



**NJ DEPARTMENT OF STATE
OFFICE OF FAITH-BASED INITIATIVES GRANT PROGRAM**

Social Entrepreneur and Enterprise Development (SE²D) Project

The mission of the New Jersey Office of Faith Based Initiatives (NJOFBI) is to eliminate barriers to funding and other resource opportunities, create greater access for partnership and enhance the capacity of faith and community based organizations (FBCOs) to create and implement innovative approaches that are designed for community and economic transformation.

The NJOFBI will partner with faith and community based organizations to implement strategies that address social issues in new and exciting ways. More than ever nonprofit leaders need to be entrepreneurs. The job of operating a nonprofit organization has become increasingly complicated. Nonprofit leaders face government funding cuts and rising demands for performance and serious questions about the effectiveness and appropriateness of traditional charitable remedies for social problems. These changes pose both opportunities and challenges.

The underlying focus of the SE²D Project is to support Faith and Community Based Organizations (FBCOs) to develop and launch social enterprise ventures that employ earned income strategies to directly address social needs through goods and services.

Grant Awards are Subject to the Availability of Funding
Application Due Date: April 3, 2020 @ 4:59PM

Training Webinars:

A series of technical assistance training webinar are posted on the OFBI website. To watch the webinars click this link: <https://www.nj.gov/state/ofbi.shtml> under “Spot Light,” click “Grant Opportunities.”

If you’re unable to participate in the live webinar a recorded webinar will be posted onto the OFBI website. To access the recorded webinar click this link: <https://www.nj.gov/state/ofbi.shtml> under “Spot Light,” click Grant Opportunities.”

The SE²D program is competitive and it’s two tiered. An organization must participate in both tiers to be considered for funding:

Tier 1: Submit the application on SAGE

The maximum score that any one organization can receive for the application is 70. If the written application scores 39 or below it will not be considered for **Tier 2**

Tier 2: Pitch

The maximum score that any one organization can receive for the pitch is 30.

In order to be considered for funding the combination of the written application score and the pitch score cannot be 69 or lower.

Eligibility Criteria to apply must:

- Be a faith-based non-profit and/or community-based organization;
- Be tax-exempt by determination of the Internal Revenue Service in accordance with Section 501 (c)3;
- Be in good standing with the Department of Treasury, Business Service Center;
- Be registered with the New Jersey Division of Consumer Affairs, Charitable Registration and Investigation Section;

Ineligible Applicants:

- Houses of Worship;
- Public/Private/Charter Schools and School Districts;
- Colleges/Universities;

Category Descriptions

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SE²D Project

Service Category	Maximum Request	Total Funding Available
SE ² D Project Growth	\$25,000	\$150,000
SE ² D Project Start-up	\$10,000	\$50,000

SE²D Project Growth will provide capital formation investments (grants) to existing social enterprise venture (SEV) with the intent to leverage the SE²D Projects capital investment with other private investments designed to grow and eventually scale the enterprise.

- SEV must be beyond the prototype and testing phase and must be at the growth phase;
- They must have been in operation for at least the past two years;
- Generating revenue;
- The SEV purpose is to address a social issue;
- Participate in mandatory capacity building entrepreneur training;
 - The cost for the business plan development training will be incorporated into the SE²D Project budget at \$700 per organization.

SE²D Project Start-up will provide capacity building capital to nonprofit organizations that are in the emergent stage of forming SEVs and require intensive training and technical assistance, business plan development and executive staff mentoring, in an effort to move them from idea creation phase to mission phase.

- Must commit to attend mandatory capacity building entrepreneur training sessions:

- The idea submitted to create the SEV must address a social issue:
 - The idea to help people find work will not be funded;
 - The idea to help people sell their products separate and apart from the venture will not be funded;
 - The idea of helping people create their home based micro businesses will not be funded.
- SE2D II applicants must commit to budget, from the award, \$1,400 per organization for staff development.

APPLICATION REQUIREMENTS

The proposal is to be submitted via the Department of State - System for Filing Grants Electronically (SAGE) no later than **4:59 PM, April 3, 2020**

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.

Application Requirements and Rating Criteria			
Section	Limits	Description/Criteria	Maximum Rating
Executive Summary	5,000 Characters	<ul style="list-style-type: none"> • Indicate the title of the project. Indicate the amount that you're applying for and the purpose of the Social Enterprise Venture. 	5 Points
Statement of Collaboration	1,500 Character	<ul style="list-style-type: none"> • Briefly indicate the role of each collaborating partner 	N/A
Social Enterprise Venture Concept	5,000 Characters	<ul style="list-style-type: none"> • Provide a brief history of the organization and what prompted it to develop a social enterprise venture; • Explain in detail how the purpose of the venture aligns with the mission of the organization. 	10 pts
Description of Business, Product, Service	5,000 Characters	<ul style="list-style-type: none"> • Describe in detail the product/service that will be brought to market; • Describe the strength of the industry and the venture's competitors. 	5 Points
Social Opportunity Recognized	5,000 Characters	<ul style="list-style-type: none"> • Describe the social issue that is being addressed; • How will the venture help the organization address the social issue; • What are the specific ways that make the approach a socially entrepreneurial approach? 	10 Points

Application Requirements and Rating Criteria			
Section	Limits	Description/Criteria	Maximum Rating
Business & Social Goals and Objectives	5,000 Characters	<ul style="list-style-type: none"> • Business goals and objectives; • Social goals and objectives; • Upload a logic model for Social Enterprise Venture. 	10 Points
Defining the Market	5,000 Characters	<ul style="list-style-type: none"> • Indicate who comprises the market that is requesting that the social issue be addressed in the matter that the proposed social enterprise venture would address it; • Describe in detail the willingness of customers to pay for the services/product that's being brought to market; • Describe in detail the willingness of clients to participate in the Social Enterprise Venture. 	10 Points
Organization and Management Team	5,000 Characters	<ul style="list-style-type: none"> • Key management personnel (biographies, key relevant skill sets as it supports the identified venture). 	5 points
Operations Plan	5,000 Characters	<ul style="list-style-type: none"> • Describe in detail the design of the social enterprise venture; • Describe the manufacturing process (if applicable); • Describe the physical facilities and equipment; • Describe any regulatory and/or legal issues that must be addressed. 	5 Points
Budget	N/A	<ul style="list-style-type: none"> • Must complete budget forms in SAGE. 	10 Points
REQUIRED APPENDICES	N/A	<ul style="list-style-type: none"> • Board Resolution; • Sales and Revenue Spread Sheet (SE2D Growth only); • Projected Sales and Revenues (both Startup and Growth) • Logic model. 	N/A
Total			70 Possible Points

Restrictions and Limitations

- ◆ Nondiscrimination by Religious Organizations and Entities
Applicants agree that if provided funds from the New Jersey Department of State Office of Faith-based Initiatives, 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.
 - ◆ Recognition of Cultural Sensitivity
Applicants must assure that all programs are linguistically appropriate and culturally relevant to groups within the community. Appropriate accommodations for services will be developed and maintained for those individuals who are deprived of reasonable access to those services due to language barriers or ethnic and cultural differences. All programs and services *must* be reflective of the demographic needs of the community, while providing all people the opportunity to experience any and all available services irrespective of their ethnic or cultural heritage.
 - ◆ Reporting Requirements
All funding recipients are required to submit quarterly programmatic and fiscal. Schedules of due dates for reporting periods and program terms will be provided upon notification of preliminary approval of award. Funding recipients must adhere to a schedule determined by the New Jersey Department of State Office of Faith Based Initiatives
 - ◆ Training
All funding recipients are required to attend technical assistance and training sessions scheduled throughout the fiscal year as coordinated by the New Jersey Department of State Office of Faith-based Initiatives and/or its training intermediary
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- ◆ 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 award.
 - ◆ Grant awards may only be used to further the project that the organization has applied for. Paying for organized fundraising or solicitation, construction and purchase of real property, medical/health-related activities or items 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.
 - ◆ Grantee's activities are governed by all applicable State laws and regulations and will be provided directly to individual faith-based and 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

- ◆ OFBI will monitor grantee compliance with grant requirements, in the event of non-compliance and request appropriate documentation. 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.
- ◆ Promptly Respond to Requests for Communication and Information
- ◆ Participate in all Required Events, Activities and Evaluations
- ◆ Comply with all OFBI Contracting, Fiscal Monitoring and Other Reporting Requirements

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