FY 2018 Project Grant Guidelines

New Jersey Department of State
The New Jersey Historical Commission

GRANT PROGRAM

Project Grant
FY 2018 Cycle

Mission and Goals of the New Jersey Historical Commission Grant Program

New Jersey’s people and varied resources have helped shape the mid-Atlantic region, the nation, and the world for more than 350 years. Its notable diversity of inhabitants was evident from its beginning in 1664. Due in no small part to its location, it has seen all the great themes of the nation’s history play out within its borders. Its pivotal role during the American Revolution and early industrialization, and continuing legacy of technological innovation, distinguish it in the historical record. For these and many other reasons, the study of New Jersey history is both engaging and relevant to the state’s residents and visitors.

Mission:
The New Jersey Historical Commission (NJHC) is a state agency dedicated to the advancement of public knowledge and preservation of New Jersey history. Established by law in 1967, its work is founded on the fundamental belief that an understanding of our shared heritage is essential to sustaining a cohesive and robust democracy.

The NJHC receives its funding primarily by legislative appropriation. It fulfills its mission through various initiatives, as well as an active grant program. This includes General Operating Support (GOS) and Project grants, in addition to a free archival evaluation service called the Caucus Archival Projects Evaluation Service (CAPES) and a free artifact evaluation service called Artifact Assessment Program (AAP).

Grant-making has been an integral part of the NJHC’s activities for over forty years. First Project grants and then General Operating Support (GOS) grants enabled the NJHC to strengthen New Jersey history organizations and activities statewide. An emphasis on practicing the highest professional standards and rewarding excellence have been hallmarks of the grant program from the start, as has an abiding interest in exploring the history of the state’s diverse communities. But the rapidly changing composition of New Jersey’s municipalities and neighborhoods, along with technological developments that have changed the way New Jerseyans live and learn, spurred the NJHC to rethink the mission and priorities of its grant programs. The NJHC also recognized the need to encourage the use of new strategies for assessing audience engagement throughout the cultural community. With its FY 2018 grant guidelines, the NJHC is calling on applicants to think more deeply about the current and potential audiences they serve, and how they can make state history accessible and relevant to 21st-century residents and visitors.
Goal of the Grant Program:
The goal of the grant program is to engage diverse audiences in the active exploration, enjoyment, interpretation, understanding, and preservation of New Jersey history. Grants are awarded to projects that achieve that objective. Successful proposals may do so through one or more of the following:

- Broadening, deepening, and diversifying the audiences for New Jersey history
- Strengthening existing New Jersey history organizations or programs
- Initiating new programming on New Jersey history
- Increasing accessibility of historical resources to diverse communities
- Increasing the body and quality of information on New Jersey history available to the public
- Preserving materials for the study of New Jersey history

Project Grant Program Overview
Project grants must deliver high-quality, engaging New Jersey history to a diverse audience. The applicant must demonstrate that it practices professional standards specific to its discipline. Project grants are available to both individuals and organizations. Applicants can request up to $15,000 in support of their project.

Applicants are only allowed to submit one application per Project Grant round.

Individuals and organizations are restricted to one open project grant at a time.

Organizational applicants are allowed to be recipients of both the GOS grant program and the Project grant program.

All applicants will receive written notification of the NJHC’s decision.

If an organization has more than one division and a budget in excess of $500,000, each division is treated as a separate organization and may apply separately. Organizations with annual operating budgets of at least $500,000 (and all divisions of such organizations) are expected to show a match equal to 50% of the grant request. The match need not all be in cash; it may include donated services such as the value of volunteer time, donated equipment or supplies, or donated storage or office space.

Organizations with budgets under $500,000 do not have a match requirement.

FY 18 Project Grant Deadlines at a Glance

<table>
<thead>
<tr>
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<th>FY 2018</th>
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<tbody>
<tr>
<td>Intent to Apply</td>
<td>March 21, 2017</td>
</tr>
<tr>
<td>Application Deadline</td>
<td>April 21, 2017</td>
</tr>
<tr>
<td>Funding Level</td>
<td>Applicants may request up to $15,000</td>
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<tr>
<td>Notification of Award</td>
<td>July 2017</td>
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Eligible Project Types

The table below, while not exhaustive, lists common project categories and eligible applicants. Innovative projects of a type not listed below may be eligible and applicants are encouraged to discuss their proposed project with NJHC staff before submitting a Declaration of Intent.

<table>
<thead>
<tr>
<th>Type of Project</th>
<th>Individuals</th>
<th>Organizations</th>
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<tbody>
<tr>
<td>Conservation of Historical Materials</td>
<td>No</td>
<td>Yes</td>
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<tr>
<td>Digitization Projects</td>
<td>No</td>
<td>Yes</td>
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<tr>
<td>Educational Initiatives</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Exhibitions</td>
<td>No</td>
<td>Yes</td>
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<td>Public Programs</td>
<td>No</td>
<td>Yes</td>
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<tr>
<td>Research</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Publications</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Digital Media</td>
<td>No</td>
<td>Yes</td>
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<tr>
<td>Film, Videotape, Radio</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Fellowships</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Capacity Building</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Applicants should consult the General Categories for Project Grant Proposals on the NJHC’s website, history.nj.gov, for project-specific instructions (see: “Grant & Award Opportunities”).

Eligible Applicants

Eligible applicants include a wide variety of organizations, both public and private. If the mission of an organization does not exclusively focus on New Jersey history, it is essential that those applicants demonstrate the existence of and a commitment to both a historical mission and a viable program of public service to New Jersey history.

In order to apply directly to the NJHC for FY 2018 project funding, history organizations must meet the following criteria:

1. Have an annual operating budget of at least $100,000 in non-state history funds. This budget figure should be based on income received for the applicant’s most recently completed fiscal year.*
2. Document that twenty-five percent (25%) of its audience (both virtual and actual) comes from beyond a 20-mile radius from its headquarters location.
3. Be in good standing with the NJHC, i.e. no overdue or unfulfilled contractual obligations from prior fiscal years.
4. All applicants must demonstrate adherence to professional standards specific to their discipline. All institutional applicants for FY 18 project support are encouraged to enroll in a standards program. Any institution applying for the Capacity Building Initiative will be required to demonstrate enrollment into American Association for State and Local History’s (AASLH) Standards and Excellence Program for History Organizations (StEPs) at the time of application. StEPs is a self-study program that allows history organizations to assess their policies and procedures against national museum standards.

*Organizations that offer demonstrated statewide history programming and services but have annual operating budgets under $100,000 should contact the NJHC at (609) 292-6062 to determine eligibility.
Organizations that do not meet the eligibility criteria will apply directly to their respective designated county re-grant agency, for which the NJHC has made funding available to support eligible project proposals.

**Ineligible Applicants**

Applicants ineligible for NJHC project grant funding include:

1. Units of state or federal government.
2. Past NJHC grant recipients who have failed to fulfill the reporting requirements as stated in their executed grant contract.
3. Applicants receiving FY 18 grant funds directly from the New Jersey Historical Commission are not eligible for the county history partnership program in 2018.

For questions of eligibility, please call the NJHC at (609) 292-6062.

**Special Concerns**

The NJHC especially encourages project proposals that address the following themes, in priority order:

*Capacity Building:*

The NJHC’s General Operating Support (GOS) Grant Program is designed to provide support to history organizations demonstrating overall strength and success in meeting the stated goals of the program. The Commission seeks to assist as many organizations as possible in achieving this level of success. Project applications that seek to improve an organization’s capacity to meet the stated goals of the Commission’s grant program are encouraged.

Please note: Any institution applying for the Capacity Building Initiative will be required to demonstrate enrollment into AASLH’s StEPs program at the time of application. StEPs is a self-study program that allows history organization to assess their policies and procedures against national museum standards.

*Projects related to the 100th Anniversary of the United States entry into World War I*

In 2017 the United States will mark the 100th anniversary of its entry into World War I. New Jersey’s former governor, President Woodrow Wilson, led the county into a period of dramatic change during which not only military events, but also economic, social, and technological developments transformed society at many levels. Projects that examine this rich period of New Jersey history are encouraged.

*Native Americans of New Jersey, Past and Present*

The New Jersey Historical Commission will be focusing its programmatic year on Native Americans in 2019. Native Americans lived in New Jersey long before European settlers arrived, and continue to maintain communities here to the present day. The history of Native Americans in New Jersey is marked by periods of engagement with the state’s newer residents, as well as conflict and displacement. Projects that explore the history of Native Americans in New Jersey are encouraged.
FY 2018 Project Grant Guidelines

Please note: Any institution applying for the Capacity Building Initiative will be required to demonstrate enrollment into AASLH’s StEPs program at the time of application. StEPs is a self-study program that allows history organization to assess their policies and procedures against national museum standards.

Projects that Consider Popular Culture and How it Influences our Perception of the Past

The New Jersey Historical Commission will be focusing its programmatic year on popular culture in 2018. Popular culture in its many forms has long influenced the way we understand the past. Literature, visual arts, theatre, television, and film have all played powerful roles in shaping the public’s understanding of notable people, institutions, and events. The ongoing proliferation of digital media platforms appears to be accelerating this process. Popular culture can be a boon to historians and history organizations, as it can reach a large audience. However, works of art can also alter the historical record in ways that make historians uncomfortable. Projects that examine this often productive, but always challenging relationship are encouraged.

Review Process

Applications are reviewed by an independent peer-review process. Panelists review the proposals against the stated criteria.

Panelists and Historical Commission members adhere to the state guidelines on ethical standards. Review panelists and NJHC members abstain from commenting or voting on a proposal if they have:

1. Any recent relationship, financial or otherwise, with the applicant organization or any persons connected with the proposal; or
2. Played a meaningful role in the development of the proposal.

Staff members adhere to state guidelines on ethical standards. Staff does not comment or vote on any proposals.

NJHC FY2018 Funding Priorities and Evaluation Criteria

Applications for funding must include the following:

1. A detailed explanation of how the project will benefit the public including the following:
   a. A substantive description of the current and potential audiences
   b. A detailed plan for engaging current and potential audiences
   c. A clear and persuasive statement of the benefit of the proposed project to diverse audiences
   d. A well-developed plan for assessing the impact of the grant-funded activity on audiences
   e. A commitment to increasing diversity in audiences for New Jersey history, in the subject matter to be addressed in the proposed project, and in the composition of project and organizational personnel and leadership
2. Application of the highest professional standards to the planning and execution of the proposed activity, particularly as it relates to non-profit management, care of collections, and historical research
FY 2018 Project Grant Guidelines

3. A realistic and appropriate budget
4. A detailed work plan and timeline outlining what will be accomplished when and by whom
5. Effective use of partnerships and collaboration at the local, state, or national level wherever possible
6. A strategy for consistently and effectively communicating the benefit of funded programs and activities to a broad and diverse audience
7. Strategies for using the materials of New Jersey history to address contemporary issues, whenever possible

These and all other elements of each application will be evaluated on how effectively they address the stated goal of the NJHC grant program, their demonstrated adherence to professional standards, and the degree to which innovation and on-going self-assessment have been applied to organizational planning and development.

Appeal Procedure

Applicants who wish to challenge award decisions may make a formal appeal. The appeal must be submitted in writing to the NJHC within 30 days of the date of the notification informing the applicant of the award decision. All appeals must be sent via Certified Mail or other trackable delivery service.

The appeal letter must discuss in detail why the applicant believes the NJHC’s decision was in error. The applicant can only base their argument on the proposal provided; the NJHC will not consider revised application materials.

The appeal will be forwarded to every member of the NJHC for consideration at the next regularly scheduled NJHC meeting. The NJHC’s decision on the appeal will be based on two elements: 1) the appeal letter; 2) the assessment of the original review panel and any explanatory material requested by the NJHC chairman from the Grants and Prizes Committee and/or the staff. The NJHC has the discretion to request an oral presentation. The applicant will be informed in writing about the NJHC’s decision at the earliest opportunity. Should the NJHC revise its original decision and make an award, the amount would depend upon the availability of funding.

Ineligible Projects

1. Projects that do not relate to New Jersey history
2. Project work that is completed before the grant is awarded
3. Conservation of collections of unidentified photographs
4. Conservation of materials owned by federal, county, or municipal governments
5. Construction, restoration, preservation of gravestones, commemorative statues, plaques, and other non-interpretive items
6. Genealogical projects such as genealogies of specific families (unless applicants can demonstrate the usefulness of the projects to the understanding of New Jersey history)
7. Performances, fiction, and poetry
8. Projects of federal or state government agencies
9. Projects that are not accessible to the general public
10. Publication of coloring books, cookbooks, and calendars
11. Purchase of collections, furniture, costumes, artifacts, or other items for collections
12. Restoration or preservation of structures
13. Recordings of public programs or oral history interviews without the production of transcripts that are accessible to the public
14. Projects that do not comply with the requirements of the Americans with Disabilities Act

**Eligible Expenses**

1. Archival folders, boxes, and other materials for conservation of historical materials such as manuscripts, books, costumes, and photographs
2. Archival or research library user fees
3. Equipment purchases with the following restrictions: only institutions and organizations may use grant funds to purchase major items, such as computers or video cameras. All grant recipients, however, may use grant funds to purchase items such as inexpensive recording devices and computer software.
4. Equipment rental
5. Materials for fabricating and installing exhibitions
6. Microfilming
7. Oral history tape transcription
8. Payment of exhibition loan fees and shipping costs
9. Photography and photocopying
10. Production of promotional or advertising materials
11. Travel and maintenance for speakers and honoraria for speakers in the following amounts:
   a. Keynote speaker, up to $750; one keynote speaker per program
   b. Main speaker, up to $500
   c. Chairperson or moderator, up to $150
   d. Panelist, up to $125
   e. Additional funds for higher honoraria may be requested if you can demonstrate the speaker’s particular merits
12. Supplies to be used in the project (such as storage materials, office supplies, display materials, and materials for educational projects)
13. Travel and/or maintenance while conducting research
14. Travel expenses with the following limits:
   a. Automobile travel: $.31 per mile
   b. Train or airplane fares (coach only; not first class)
   c. Food and accommodations: up to $100 per day
15. Publication costs, such as typesetting, printing, copyright permission fees, and binding
16. Wages or stipends for project personnel, such as conservators, curators, educational consultants, and researchers
Organizations that do not have a General Operating Support grant from the NJHC may request funds for administrative support in their Project grant application. The administrative support portion may not exceed 25% of the total request. Administrative support includes salaries of regular employees. It does not include fees for consultants or contracted services.

Budget requests for contracted services (e.g., microfilming, conservation work) or equipment purchase must be accompanied by vendor price quotes that clearly describe the services or equipment.

Budget requests for speakers or consultant services (guest curator, designer, National Register research, etc.) must be accompanied by a letter of commitment from the consultant with a description of the services and pricing.

### Ineligible Expenses

1. Field trips, if that is the only component of the project
2. Purchase of books or prepackaged instructional materials
3. Purchase of items for collections
4. Purchase of refreshments for the project’s audience
5. Retroactive funding (for example, an exhibition proposal may not include a request for funding for exhibition research completed before the submission of the application)

### Application Package

The NJHC utilizes the [System for Administering Grants Electronically (SAGE)](http://history.nj.gov) for submission of all grant applications. Applicants are encouraged to familiarize themselves with SAGE by visiting the NJHC website, history.nj.gov, and registering for SAGE as early as possible.

Applicants must be submitted electronically by 3:00 p.m. of the due date. Please note the NJHC does not accept late applications. The NJHC also does not review application packages for completeness. It is the responsibility of the applicant to ensure that the required materials have been submitted by the deadline.

The first step of the application process is to complete and submit a Declaration of Intent (DOI) via SAGE. This will be reviewed by NJHC staff for eligibility. Once this has been approved, you will then have access to the application.

### The Application

Only complete applications will be reviewed. A complete application consists of the following elements:

- General Information Form
- Narrative Form
- Budget Form and Budget Narrative
- Resumes of key project personnel—paid or volunteer staff, consultants, speakers
- Support material such as brochures, catalogues, study guides, publications, strategic plans and studies, and other items that illustrate the operation and program and that support claims made in the narrative
FY 2018 Project Grant Guidelines

Vendor price quotes and work descriptions (conservation proposals, microfilming, equipment purchases, digitization)
Documentation of commitment from any consultant or speaker with a description of the work to be done and his/her fee
Project specific required materials
Application Submission Certification Form

A. General Information Form

The General Information Form is a one-page document that includes a brief statement describing your project and your proposed grant period. Please note that the grant period is selected by the applicant. The grant period may not begin before grant awards are announced in July 2017 and must begin before the end of the fiscal year in which the grant is awarded. The fiscal year begins on July 1st and ends on June 30th.

Final Reports are due 30 days after the close of the grant period.

B. Narrative Form

All applicants must address the following. Please note, however, that there are project-specific requirements, which can be found under General Categories for Project Grant Proposals on the NJHC’s history.nj.gov website (see: “Grant & Award Opportunities”).

*Clearly* define the proposed project including a description of its purpose and the projected outcomes. Explain the contribution it will make to the exploration, enjoyment, interpretation, understanding, and preservation of New Jersey history.

*Explain* how this project relates to the mission and long-range plan of your organization, as well as the Commission’s stated goals. Individuals only need to address how their project aligns with the Commission’s funding goals.

*Identify* the project team and how they provide the most appropriate qualifications. Applicants utilizing the services of a consultant should include his/her qualifications. If a consultant has not yet been selected, please include a detailed RFP in the miscellaneous attachments section.

*Explain* how this project will reach a diverse audience. Describe your goals in terms of audience development and engagement. Include a discussion of the proposed project’s relevance to the targeted audience.

*Explain* in detail how the project will be implemented and describe the strategies for completing the project. Describe how you plan to market the project to your target audience.

*Describe* your plans to evaluate your project and incorporate your findings into your future work.

C. Budget Form

Itemize requested funds. Be as specific as possible. Make sure that the total funds you are requesting on your budget form matches the request on the General Information Form and the Budget Narrative.
D. Required Attachments

This section of the application consists of materials that must be uploaded to SAGE. When uploading documents, please pay careful attention to SAGE’s instructions regarding supported file formats and sizes.

1) Budget Narrative
Describe the costs of all expenses related to the proposed project. Identify all sources of funding for the project. Provide a detailed itemization of how grant funds will be expended. Include a justification for all project-related costs.

2) Resumes
Provide resumes for all key personnel related to the project team, including volunteer staff and board members. Please note applicants who plan to utilize the services of consultants must also attach his/her resume.

3) Support Materials
Provide copies of support materials showing the organization’s mission, programs, and activities, such as brochures, catalogues, study guides, programs, or relevant plans. Use these materials to illustrate a past record of accomplishment, especially in reference to activities similar to those for which support is requested.

4) Certification of Support
Applicants seeking support for educational initiatives must include a certification of support for the proposed project from a participating educational institution.

5) Documentation of Commitment to Participation
If your project will require the cooperation and involvement of consultants, organizations, or individuals that are not part your organization’s regular staff, those individuals or groups must provide a document confirming their agreement to participate in your project, and that document must be included with your application. The documentation must include a description of the work to be done and the fee, if any.

6) Summary History of Organization
Institutional and organizational applicants must provide a brief history of the organization and describe its services and programs related to New Jersey history.

7) Copies of Manuscript, Representative Photographs, Script, or Script Treatment
Applicants for Publications and Media support must submit additional support materials, such as the text of a manuscript, sample video tapes, and script treatments.

8) Writing Sample
Applicants requesting funding for publication or writing-related projects must include a writing sample as part of their application. Samples should be 8-10 pages long, and may be excerpted from larger works.
9) Vendor Price Quotes and Work Descriptions

Requests for funding of conservation and microfilming services, and equipment purchases must be accompanied by appropriate documentation (description of work to be done and itemized pricing on vendor letterhead or bid sheet).

10) Miscellaneous Attachments

Some organizations may find that they need extra space for attachments or a place to upload overly large attachments that needed to be broken into multiple documents. No applicant is required to upload anything into this form, but it is available to those who wish to use it.

E. Application Certification

This form is generated by SAGE and provides space for an electronic signature of the official representative of the organizational applicant. The signatures certify that the contents of the application are true and accurate, that the application has been approved by your organization’s board, and that the organization will abide by all terms and conditions of a grant award should it become a recipient.

End Notes

Here is some additional information to assist an applicant’s understanding of the NJHC’s newly revised FY 18 Project Grant guidelines.

Tax Liability:

The U.S. Internal Revenue Service has declined to rule on the tax liability of individuals (that is, of persons as opposed to institutions) who receive Historical Commission grants. The IRS may regard such grants or portions of them as taxable income unless the grantee can show proof to have not benefited personally from the money. All grantees should consult their accountants or the IRS on this question.

Grant-funded Products:

If the project has a tangible product, a copy of that product must be submitted with the final report or as soon as it is available. Any product of the project must be available to the public. “Product” refers to such items as books, articles, conference papers, finding aids (e.g., guides, collection descriptions), software, oral history transcripts, media productions, sets of slides, walking or driving tour materials, conference brochures or publicity, exhibition catalogues or publicity, or curriculum materials. The NJHC will transfer microfilms and oral history transcripts to the New Jersey State Archives. It will keep other materials or transfer them to suitable places at its discretion. Applicants must:

Provide one copy of any product other than microfilm to the NJHC. (For microfilm, see item below).

Deposit another copy of the product with a member library of the New Jersey Library Network. That library must agree to make its possession of the product known through the state database and to make the product available to the public through interlibrary loan, on-site use, or other means. The Network is a voluntary organization of all types of libraries funded by the State of New Jersey to provide state residents with equal access to library services and materials.

Submit the master and print negatives of microfilm products to the NJHC, who will transfer them to the State Archives for permanent storage in the State Records Center’s microfilm vault. This
ensures that the microfilm will be preserved and that the public will have access to it. The State Archives may make service copies for patron use. A service copy must be deposited with a member of the New Jersey Library Network.

**Broadening, Deepening, and Diversifying:**
Applicants need to show that they’re not only cognizant of, but actively addressing the fact that today’s audiences are vastly different from what they were just a decade ago, and that embracing this reality is essential to their the long-term viability and success. The following definitions provided by the Wallace Foundation should prove useful in writing an application:

*Broadening*: Attract more of the same type of people, i.e. increase the number of participants, etc.

*Deepening*: Increase the current participant’s level of involvement, i.e. single ticket buyers become subscription buyers, funders give more money, volunteers give more time, etc.

*Diversifying*: Attract different kinds of people, i.e. attract people who have never attended/participated in the applicant programs. This could entail placing greater emphasis on expanding the ethnic makeup of its audience, targeting previously underserved age groups and communities, and increasing programming for visitors with disabilities, among others.

There are numerous sources applicants can consult to better understand their potential audiences, such as the most recent census data. Diversity should be viewed in the broadest possible context. This includes, but is not limited to, race, gender, age, economic status, and persons with disabilities. This list should not be considered a definition, but rather a starting point for an applicant to use in exploring the diversity of their own audiences.

**Final Advice**

1. Before proceeding with the grant application, read the guidelines in their entirety.
2. Always keep in mind the funding priorities/evaluation criteria while completing the application.
3. Complete all required information accurately and consistently. Double-check all numbers.
4. Review the information on what the application package should contain. Double-check that all required attachments and support materials have been successfully uploaded in SAGE. Please refer to the SAGE guides on the NJHC’s [history.nj.gov](http://history.nj.gov) homepage if you have any questions whatsoever about compatible document types.
5. Give yourself plenty of time to complete the application by the due date. This will avoid last minute omissions and oversights. You will **not** be able to add or change anything in your application once the due date and time has passed.
6. It is the applicant’s responsibility to make sure their mailing address, telephone number, and email address are correct in SAGE. NJHC uses that information to contact applicants throughout the grant process.
7. Please note that the NJHC is **not** responsible for any inaccuracies or omissions regarding any aspect of your application in SAGE.
8. If you have any questions or concerns regarding the guidelines, please call the NJHC staff at (609) 292-6062.