



**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, Program Lead,  
Community Grants Program



# 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 May 1, 2025 - December 31, 2025

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

Up to \$2,500 to individuals

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

<b>Increase resident access to opportunity and improving quality of life: Program or project has a valuable impact on the community</b>	<ul style="list-style-type: none"><li>•Community events: turkey giveaway, clothing drive, baby supplies and more</li><li>•Workshops on building wealth/homeownership</li><li>•community-led public safety initiatives</li><li>• youth recreational or education programs (fees for participation)</li><li>•Community newsletter</li><li>•Community drive for feminine products or socks for residents without addresses</li><li>•Deliver meals to residents with disabilities or lack of access to fresh produce</li><li>•Voter registration/transportation to polls</li><li>•Tutoring services in literacy and math</li><li>•Fee waiver for workforce or education certificates, credentials, etc.</li><li>•First aid and emergency awareness/preparedness</li></ul>
<b>Project or programs that supports neighborhood beautification</b>	<ul style="list-style-type: none"><li>•Mural or other art installation</li><li>•Community Garden</li><li>•Street Cleanup</li><li>•Tree Installation</li><li>•Block association activities</li></ul>
<b>General Operating Cost (Only if organization is 501(c)3 eligible</b>	<ul style="list-style-type: none"><li>•Space Rentals</li><li>•Programming costs</li><li>•Supplies</li><li>•Equipment</li></ul>



# **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

**Financial Accountability**- A responsibility to use the awarded funding consistent to how it is indicated in the application.



# Application Walkthrough



I am applying as a:

Individual who resides in Newark, NJ

Small Business Owner in Newark, NJ

Organization or 501c3 registered in Newark, NJ

Does your organization's operating budget exceed \$500,000 annually?

Yes

No

Are you a previous recipient of the Prudential Community Grants Program?

Yes

No



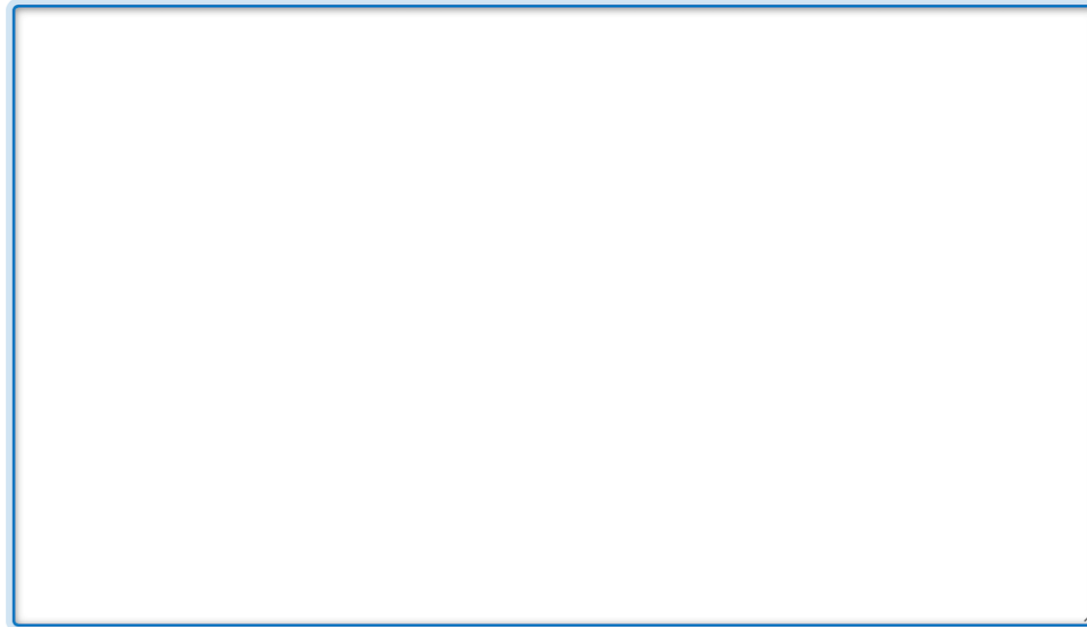
Please describe, in detail, the purpose of the community program or project you would like funding for. Be sure to include the following in your response:

- a. Provide your 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 implement this community program or project.
- d. Provide a specific timeframe for the implementation of your program or project.

Tell us why this community program or project is needed right now.

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.



Which ward in Newark are you or your organization/business located?

Central	<input type="radio"/>
East	<input type="radio"/>
North	<input checked="" type="radio"/>
South	<input type="radio"/>
West	<input type="radio"/>

Please indicate the neighborhood(s) in Newark where your program or project will create the most impact (i.e. Vailsburg, Ironbound, Clinton Hill, Broadway, University Heights)

What area of community impact do you most intend to address?

Arts (programs or projects promoting the importance of visual and/or performing arts)

Community Beautification (programs or projects promoting cleaner neighborhoods)

Education (programs or projects promoting the importance of literacy, tutoring, academic enrichment, or out-of school-time)

Health (programs or projects promoting physical and mental wellness or well-being)

Public Safety (programs or projects promoting a safer Newark)

Workforce Development (programs or projects promoting career preparation, coaching, or advancement)

Youth Development (programs or projects serving cradle to 21 year olds through personal development)

Community Development (programs or projects engaging residents by providing goods or services that improve quality of life)

## LETTER OF COMMUNITY SUPPORT

Each grant application must include a letter 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. We have provided a downloadable template of the Letter of Community Support.

[Letter of Community Support](#)

Please upload your letter of community support here. Prudential, or its representative, may contact the Newark resident to confirm their support of your program or project.

Drop files or click here to upload

## Prudential Community Grants Program

Each grant application must include a letter 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:**

1. Have you benefited from the program or project of the individual/organization applying for 2025 Prudential Community Grants funding?
2. Do you support the above program or project receiving funding?
3. 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 2025 Prudential Community Grants receiving funding. I agree that the applicant's program or project has validity and is of necessity for the Newark 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.**

How much funding are you seeking from the Prudential Community Grants Program? (Individual applications are eligible for up to \$2,500 and Organizations are eligible for up to \$5,000)

\$2,500



\$5,000



Will your program cost more than the maximum amount of funding you could receive from the Prudential Community Grants Program?

No

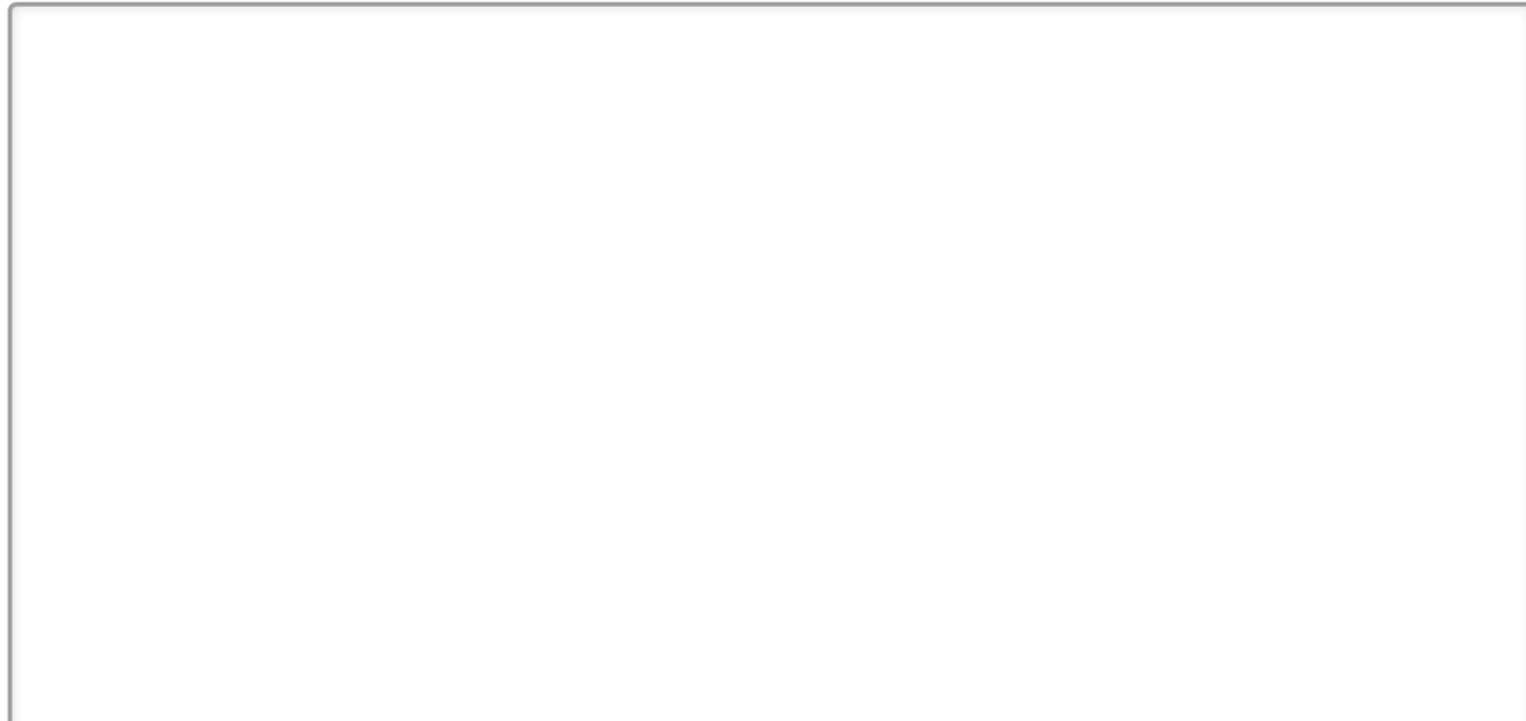


Yes





How are you going to fund the remainder of your project or program?

A large, empty rectangular box with a thin black border, intended for the user to provide their answer to the question above.

## BUDGET TEMPLATE

Each grant applicant must provide a budget for their proposed program or project. We have provided a downloadable budget template for your use.

[Budget Template](#)

Please upload your community program or project budget here.

Drop files or click here to upload



<b>PROGRAM OR PROJECT BUDGET</b>	<b>PROJECTED</b>
<b>SUPPLIES</b>	
<b>EQUIPMENT</b>	
<b>RENTALS</b>	
<b>OPERATIONAL COSTS</b>	
<b>RELATED EXPENSES</b>	
<b>TOTAL</b>	

## W-9 FORM

Each grant applicant must provide a W-9 form. We have provided a downloadable W-9 form for your use.

[W-9 Form](#)

Please complete and upload your individual, business or organization's W-9.

Drop files or click here to upload

If applying as an organization or business please provide your EIN Number here.

12-34567

If applying as an organization without 501c3 status seeking \$5,000 in funding, do you have a fiscal sponsor?

Yes

No

How many community residents do you believe you will impact through your program or project?

75

How will you receive feedback from your participants about your program or project?

Participation/Satisfaction Survey



Community Resident Testimonials



Exit Interviews



How did you hear about the Prudential Community Grants Program?

Community Member



Community Organization



Marketing Materials



Social Media







**Prudential**

Thank you for completing the 2025 Prudential Community Grants Application. Your response has been recorded, and you will receive a confirmation email shortly. If you need additional information or have questions, please contact [communitygrants@theridgelandgroup.com](mailto:communitygrants@theridgelandgroup.com).



# Intermediary Highlights



# South Ward 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:

Jamelia Lewis-Ridgird

(862) 208-2192

[jlewisridgird@brickededucation.org](mailto:jlewisridgird@brickededucation.org)



# 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:

Alexandra Mansonet

(973) 482-8312 ext.1116

[amansonet@lacasanwk.org](mailto:amansonet@lacasanwk.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](mailto: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:

Tameeka Walden

(973) 374-2000 ext.1402

[twalden@uvso.org](mailto:twalden@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](mailto:cbarlowrichardson@ironboundcc.org)





# Q&A





# Important Dates

- Application closes [February 21, 2025 at 11:59pm](#)
- Intermediary Technical Session Dates: January 20 - February 21, 2025
- Review time: Grant applications will be reviewed in March
- Announcement of winners [April 11, 2025](#)
- Prudential will host an Awards Ceremony on April 24, 2025 (tentative)