Program Goals

• To implement high-impact, neighborhood designed projects that create a positive, lasting, and visible change in the physical landscape of Flint neighborhoods. Applications will be evaluated by an independent grant committee based on a project's ability to improve neighborhood conditions.

• Through Flint BRAND, Genesee County Habitat for Humanity seeks to encourage new and stronger relationships between residents of the community. This includes relationships among and between grassroots groups, and more established organizations. We believe relationship building is key to transforming neighborhoods. Projects must have the potential to build and strengthen positive relationships inside the neighborhood through a visually transformative goal.

Project Funding Guidelines

• Flint BRAND will provide project funding on an average of $10,000 per project. Each award will be weighed based on the goals above so projects less than $10,000 are encouraged as well as projects that may slightly exceed the $10,000 threshold.

• Project funding is limited to projects within the City of Flint boundaries.

• Projects must be neighborhood specific. Planning groups must be comprised of neighborhood residents and stakeholders and the project must take place in the same neighborhood as the group. Proposed projects cannot be on private property: please contact GCHFH Staff with questions about this stipulation or to discuss additional options to implement your project.

• All proposed projects must be planned and led by a group of at least 5 unrelated community members of the neighborhood and at least 3 of the lead group members must live in the neighborhood.

• Projects must make use of the strengths and assets that already exist in the community. Strengths may include the commitment of residents, active networks

and strategies already in place. Assets may be institutions, organizations and people whose resources, gifts and talents are used to make the project happen. Applicants are encouraged to think creatively about neighborhood assets and GCHFH will help groups identify these as part of the grant planning process.

• All projects should have a minimum 10% of project cost covered through in kind contributions such as volunteer labor, donated materials, fundraising, or grant funding. Habitat staff will work with interested groups to brainstorm and identify sources of in-kind project support.

• Project applications should include letters of support from community partners whose cooperation or involvement is necessary to the project's success. In addition, letters of commitment from governmental agencies or schools should be included when appropriate.

Application and Project Selection Process

Project applications are due Friday, March 31, 2023 by 5:00 pm.

Eligible groups may submit only one application, however, individuals may provide support for projects in different groups. Projects will be selected based on feasibility, sustainability, and alignment with program guidelines. Groups that do not receive project approval during a given project review round will be provided with feedback that can be used to strengthen applications and are eligible to submit a revised application in the event that additional application rounds are opened.

Project applications will be reviewed and voted on by an independent review panel consisting of Flint residents and past Flint BRAND awardees.

How to apply: Groups interested in applying should contact Habitat for Humanity program staff to schedule a consultation at:

101 Burton St.
Flint, MI 48503
(810)766-9089 ext. 211
neighborhoods@geneseehabitat.org

*Additional application rounds may be opened depending on the number of applications received.

Who is eligible to apply?

Project applications will be accepted from grassroots groups such as neighborhood associations, block-clubs, crime watches, park adopters, "friends of" groups, etc… Projects are intended to support groups that would not otherwise have access to funding for mid-sized projects from foundations or corporate sponsors.

Can an individual receive money from the program?

No, individuals are not eligible. Groups applying must have five or more active members, with a minimum of three members residing in the neighborhood in which the project will be implemented. All projects selected for Flint BRAND must involve the active voice and design of neighborhood residents.

Does the group need to be an established organization to receive a grant?

No, in fact we welcome proposals from groups that are recently formed. Even if your group is just 5 or 6 neighbors who get together to share information and advocate for your neighborhood, we want to help support you in that work. Don't have an active group in your neighborhood? No problem! Habitat can provide support through partnership with the Neighborhood Engagement Hub to help you to organize a block-club or neighborhood association.

Is our group eligible to apply if we've received previous project support through the Flint BRAND program?

Yes. Previously awarded groups are eligible to apply for additional support through the Flint BRAND program. Applications can be for additional support for a previously funded project or to implement a new and complementary project. In addition, a small amount of funding is available specifically for past Flint BRAND awardees to support long-term sustainability for their project.

Does a group need to have non-profit or 501(c)3 status to apply?

No. Project funding is *intended* to support groups who do not typically have these state and federal designations. Habitat staff will handle all billing and payments for projects.

Can my non-profit or 501(c)3 organization apply for project funding?

No. As previously stated, project funding is intended to support groups who do not typically have access to funding sources that are readily available to non-profit and/ or 501(c)3 organizations. However, we welcome applications that include

neighborhood-based non-profits as a project partner. We encourage you to connect with residents and/or grassroots groups in the neighborhood you serve to explore possibilities for a collaborative application.

Will the projects selected be distributed evenly among Flint neighborhoods?

When possible, we will attempt to provide funding for projects across the City of Flint. However, all grant applications will be reviewed on their merits, with projects evaluated based on their feasibility, sustainability, and alignment with program guidelines.

Do you fund projects in cities or neighborhoods outside the City of Flint?

No, funding is only available for projects that take place in the City of Flint.

How large can funded projects be?

Grants will range per project with an average project size of $10,000.

I see that there is a 10% match requirement for funded projects. What if my group can't raise the required match?

Match "funding" can take a variety of forms, including volunteer labor (*valued at $23/hour*), neighborhood-based fundraising campaigns, donated materials (i.e. *lumber, tools, supplies, etc…*), or grant funding such as Neighborhood Small Grants from the Community Foundation of Greater Flint or Beautification Mini-grants from Keep Genesee County Beautiful. Habitat staff will work directly with interested groups to identify in-kind resources that can be used to support your project.

Are there any conditions on project funding?

Groups wishing to apply must meet with Genesee County Habitat for Humanity prior to submitting an application. Groups must be willing to work with Habitat staff to develop and implement the project and will be required to play an active role in gathering data on the impact and results of the project in their neighborhood. Impact data may include observational data such as the number of project users, physical conditions assessments, or community perceptions surveys. GCHFH may also require the group's participation in trainings or conferences.

When is the deadline for submitting an application?

March 31st, 2023

What are typical projects?

Together with the CS Mott Foundation, GCHFH is seeking projects that create a visible, lasting, and positive change in the physical landscape of neighborhoods or blocks. Potential projects may include[2]:

- The development of a community garden and/or farm stand for vending or distributing fresh produce
- Banner or monument signage to help create a positive brand for your neighborhood and/or welcome people into your community
- Supplies for façade improvements or decorative boarding of neighborhood

properties
- Lighting improvements to increase visibility and sense of safety in the neighborhood
- Trimming street trees along neighborhood corridors to increase visibility and lighting
- Sidewalk repair, pedestrian improvements, and streetscape beautification in Neighborhood Centers[3]

These are merely examples of the types of projects that are eligible for funding. Interested groups are encouraged to connect with Habitat staff to explore project ideas that suit the needs and aspirations of your neighborhood.

How do we contact Genesee County Habitat for Humanity to get started?

All inquiries should be directed to Habitat's Neighborhood Services Staff at 810-766-9089 ext. 211 or neighborhoods@geneseehabitat.org.

I don't see an application on the website. How can I get a copy of the program application?

Program applications will be made available to eligible groups after an initial consultation with Habitat staff. Interested applicants or groups can schedule a consultation with Habitat's Neighborhood Services Staff by calling (810)766-9089 ext. 211 or neighborhoods@geneseehabitat.org.

[2] Vacant lot reuse projects within Land Bank owned lots must be consistent with the Genesee County Land Bank's Vacant Lot Reuse Policy http://thelandbank.org/lotsavailable.asp.

[3] Projects taking place within parks and other City owned land are subject to City approval.