



2012 Advocacy Grant for USGBC Chapters

ABOUT ADVOCACY GRANTS FOR USGBC CHAPTERS

The 2012 Advocacy Grant for USGBC Chapters is a one-time matching grant of up to \$2,000 for a single chapter or up to \$5,000 for a multi-chapter effort that will fund the advancement of USGBC advocacy outreach. The term of the grant is from March 2012 – December 2012. The goal of the grant is to provide financial support for USGBC chapter advocacy activities that align with USGBC’s mission and vision as outlined in the 2012 USGBC Chapter Advocacy Planning Guide – focusing on, but not limited to – [the 2012 advocacy campaigns](#).

USGBC will fund new initiatives or the expansion and replication of existing programs to increase their impact, scope, and marketability. Projects should be inspirational, innovative, measurable, and replicable across the USGBC chapter network. Priority will be given to initiatives that are results driven on a local, state, or federal scale rather than initiatives to educate chapter board and committee members about advocacy. Example initiatives can be found in the [2012 USGBC Chapter Advocacy Planning Guide](#) (specific support resources, metrics and strategies on the 2012 advocacy campaigns are being developed in the first months of the year).

Once the grant funds are awarded, both the grant monies as well as the matching funds from the chapter will be considered restricted funds and can only be used to fund the initiatives specified in the application.

The application period will open on January 4, 2012 and close on February 13, 2012 at 11:59pm Pacific Time. Proposals will be evaluated by a team of USGBC Chapter and Advocacy Staff members, and Chapter leaders who have not submitted a grant application. Award winners will be notified in late February 2012.

ELIGIBILITY REQUIREMENTS

- Only chapters that are recognized as full chapters by USGBC are eligible to submit proposals to the 2012 Advocacy Grant program. A full chapter is an incorporated entity that has received its 501(c)(3) letter of determination from the IRS and has a current chapter charter in place with USGBC. USGBC affiliates are **not eligible** for this program.
- The Chapter:
 - Must operate in a manner consistent with the signed USGBC Chapter Charter and with USGBC policies and procedures, as well as applicable state and federal laws.
 - Must have proof of the matching funds in cash at the time of application OR signed commitments from donors or sponsors pledging the required funds contingent receiving the grant.
- Chapters who have previously been awarded a USGBC Advocacy Grant **are eligible** to apply in 2012. Consideration will be given to expanding or enhancing existing advocacy programs with proven success.
- Grant funds and the chapter matching funds are restricted funds and shall be applied exclusively towards the initiatives specified in the application.
- Funds **may not** be used to support consultants on lobbying activity. Activity in this arena (in compliance with the restrictions for 501c3 organizations) is the business of the chapter organization(s). Proposals for national funds to support such lobbying activity will not be judged. Information about the lobbying restrictions for 501c3 organizations can be found on the [Advocacy and Outreach section of the USGBC Chapters Extranet](#).
- Funds **may not** be used to contribute in support or opposition to any candidate for public office or for any political campaign. Proposals supporting such efforts will not be judged.



2012 Advocacy Grant for USGBC Chapters

- Chapters receiving grants are encouraged to be in regular contact with USGBC Chapters and Advocacy staff about the ongoing planning, success and strategy of their projects, and will be required to report back to USGBC by December 3, 2012 with the following information:
 - A description of the program including successes, lessons learned, best practices, audiences reached, and the chapters overall performance in relation to the objectives as defined in their application.
 - A detailed budget identifying their use of the awarded funds.
 - Feedback on the Advocacy Grant process.
 - Any relevant program materials.

APPLICATION GUIDELINES

The grant proposal must include the following sections. The proposal will be evaluated based on the overall clarity and consideration of these sections. It must include realistic, well-defined goals, results, and methods for measurement. Submissions are limited to fifteen pages, including supporting documentation.

1. **Completed application** (incomplete applications will not be reviewed).
2. **NARRATIVE**
 - a. **Explanation of Need:** In one page describe the amount requested as well as the ways in which the funds will assist the chapter's advocacy committee in advancing advocacy efforts on the local, state, and/or federal level. Advocacy efforts must align with USGBC's mission and vision as outlined in the [2012 USGBC Chapter Advocacy Planning Guide](#).
 - b. **Chapter History:** Provide general information about the chapter's mission and vision and demonstrate its dedication to advocacy for USGBC through a brief description of its current advocacy programs.
 - c. **Description of Program:**
 - i. Describe the program goals and desired impact in the chapter's community.
 - ii. Describe the evaluation methods for measuring the program's goals and assessing the impact on the chapter's community.
 - iii. Describe the chapter's current capacity (resources, time, volunteer hours, and funds) to successfully implement and sustain the program. Address the backgrounds and capabilities of the personnel developing, implementing, and/or delivering the projects proposed.
 - iv. Briefly describe a plan for how this project could be replicated throughout the chapter network. (e.g. license the materials, create a replicable case study, distribute via National USGBC, etc.)
3. **Budget:** The program budget should detail how the funds will be used. If the chapter anticipates funding streams from other sources (sponsorships, foundation grants, etc.) please note these funds in the budget. To be eligible to receive the grant, the chapter must also demonstrate proof of matching funding equal to the amount requested (note that an in-kind match, such as volunteer hours, will not be accepted).
4. **Supporting Documents:** Provide any relevant documentation and information that further supports your proposal in addition to the items requested above. Supporting documentation must be directly relevant to the application.

GRANT MANAGEMENT AND TIMELINE



2012 Advocacy Grant for USGBC Chapters

NOTE: Failure to comply with these expectations will result in a grantee's exclusion from USGBC Chapter Grant funding in 2013.

The grant funding expectations of the chapter grantee include:

- The 2012 Advocacy Grant award will be paid in a single installment. Grantees must submit a final report to USGBC by December 3, 2012 with the following information:
 - A description of the program including successes, lessons learned, best practices, audiences reached, and the chapters overall performance in relation to the objectives as defined in their application.
 - A detailed budget identifying their use of the awarded funds.
 - Feedback on the Advocacy Grant process.
 - Any relevant program materials.

Timeline:

Applications Open:	January 4, 2012
Application Deadline:	February 13, 2012, 11:59 p.m. PT
Recipients Notified:	February 23-24, 2012