



PRUDENTIAL COMMUNITY GRANTS PROGRAM

Agenda

- Welcome Remarks
- Program Overview
- Eligibility Requirements
- Program & Project Criteria
- Application Walkthrough
- Program & Project Evaluation
- Intermediary Introductions
- Q&A
- Closing Remarks



Welcome Remarks

Jasmyne Beckford, Manager, Inclusive
Solutions, Prudential Financial



Welcome Remarks

Khalil AC Nass, Program Lead,
Community Grants Program



Community Foundation of New Jersey

The Community Foundation of New Jersey creates and scales custom solutions for purpose-driven individuals, families, and businesses.

From creative projects that tackle critical societal or policy issues to scholarship funds, corporate philanthropy, legacy funds and donor advised funds, CFNJ manages nearly every kind of giving vehicle and tailors solutions to meet critical needs.



Program Overview

Prudential's Community Grants Program will provide local organizations and individuals with micro-grants to support projects that create vibrancy in their neighborhoods.

These neighborhood organizations and individuals are the people who are closest to the challenges and have created solutions that directly respond to community needs.





Eligibility



Eligibility

Newark residents or Newark-based organizations with an operating budget under \$500,000

Grant period June 1, 2024 - December 31, 2024

Individuals/Organization creating neighborhood-level impact in the city of Newark

Up to \$2,500 to individuals, small business owner applying must apply as an individual

Up to \$5,000 to 501(c)3 organizations or organizations with a fiscal sponsor

Individuals/organization can only submit one application

Applicants must describe how the funding will be utilized and provide a budget

Applicants will need a community resident to endorse the program or project

Applicants must share results of the grant funding

Current grantees of Prudential are not eligible for this program



Program & Project Criteria



Program and Project Criteria

Increase resident access to opportunity and improving quality of life: Program or project has a valuable impact on the community

- Community events: turkey giveaway, clothing drive, baby supplies and more
- Workshops on building wealth/homeownership
- community-led public safety initiatives
- youth recreational or education programs (fees for participation)
- Community newsletter
- Community drive for feminine products or socks for residents without addresses
- Deliver meals to residents with disabilities or lack of access to fresh produce
- Voter registration/transportation to polls
- Tutoring services in literacy and math
- Fee waiver for workforce or education certificates, credentials, etc.
- First aid and emergency awareness/preparedness

Project or programs that supports neighborhood beautification:

- Mural or other art installation
- Community Garden
- Street Cleanup
- Tree Installation
- Block association activities

General Operating Cost (Only if organization is 501(c)3 eligible):

- Space Rentals
- Programming costs
- Supplies
- Equipment



Application Walkthrough



Cont. Application



Q2



Please describe, in detail, the community program or project you would like funding for. Be sure to include the following in your response:

- a. The organization's mission statement. If you are applying as an individual, what is your personal mission or purpose?
- b. The name and description of the community program or project you are asking for funding for and why you chose to start/develop it.
- If you have completed this program or project before?
- If yes, tell us what positive outcomes were achieved. c. If no, tell us why this community program or project is needed right now.
- d. Describe your organizational or individual capacity to implement this community program or project.
- e. Provide specific timeframe or dates (if available) for implementation of program or project.

A large, empty rectangular box with a thin grey border, intended for the user to provide their detailed response to the question. In the bottom right corner of this box, there is a small green circular icon with a white letter 'G' inside.

Application

Q6

Are you applying for funding for a new program/project?

- ☐ Yes, requesting funding for a new program/project
- ☐ No, requesting funding for the previously funded program/project

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Q7



Please describe, in detail, the purpose of the community program or project you would like funding for.

- a. The organization's mission statement. If you are applying as an individual, what is your personal mission or purpose?
- b. The name and description of the community program or project you are asking for funding for and why you chose to start/develop it.
- c. Describe your organizational or individual capacity to offer this community program or project.
- d. Provide specific timeframe or dates (if available) for implementation of program or project.

Q19



Please describe your organizational or individual capacity to offer this community program or project.

- a. Share the staff, locations, resources, support, and partnerships you use to do this work currently.



Q16

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Each grant application must include a statement of community support from a local resident who has either benefited from your program or project or agrees that your program or project is a good idea and will impact the community. Prudential, or its representative, may contact the Newark resident to confirm their support of your program.

Program or Project Name:

Resident Name:

Address:

Phone Number:

Email Address:

Have you benefited from the program or project of the individual/organization applying for 2024 Prudential Community Grants funding? Do you support the above program or project receiving funding? Are you related to, employed by, or otherwise in business with the Community Grants Program applicant? As a Newark resident I stand in support of this applicant for 2024 Prudential Community Grants receiving funding. I agree that the applicant's program or project has validity a community. I understand that any falsification, omission or concealment of material fact may disqualify the applicant from receiving present or future funding from Prudential Financial.

Community Resident Signature

Date

Statement of Community Support





Program and Project Evaluation (Key Considerations)



Program and Project Evaluation

1. **Program or Project Description-** A detailed explanation of the event(s), program, community project, training, or workshops, etc.
2. **Community Impact-** The effect or influence the program/project will have on the community as a result of successful implementation. For the purpose of the Prudential Community Grants Program your program or project, impact is measured by:
 - **Scale**— the number of people served
 - **Depth** – the degree of social and/or environmental change experienced by the people served
 - **Duration**— the length of time individuals actively experience the program/project
3. **Capacity-** An ability, understanding of how to, or previous experience with completing a community program or project including sufficient staffing and/or volunteers and financial resources
4. **Financial Accountability-** A responsibility to use the awarded funding consistent to how it is indicated in the application.



Intermediary Introductions



La Casa De Don Pedro

La Casa's values are driven by our mission to foster self-sufficiency, empowerment, and neighborhood revitalization, and our deep-rooted history of shared experiences with our community.

Contact:

Sandy Mansonet

(973)482-8312 ext.1116

ecintron@lacasanwk.org

Southward Promise Neighborhood

To provide a coordinated pipeline of services and resources that guides and supports families and ensures their children can live in healthy homes, succeed in school, contribute to their communities, and thrive in life.

Contact:

Elizabeth Philips-Lorenzo

(862) 236-1094

elorenzo@brickeducation.org



Lincoln Park Coast Cultural District

Lincoln Park Coast Cultural District's mission to plan, design and develop a comprehensive arts and cultural district in the Lincoln Park neighborhood of downtown Newark.

Contact:

Kim Ford

(973)242-4144

lpccdmarketing@gmail.com

United Vailsburg Services Organization

To provide a coordinated pipeline of services and resources that guides and supports families and ensures their children can live in healthy homes, succeed in school, contribute to their communities, and thrive in life.

Contact:

Christopher Keys

(973)374-2000 ext.1100

ckkeys@uvso.org



Ironbound Community Corporation

Ironbound Community Corporation's (ICC's) mission is to engage and empower individuals, families, and groups in realizing their aspirations and, together, work to create a just, vibrant and sustainable community.

Contact

Charles Barlow-Richardson

(973) 465-0555 ext. 209

cbarlowrichardson@ironboundcc.org





Q&A



Important Dates

- Application closes [April 5th, 2024 at 11:59pm](#)
- Intermediary technical session dates:
 - [March 5, 2024](#) – South Ward Promise Neighborhood*
 - [March 13, 2024](#) – Lincoln Park Coast Cultural*
 - [March 19, 2024](#) – Unified Vailsburg Services Organization*
 - [March 20, 2024](#) – La Casa de Don Pedro*
 - [March 28, 2024](#) – Ironbound Community Corporation*
- Review time: Grant applications will be reviewed in [April 2024](#)
- Announcement of winners [May 2024](#)
- Prudential will host an Awards Ceremony on [May 21, 2024 \(tentative\)](#)