



RMC
Rural Maryland Council

Grant Information Webinar

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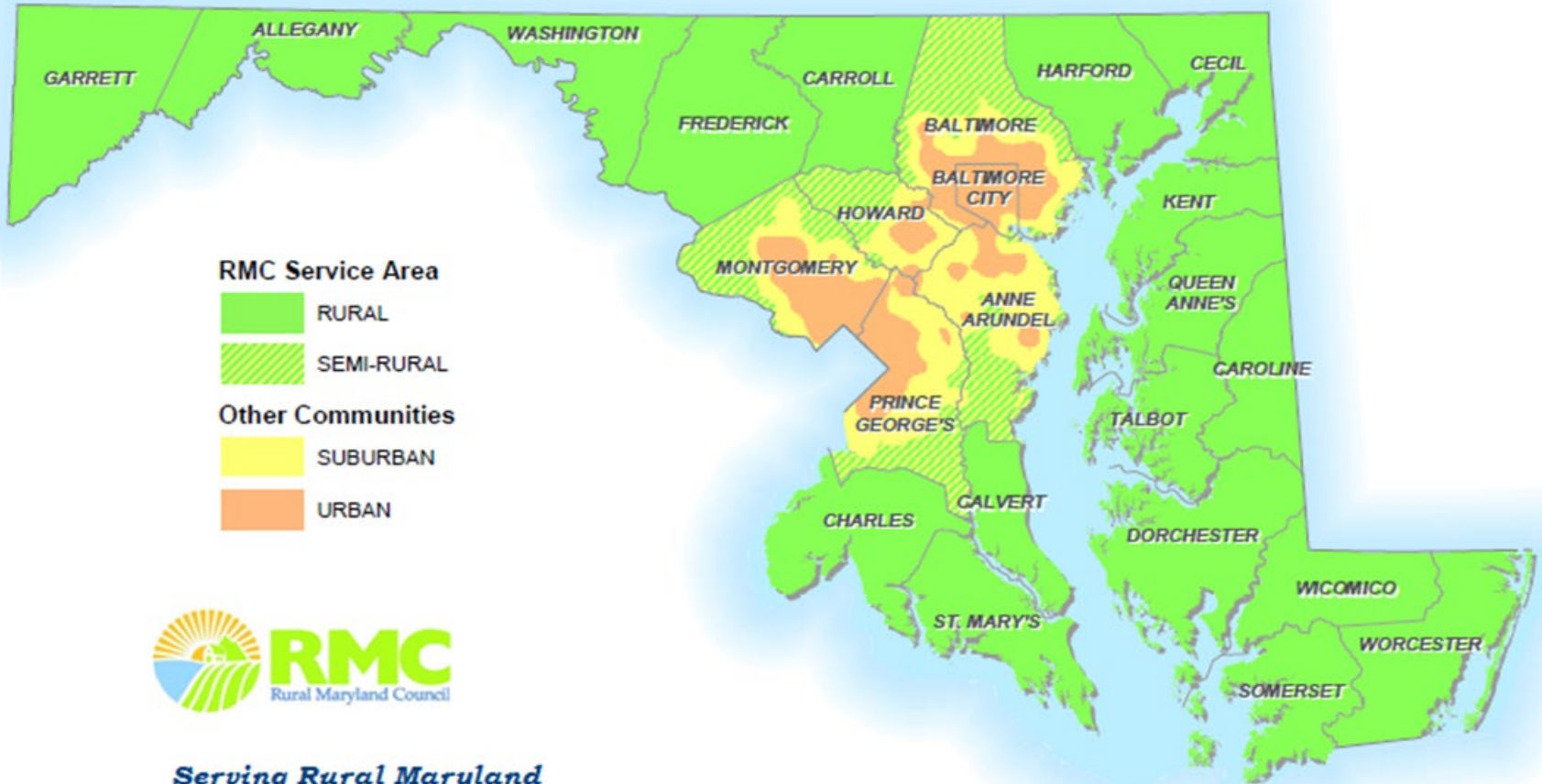
Who We Are

- OUR MISSION is to bring together citizens, community-based organizations, federal, state, county and municipal government officials as well as representatives of the for-profit and nonprofit sectors to collectively address the needs of rural Maryland.
- OUR VISION is a future where all of Rural Maryland is prosperous with thriving resources, vibrant economies, and healthy connected communities
- OUR GOALS
 - Encourage healthy, connected communities throughout Rural Maryland through convening of stakeholders, education, public relations and advocacy
 - Support the development and growth of vibrant economies in Rural Maryland
 - Foster stewardship of Maryland's natural resources
 - Maximize RMC outreach, resources and mission through financial and organizational development.

Who We Are (continued)

- An Independent State Agency housed under the Maryland Department of Agriculture
- First Established in 1993 by Governor's Executive Order. Formally established in Maryland Statute in 1995 (Economic Development Article, Sec. 13-401)
- FUNDED under the State's Operating Budget
For Fiscal Year 2020:
 - Council (Operating) funded at \$513,917
 - Grant programs funded at approximately \$5,800,000

Where We Work



Why We Work

Challenges in Rural Maryland

- Highest unemployment rates in the State
- Highest rates of poverty in the State
- Lack of access to transportation
- Lack of access to health care
- Pressure on the agriculture economy
- Lack of internet and broadband service

How We Work

- Neutral Convener-Issue Focused (Rural Summit, Roundtables, Forums)
- Advocate & Educate-policy development, community engagement-connecting people to their government.
- Two Grant Programs
 1. Maryland Agricultural Education and Rural Development Assistance Fund (MAERDAF)
 2. Rural Maryland Prosperity Investment Fund (RMPIF)



MAERDAF Grant Program: Maryland Agricultural Education and Rural Development Assistance Fund

- Created in 2000
- Purpose is to increase the overall capacity of rural-serving nonprofit organizations and community colleges to meet a multitude of rural development challenges and to help them establish new public/private partnerships for leveraging non-state sources of funding
- *Four Focus Areas*
 - Agriculture Education and Forestry
 - Community and Economic Development
 - Health Care
 - Regional Planning
- Between 2001 and 2019, MAERDAF awarded over \$5.4 million in grants to rural organizations.
- For Fiscal Year 2020, the RMC received 83 applications requesting \$948,694 and was able to address the needs of 39 organizations.

MAERDAF Guidelines (continued)

- **Eligible Applicants:** 501(c)3 Nonprofit Organizations, Regional Councils and Community Colleges
- **Must serve 2 or more rural counties or statewide**
- **When:** Projects must be completed between August 1, 2020 – June 30, 2021
- **Preference:** Projects that have an equal or greater match
- **Grant Amounts:** The maximum grant amount is \$50,000

MAERDAF Requirements

- Projects must be regional (more than one county)
- Priority is given to projects with matching funds
- Two Phase Process
 - Phase 1: Letter of Intent (LOI) Proposals are due May 29, 2020, 11:59pm
 - Phase 2: Full Applications are due July 24, 2020, 11:59pm (Approved Phase 1 applicants only)
- Supportive materials are highly recommended (Phase II-Full Application Only)
- Projects must be completed within one year

Past MAERDAF Awardees

- Chesapeake Culinary Center - \$20,000 for a mobile farmers market/pantry.
- Delmarva Discovery Center & Museum - \$40,000 to provide salaries and wages for an education coordinator.
- LEAD Maryland Foundation, Inc. - \$20,000 to help pay for programming to Rural Maryland's Servant Leaders.
- Lower Shore Land Trust - \$11,500 to pay the salary for a Shore Corps/AmeriCorps Education Coordinator.
- Maces Lane Community Center - \$21,000 to complete a historical study of a segregated high school and display of historical items.
- Ocean City Development Corporation- \$21,000 to develop a Shore Craft Beer App.



Photo courtesy of Frederick CTC FFA

Past MAERDAF Awardees

- Chesapeake College Foundation - \$9,469 for tractor maintenance and OSHA compliance program
- End Hunger in Calvert County - \$7,500 for a Volunteer Maryland Coordinator
- Farming 4 Hunger - \$27,000 for Agriculture Education/Workforce Investment Initiative
- Garrett County Memorial Hospital - \$25,000 for purchase of vehicle for Community Health Workers
- Hagerstown Community College - \$29,813 for environmental science program
- Historic Sotterley - \$27,581 for construction of wooden pavilion
- Maryland Forestry Foundation - \$25,140 for Mel Fellowship Program
- Garrett County Community Action Committee - \$19,160 enabling coaching services and career ladder opportunities
- Frederick CTC FFA - \$14,370 for an agricultural entrepreneurship program

RMPIF Grant Program: Rural Maryland Prosperity Investment Fund

- Authorized by the Maryland General Assembly in 2006.
- Thanks to Governor Hogan, RMC received approximately \$2 million in FY2017 for the first time for this grant program.
- **Primary goal** is to provide targeted investments to various regional, nonprofit and educational entities to bring Rural Maryland's standards of living up to statewide averages.
- Priority Areas: Regional Councils, Entrepreneurship Development, Infrastructure, and Health Care.
- In FY20, RMC received 71 applications and Awarded 47 grants totaling approximately \$4,810,000.



RMPIF Guidelines – Entrepreneurship Development



- **Eligible Applicants:** Applicants must be local government, institute of higher education, regional council, 501(c)(3) IRS tax designation or similar and serve a regional or statewide rural constituency. Community Colleges, Career Technology Centers, Regional Councils and Libraries are eligible applicants.
- **Eligible Projects:** Proposals should be regional (two or more counties) or intergovernmental (meaning two units of government).
- **Purpose:** to promote entrepreneurship and assist efforts that provide training and technical assistance to the entrepreneurs who can help build prosperous and sustainable rural communities by creating jobs, raising incomes, creating wealth and improving quality of life.
- **Match Required:**
 - Must secure a minimum 1:3 or 25% cash match funds from non-state sources.
 - Federal funds are considered matching cash funds.
- **When:** Projects must be completed between August 1, 2020– June 30, 2021
- **Grant Amounts:** No maximum grant amount; \$1,027,833 allotted funds, Grant Review Board will optimally fund 6 entrepreneurial projects.

RMPIF Guideline- Infrastructure

- **Eligible Applicants:** Applicants must be local government, of higher education, regional council, 501(c)(3) IRS tax designation or similar and serve a regional or rural Community Colleges, Career Technology Centers, Regional Councils and Libraries are eligible applicants.
- **Eligible Projects:** Proposals must be intergovernmental (meaning two units of government).
- **Purpose:** to support projects that involve two or more units of government and are related to broadband, water, wastewater, transportation, workforce housing, and commercial/industrial facilities **up to 25% of the total project costs**. Workforce housing is defined as housing targeted to 80 to 120% of median income of the community in which employees work.
- **When:** Projects must be completed between August 1, 2020 – June 30, 2021
- **Match Required:**
 - **Must have secured over 75% matching funds from non-state sources.**
 - **A match is required for infrastructure projects.**
 - Federal funds are considered matching cash funds.
- **Grant Amounts:** No maximum grant amount; \$1,027,833 allotted funds, Grant Review Board will optimally fund 4 infrastructure projects.



RMPIF Guidelines – Health Care



- **Eligible Applicants:** Applicants must be local government, institute of higher education, regional council, 501(c)(3) IRS tax designation or similar and serve a regional or statewide rural constituency. Eligible applicants include federally qualified health centers, area health education centers, local health clinics and other rural-serving health organizations.
- **Eligible Projects:** Proposals should be regional (two or more counties) or intergovernmental (meaning two units of government).
- **When:** Projects must be completed between August 1, 2020 – June 30, 2021
- **Grant Amounts:** No maximum grant amount; \$1,027,833 allotted funds, Grant Review Board will optimally fund up to 6 health care projects.
- **Eligible Projects:**
 - Improving access to health and medical/dental care
 - Recruitment and retention of health care providers
 - Behavioral and Mental health
 - Programs that implement and measure components of the Maryland Rural Health Plan
 - Chronic disease prevention and management
 - Oral and Dental health
- **Match Required:**
 - Applicants must secure a minimum 1:1 or 50% cash match funds from non-state sources.
 - Federal funds are considered matching cash funds.

RMPIF Guidelines – Rural Regional Planning & Development Councils

- **Eligible Applicants:** Tri-County Council of Western Maryland, Tri-County Council of Southern Maryland, Upper Shore Regional Council, Mid-Shore Regional Council, Tri-County Council of the Lower Eastern Shore, and multicounty efforts serving rural communities in areas not served by the regional councils.
- **Purpose:** to provide grants specifically for projects and activities of the five regional planning and development councils and for other multi-county rural improvement efforts.
- **When:** Projects must be completed between August 1, 2020 – June 30, 2021
- **Grant Amounts:** Each regional council is eligible to receive up to \$410,133 in FY2021 for rural regional planning and development assistance, as well as applications received from a multi-county effort (Frederick, Carroll, Harford) in areas not served by an existing regional council.

Past RMPIF Awardees

- Asian American Center of Frederick - \$125,000 for their *Achieving Collaboration for Health Equity in Rural Maryland*.
- Caroline County Health Department - \$41,500 for their work with *Eastern Shore Opioid Overdose Prevention*.
- Garrett County Memorial Hospital - \$10,590 for their *Patient Experience Ambassador Program*.
- Howard County Economic Development Authority - \$35,137 for their *National Automated Food Traceability and Safety* project.
- College of Southern Maryland - \$350,000 for their *Velocity Center*-for renovations of a building into a building development center.
- Eastern Shore Entrepreneurship Center - \$119,420 for F3 (Farm, Fish, Food) Tech Accelerator Program.
- Tech Frederick - \$30,000 for video equipment for small business pitches.
- Lower Shore Clinic - \$57,500.00 for salary for a Psychiatric Nurse Practitioner.



Past RMPIF Awardees (continued)

- City of Crisfield - \$125,000 for replacement for wastewater treatment system.
- Garrett County Community Action - \$90,000 for installation of NuBeam broadband for low-income families.
- Kent County Economic Development - \$200,000 for development of roads for Chestertown Business Campus.
- Sudlersville Volunteer Fire Company - \$48,655 for construction of public laundromat facility.
- The Town of Federalsburg - \$100,000 for the Old Denton Watermain project.
- YMCA of the Chesapeake - awarded \$36,091 for their project to expand cancer support services on the Eastern Shore.
- Tri-County Council of Southern Maryland - \$5,000 for their *Workforce Development Information video*.
- Preservation Maryland - \$200,000 for their Rural Maryland Under-Represented Communities Revolving Fund

Grants Expenditures

Eligible Expenditures:

- Salaries and Wages are allowable expenses, it is highly encouraged to include a statement on sustainability for future years;
- Administrative costs including construction, leasing and renovation of buildings are eligible; should not exceed more than 25% of grant request;
- Purchase or rental of vehicles;
- Meals are allowable of costs are reasonable and justified;
- **Indirect administrative costs capped at 10%.**

Ineligible Expenditures:

- Acquisition of land
- Contributions, donations or subsequent awards to third parties are ineligible expenses.
- Organized fundraising including financial campaigns, solicitation of gifts or bequests, or similar expenses incurred to raise capital or obtain contributions regardless of the purpose for which the funds will be used are ineligible.
- Advocacy/lobbying activities are ineligible expenses.

Changes and Unused Funds

- Only very minor changes in scope are allowed after a grant has been awarded. Some project timelines can also be modified.
- Unused grant funds must be returned to the Rural Maryland Council no later than July 15, 2021.

Grant Decisions

- Grant award determinations for both programs are made by the independent MAERDAF Grant Review Board set by law and consisting of the Secretaries (or their designee) of:
 - Department of Agriculture
 - Department of Commerce
 - Department of Health
 - Department of Housing and Community Development
 - Department of Natural Resources
 - Rural Maryland Council Chair (or a designee)
- Decisions by the MAERDAF Grant Review Board are *final and binding*

Eligible Entities

- Applicants must be in “Good Standing” with the State of Maryland. Go to <https://egov.maryland.gov/BusinessExpress/EntitySearch> to find if your organization is in good standing with the State of Maryland.
- We do not require a copy of the certificate; it is sufficient to provide a screen shot and attach it with your application AS LONG AS IT SHOWS WHETHER THE ENTITY IS CURRENTLY IN GOOD STANDING.
- An explanation for an entity not in good standing must be included with the application otherwise, the application will be rejected.
- Include a recent Form 990 (where applicable)

Ranking Criteria

- Basic Criteria: Applicant meets all basic eligibility requirements – it serves a regional (multi-county) or statewide rural constituency (or is a community college) and holds an appropriate IRS tax designation or is inter-governmental (meaning two units of government).
- Applicant has clearly identified a well substantiated need and developed a **Scope of Work** that clearly describes specific project activities and how the grant will be used. Specific goals and measurable objectives were clearly stated and appear to be achievable.
- Proposal will significantly impact the quality of living in rural Maryland. Proposal demonstrates substantial value and lasting impact by providing information which includes relevant background research, opportunities for replication, and a statement of impact. **(RMPIF Only)**
- Goals are specific, measurable, achievable, realistic, and time-bound.
- Mission Statement must be included and lend itself to the activities and goals addressed in the proposal..

Ranking Criteria (Continued)

- The applicant has equal matching funds from non-state sources. If there are no matching funds, applicant seems likely to leverage additional financial resources to match the grant. Priority is given to applicants with in-kind and funding matches.
- Other organizations, businesses, agencies and/or other community-based entities have expressed strong support for the organization's work and planned grant activities. Letters of support and other supportive materials (newspapers articles, etc.) were included.
- Project/proposal falls under one or more of the following priorities: Agriculture/Forestry Education; Community and Economic Development; Health Care; and, Regional Planning. (**MAERDAF Only**)

Grantee Award Requirements

- Execute grant agreements
- Recordkeeping
 - Interim Report
 - Final Report
 - Evidence of Expenditures
 - Acknowledgement of Award
 - Site Visits
 - Share project photographs

Sample grant agreements and reporting guidelines can be found at rural.maryland.gov

Outputs/Outcomes/Impact

Purpose: RMC is required to submit outcomes under **Managing For Results** to show the direct connection between the grants funded by RMC and the improvement in quality of life within rural communities.

Healthcare

- Patient engagement – number of services, outreach calls, intakes, assessments
- Transportation provided to #
- # new positions – how many people did they serve?
- Tech – new equipment purchased, number of people trained to use it, number of patients engaged with it
- Non-tech equipment – hoists, vehicles,
- # of investments in capacity – accreditation, electronic health records, telemedicine equipment
- Education – issues, number of people trained/train the trainers/total numbers educated
- Community Clinics – how many, in how many locations, # and type of services offered there, track hospital readmissions?

Economic Development

- Number of new jobs created
- Number of new businesses created
- Number of new products created
- Number of new incubators created
- Innovation (F-3 Accelerator programs)
- Supporting new industries (aquaculture)
- Dollar amount of investments in capital and equipment
- Entrepreneurship – introduce people to it, train people to do it - #s
- Number and types of outreach and recruitment – job fairs, etc.
- Number and amounts of loans made
- Workforce training - # sessions, participants
- Leadership development - #s participated
- New engagement strategies that increase tourism (geocache trail)

Education

- Number of education events, new courses created
- Number of people trained
- Investments in capital items such as vehicles to improve access and equipment such as museum equipment and buildings, tractor with front-end loader, off-road utility vehicle and trailer, multi-purpose building, wet lab, high tunnel, mobile career center, video equipment, job centers
- Create new positions for volunteer coordinator, fellowship
- Range of participants – adults, professions, youth, incarcerated people, ag education projects, veterans, non-native speakers, entrepreneurs, warehouse employees

Infrastructure

- Pounds of nutrients reduced that enter regional waterways (connect to WIP and TMDL goals)
- # of households connected to the internet, and # of communities who have created system engineering and timeline to connect rural communities to broadband
- \$ Capital investment in public facilities (mental health centers, laundromats, WW treatment, mapping of utilities, museums)
- \$ Capital investment in transportation technology as well as vehicles for populations needing access and/or emergency vehicles

Important Grant Dates

- Grant Process Opened: April 27th
- Phase 1: Letter of Intent (LOI) Deadline: May 29th
- Phase 2: Full Application Due: July 24th
- Awards Announced By August 17th

Awards

- Awardees receiving grant agreement within 30 days of the Award Announcement
- Forward fund awards
- 30 day turn around for check disbursement
- Checks by October 2020

What's New in RMC's FY21 Grant Cycle

- New Feature: *Collaborator Tool* in Grant Portal
- Vendor Cost Documentation Form
- Reduced Match for Entrepreneurship Grants
- Reprioritized Health Care Priorities
- COVID-19 Related
 - Job Retention and Salary Coverage
 - 6-month extension for current grantees
 - Grant awards subject to funding availability.

Grant Tips to Remember

Two Phase Grant Process

Phase 1: Letter of Intent, a simple 500-word or less narrative (May 29th)

Phase 2: Full Application, 1500-word narrative (Invite Only, due July 24th)

- Provide a clear and concise scope of work- i.e. what is the goal of my project and what do I hope to achieve.
- **Actions – Strategies – Outcomes – Timelines**
- Write to someone who doesn't understand your industry nuanced language.
- A good mix of supportive materials.
- Write the Letter of Intent and full application narrative in Microsoft word-this program will count your characters and words for you and then copy/paste it into the grant portal.
- More grant writing tips and resources can be found on the Governor's Grants Office website: <https://grants.maryland.gov/Pages/home-page.aspx>

How to Apply



- **Access the guidelines, criteria, and online grantee portal:**

<https://rural.maryland.gov/grant-opportunities/>

- To Start, you will need to ensure you have an account in the Grantee Portal. Please have the following information on hand to create your organization's account:
 - An email address that will act as your username
 - Your contact information
 - Your organization's or fiscal sponsor's information, including the EIN/Tax ID number
 - Your organization's website URL
 - Your organization's Executive Officer's contact information
- Please retain a record of your login information as you will need it in the future to access your in-progress applications and your online application history. Applications can be accessed only via the account in which they were started.



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