ Department of Treasury, Division of Revenue and Enterprise Services;
- Is in good standing with the NJ Department of Treasury, Business Service Center;
- Is in compliance with the New Jersey Division of Consumer Affairs, Charitable Registration and Investigation Section.

### **Ineligible Applicants:**

- Houses of Worship;
- Public schools, charter schools, or private schools; colleges, universities;
- Organizations that have been in operation for less than two years at the time of the application;
- Nonprofits that receive a DOS2020C3-NP grant award from their county cannot receive a DOS2020C3-NP grant award directly from the NJ Dept. of State.

### **Funding Requirements:**

- There are no match requirements;
- 20% of the total award can be used for personnel that will work directly and solely on the DOS2020C3-NP program;
- 10% of the total award can be used for administrative costs. Administrative costs are costs that have yet to be realized for the successful implementation of the DOS2020C3-NP program.

**Applicant Requirements:**

Applicants must demonstrate the existence of, and a commitment to, both working with hard-to-count populations and ensuring that New Jersey has a complete count of its population.

An organization can submit a single application to support the Census effort in multiple Hard-to-Count (HTC) areas (e.g., a municipality or county).

An organization must demonstrate proof of the existence of a Local Complete Count Committee (LCCC) in the jurisdiction it will be working in, or that a jurisdiction is in the process of, or intends to form a LCCC, or an explanation of the applicant's plans and actions related to establishing its own LCCC. Click this link for 2020 LCCC guide lines:

<https://www.nj.gov/state/njcounts.shtml>.

All applicants must take note of the following and provide:

- An overview of the organization's existing or previously-planned activities that demonstrate or underscore its commitment to New Jersey's 2020 Census efforts. Activities can include but not limited to: Participating in an established LCCC; Prior involvement with community groups, the faith-based community, community-based organizations etc., targeting HTC populations.
- A description of the general outreach activities designed to encourage Census response and amplify New Jersey's statewide outreach initiatives.
- A comprehensive plan for collaborating with diverse community partners around reaching hard-to-count populations.
- An action plan based on local circumstances, aimed at identifying resources and tactics that will be most effective in counting the HTC in the identified geographic location(s);
- Documentation identifying obstacles to Census participation and workable strategies to overcome such challenges;

**Eligible Expenses**

- Salaries and wages, 20% of the total award can be used for personnel that will work directly and solely on the DOS2020C3-NP program;
- Contracted services/outside fees and services;
- Printing, publicity, marketing, postage and telephone;
- Staff training;
- Rent;
- Equipment purchase, installation, and lease (e.g., computers, technologies, software, display materials, Hotspots);
- Travel and transportation;
- Fees associated with the use of space for public 2020 Census Awareness and Educational campaigns;
- Insurance;

- Planning for compliance with the Americans with Disabilities Act; and
- Snacks, food, water.

### **Ineligible Expenses**

- Capital improvements, including the construction of structures and work such as roofing, replacement of gutters, windows, doors, and the removal or addition of interior walls, and major landscaping projects;
- Exterior maintenance;
- Purchase of real estate, motor vehicles, or leasehold improvements;
- Acquisitions;
- Deficits and debt service;
- Endowment; and
- Any item not explicitly listed as an approved item is ineligible for funding unless the Department of State has pre-approved the expenditure in writing.

### **Review Panels and Committees**

All applications submitted by the due date will be reviewed by independent peer reviewers comprised of experts familiar with nonprofit organizations conducting community outreach that target HTC populations. It is the applicant's responsibility to submit a complete application. Panels will evaluate all proposals against the stated criteria and all proposals will be rated based on the merit of the application. In order to be considered for funding an applicant must score 70 or higher. Applicants that score 69 or lower will not be considered for funding. Panelists will make recommendations for final funding decisions.

# APPLICATION REQUIREMENTS

The proposal is to be submitted via the Department of State - System for Filing Grants Electronically (SAGE) no later than **5:00 PM, October 31, 2019**

All applications **must** consist of and include the following items in order to be considered complete. Applications missing requested information will be disqualified from review.

## **Grant Awards are Subject to the Availability of Funding.**

Application Requirements and Rating Criteria			
Section	Limits	Description/Criteria	Maximum Rating
Project Summary	4,000 Characters	<ul style="list-style-type: none"> <li>• Indicate the title of the project. Indicate the amount that you're applying for and the purpose of the program;</li> <li>• Indicate how the organization has been working in advocating for a complete count for the Census or provide the detailed action plan to do so.</li> </ul>	<b>5 Points</b>
Organization Capacity	4,000 Characters	<ul style="list-style-type: none"> <li>• Indicate how the organization demonstrates that it has the capacity to advocate for a complete count, at the very least on a countywide basis or that it has in fact been operating in such a manner already.</li> </ul>	<b>10 Points</b>
Statement of Need	4,000 Characters	<ul style="list-style-type: none"> <li>• Indicate why conducting an awareness and educational campaign regarding the 2020 Census is necessary for HTC area(s) your organization will serve (e.g., the county and/or local municipality).</li> </ul>	<b>15 Points</b>
Statement of Collaboration	4,000 Characters	<ul style="list-style-type: none"> <li>• Describe the collaborating partners that the organization has worked with and/or will work with in targeting the HTC community.</li> </ul>	<b>10 points</b>

<b>Application Requirements and Rating Criteria</b>			
<b>Section</b>	<b>Limits</b>	<b>Description/Criteria</b>	<b>Maximum Rating</b>
Project Design	4,000 Characters	<ul style="list-style-type: none"> <li>• Provide a detailed description of the organizations plan of action as described on page 5 of this application.</li> <li>• Upload the projects logic model under “Required Appendices.”</li> </ul>	<b>15 Points</b>
Target Population	N/A	<ul style="list-style-type: none"> <li>• Provide a detailed overview of the significant established relationships within the HTC communities, where do they reside, and what barriers are there in identifying the population.</li> </ul>	<b>15 Points</b>
Goals & Objectives	4,000 Characters	<ul style="list-style-type: none"> <li>• Indicate the goals and objectives associated with the project as identified on page 3 of this application.</li> </ul>	<b>10 Points</b>
Evaluation	4,000 Characters	<ul style="list-style-type: none"> <li>• Indicate how you will measure whether and to what extent program success has been achieved.</li> </ul>	<b>5 Points</b>
Budget & Budget Narrative	N/A	<ul style="list-style-type: none"> <li>• Complete all budget forms in the SAGE system;</li> <li>• 20% max of grant funds can be used for personnel.</li> <li>• Provide a budget narrative describing how you arrived at the dollar amount per budget line item.</li> </ul>	<b>15 Points</b>
Required Appendices	N/A	<ul style="list-style-type: none"> <li>• Board Resolution if applicable;</li> <li>• Logic Model for HTC areas identified.</li> </ul>	<b>N/A</b>
<b>Total</b>			<b>100 Possible Points</b>

## Restrictions and Limitations

- ◆ Nondiscrimination by Houses of Worship  
Applicants agree that if provided funds from the New Jersey Department of State, they will not discriminate against any employee or applicant for services or participation in the proposed program on the basis of religion, race, gender and/or physical disabilities.
- ◆ Reporting Requirements  
Recipients must supply the interim and final reports; and fiscal reports on the dates indicated in this application.
- ◆ Applications that fail to meet these requirements detailed in this Grant Guideline will not be reviewed and the application will be disqualified. All applicants will be notified by email regarding the outcome of their application.
- ◆ Grant awards may only be used to further the project that the award was given to fund. Paying for organized fundraising or solicitation, construction and purchase of real property, medical/health-related activities or items that are ineligible costs and will not be approved.
- ◆ Funds may not be used to build an organization's capacity to provide programs or services that include inherently religious activities. If a recipient provides programs or services that include inherently religious activities, such activities must be separate in time or location from the programs or services that the organization is seeking to improve through this grant.
- ◆ Grantees' activities are governed by all applicable State laws and regulations and the grants will be provided directly to individual community organizations to develop impactful services.
- ◆ The New Jersey Department of State reserves the right to reject any and all proposals when circumstances indicate that it is in its best interest to do so including, but not limited to, loss of funding for the contract, insufficient infrastructure, the applicant's failure to provide adequate services, indication of misrepresentation of information and/or non-compliance with any existing State or Federal laws and regulations, contracts or procedures. Grantees' applications document the applicant's readiness to implement the project.

### **Selection and Notification of Award**

- ◆ All applications are screened for eligibility and conformity with the specifications in the Grant Guidelines. Applications that fail to meet these requirements will not be reviewed and will be disqualified.
- ◆ Applicants are not pre-selected. All applications are rated by a panel of independent, objective reviewers according to the precise selection criteria specified in the Grant Guidelines.
- ◆ The independent committee reviewing and scoring applications will not include individuals employed by the organization, affiliated with the organization, organization's board members, contractors, training providers, providers of cost share or in-kind support, or any organization/individuals affiliated in any way with the organization.

### **Post Award Requirements**

- ◆ Each grantee will be required to sign a contract with the state and will be monitored to assure compliance with grant requirements. In the event of non-compliance or should the grantee fail to comply with these requests, sanctions may be implemented up to and including the repayment of all funds associated with this grant award. Among other things, grantees will be expected to:
  - ◆ Promptly Respond to Requests for Communication and Information.
  - ◆ Participate in all Required Events, Activities and Evaluations.
  - ◆ Comply with all Contracting, Fiscal Monitoring and Other Reporting Requirements.