



Domini 1664 *Betweene* his Royall Highnesse James Duke of Yorke  
of the Cinque-Portes & Governour of Portsmouth of the one part: John Lord  
of Salisbury in the County of Beren Kn<sup>t</sup> and one of his most Hon<sup>ble</sup> the  
the Great Seal of England bearing Date on or about the Twelwth day of M  
present unto his said Royall Highnesse James Duke of Yorke his heires &  
by the Name of St<sup>r</sup> Iohn next adjoining to New Scotlands in Carolina, & fr  
So up the River thereof to the furthest Head of the same or it to deeth  
to the river Annada Northwards. And also all that Island or Islands  
the West of Cape Cod, & the narrow Higansetts abutting upon the Maine  
River, together also with the said River called Hudsons river, & all the la  
other Islands & lands in the said Letters patentes mentioned, Together wit  
Hunting & fowling, & all other Royalties, profits, commodities & hereditam  
the said Islands, Ielanes hereditaments & promises with their & app  
to be holden of his said ma<sup>ty</sup> his heires & Assignes as of the Mann<sup>r</sup> &

NEW JERSEY  
*Historical*  
COMMISSION

**GOS GRANT GUIDELINES  
FISCAL YEARS 2020 - 2022**

... money of England...  
... John Lord Berkeley...  
... words of any Island...  
... river... & extendeth Southwards to the Maine Ocean on foure of Coy  
Breath of the said Bay or river of Dela Ware, w<sup>ch</sup> is in forty one  
in forty one degrees of latitude: w<sup>ch</sup> said Tract of land is heretofore  
myntains Woods, fishings, Hawking, Hunting & fowling, and all other  
or any wise appoynting with their & every of their appoyntees  
written Letters patentes, & all the Estate right, title, interest, heire  
and promises for any part or parcel thereof, And the Receiver  
Indenture bearing date the day before the date hereof bearing  
Certified for the Terme of one whole yeere to come from the fu  
as the said indentures. As by the said Deeds, more plainly may app  
for transferring of use into possession, the said James Duke of Yorke  
and enabled to take a Grant & Release thereof (the said James  
Tract of land & promises with their & every of their appoyntees  
their heires & Assignes forever, to the sole use & behoofe of the  
and render yearly unto the said James Duke of Yorke his heire  
Twenty pounds of money of England if the same shall be lawfull  
John Lord Berkeley, & the said St<sup>r</sup> George  
Assignes by their presents. That they the  
will well & lawfully pay or cause to be paid unto the said  
nobles all such summes and parts, and in such manner and  
as those present Indentures have in to



DEPARTMENT OF STATE  
NEW JERSEY HISTORICAL COMMISSION

**FY 2020 General Operating Support (GOS) Guidelines**

**New Jersey Department of State  
The New Jersey Historical Commission**

**GRANT PROGRAM**

***General Operating Support  
FY 2020 - 2022 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, New Jersey 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 and fulfills its mission through various initiatives, as well as an active grant program. This includes General Operating Support (GOS), County History Partnership Program (CHPP), Project and Co-Sponsored Project grants, in addition to a free archival evaluation service called the Caucus Archival Projects Evaluation Service (CAPES), and artifact assessment through the Artifact Assessment Program (AAP).

Grant-making has been an integral part of the NJHC's activities for over forty years. From its inception, Project Grants, followed by GOS and later CHPP grants, enabled the NJHC to strengthen New Jersey history organizations and activities statewide. 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.

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 in 2015. With its FY 2020 Project Grant guidelines, the NJHC is building on the foundation of its recent, comprehensive grant re-evaluation. The ultimate goal is making New Jersey history more accessible and relevant to diverse, 21st-century residents and visitors by encouraging the use of new strategies for assessing audience engagement, and deep thinking about current and potential audiences.

## FY 2020 General Operating Support (GOS) Guidelines

### Goal of the Grant Program

The goal of the grant program is to engage audiences and practitioners in the active exploration, enjoyment, interpretation, understanding, and preservation of New Jersey history.

Grants are awarded to organizations that achieve that objective. Successful proposals may do so through one or more of the following:

1. Broadening, deepening, and diversifying the audience for New Jersey history
2. Strengthening existing New Jersey history organizations or programs
3. Initiating new programming on New Jersey history
4. Increasing accessibility of historical resources to diverse communities
5. Increasing the body and quality of information on New Jersey history available to the public
6. Preserving materials for the study of New Jersey history

### **General Operating Support (GOS) Program Overview**

The NJHC’s General Operating Support (GOS) program was established in 2000 to provide critical support to organizations engaged in preserving, researching, and interpreting New Jersey history. Its primary goal is to encourage excellence and innovation, especially as it relates to the grant program goals identified above.

### FY 2020 GOS Application and Reporting Deadlines at a Glance

	<b>FY 2020</b>	<b>FY 2021 &amp; FY 2022</b>
<i>Intent to Apply</i>	<b>March 15, 2019</b>	<b>n/a</b>
<i>Application Deadline</i>	<b>April 15, 2019</b>	Eligibility is contingent upon the submission of <b>satisfactory Interim and Final Reports</b> for the previous fiscal year, as well as funding availability
<i>Funding Level</i>	<b>Up to 33%</b> of the average of the total non-state operating income from the last completed fiscal year and current projected year.	Availability dependent upon state funding and grantee’s financial reporting from previous year
<i>Notification of Award</i>	<b>July 2019</b> - All applicants will be notified of grant decisions. Successful applicants will receive notification of the grant award for FY 2020 and a provisional commitment to fund for FY 2021 and FY 2022.	<b>July 2021 &amp; July 2022</b> , depending on the availability of funds
<i>Match Requirement</i>	<b>3:1</b> - For every \$1 awarded, the grantee must match in <u>cash</u> with \$3 dollars.	<b>Same as FY 2020</b>
<i>Grant Period</i>	<b>July 1, 2019 - June 30, 2020</b>	<b>July 1, 2020 - June 30, 2021</b> (FY 21) <b>July 1, 2021– June 30, 2022</b> (FY 22)
<i>Interim Report Due</i>	<b>February 15, 2020</b>	<b>February 15, 2021</b> (FY 21) <b>February 15, 2022</b> (FY 22)
<i>Final Report Due</i>	<b>July 31, 2020</b>	<b>July 31, 2021</b> (FY 21) <b>July 31, 2022</b> (FY 22)

## Eligible and Ineligible GOS Applicants

### 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 may still be eligible; however, 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. All applicants must take note of the following application process.

In order to apply **directly** to the NJHC for FY 2020 GOS funding, organizations must meet all of 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.
  - The NJHC realizes that unique organizations exist that offer statewide history programming and services but have annual budgets under \$100,000. Organizations that feel they meet this criteria should contact the NJHC at (609) 292-6062 to determine eligibility.
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.
  - This will require a brief but detailed summary on your Declaration of Intent (DOI) to Apply. No specific ZIP Code listings will be required. The audience threshold can be met by combining a variety of available figures. This includes, but is not limited to: in-person visitor logs at an organization's headquarters and/or events, point-of-sale data from gift shop and/or ticket office, Google analytics from an organization's website, Facebook Insights, etc. Please contact the NJHC at (609) 292-6062 with any questions prior to completing your DOI.
3. Be in good standing with the NJHC, i.e. having no overdue or unfulfilled contractual obligations from prior fiscal years.
4. All applicants **must** demonstrate a commitment to applying the highest professional standards for preserving and interpreting New Jersey history. While full completion/implementation is not required, applicants should, at minimum, be actively enrolled in and/or complying with one of the following professional standards programs:
  - a. The American Association for State and Local History Standards in Excellence Program (<https://aaslh.org/programs/steps/>)
  - b. The American Alliance for Museums National Standards and Best Practices for U.S. Museums (<https://www.aam-us.org/programs/ethics-standards-and-professional-practices/>)
  - c. Society of American Archivists (<https://www2.archivists.org/standards>)(NOTE: Library applicants can contact the NJHC for additional information on relevant standards.)
5. Be a not-for-profit corporation or government (municipal or county) agency, commission, or other organization.
6. Be based in New Jersey.

## FY 2020 General Operating Support (GOS) Guidelines

7. Be governed by a board responsible for the programs and policies of the organization.
8. Have a clearly stated mission of service to the promotion, preservation, research, interpretation, or public presentation of New Jersey history.
9. Have a two-year track record of providing programs and services to the public that fulfill that mission.

Applicants must include with their proposals both a long-range plan and a plan to meet the requirements of the Americans with Disabilities Act (ADA) of 1990. Applicants lacking either or both must begin work on a plan or plans as part of this year's activities. An organization may apply for funding to support this work, but the NJHC will not award any other funds to an organization unless it can show these plans or some procedure in place to produce them.

Applicants must also comply with all pertinent state and federal regulations including, but not necessarily limited to, Fair Labor Standards (regarding the payment of fair wages and the maintenance of safe and sanitary working conditions); the Civil Rights Act of 1964; Section 504 of the Rehabilitation Act of 1973, as amended; Title IX of the Education Amendments of 1972; the Age Discrimination Act of 1975; the Drug-Free Workplace Act of 1988 (guaranteeing the maintenance of same); and Section 1913 of 18 U.S.C. and Section 319 of P.L. 101-121 (barring lobbying when in the receipt of federal funds).

### Ineligible Applicants

Organizations ineligible for NJHC GOS grant funding include:

1. Units of state or federal government
2. Public school districts
3. Organizations that currently receive direct general operating support from another state agency for New Jersey history programs or activities
4. Organizations with previous GOS grants that have not submitted the required interim and final reports
5. Organizations that have not submitted the required final reports on previously funded project grants for which the grant period has been completed.

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

### System for Administering Grants Electronically (SAGE)

If an organization meets the criteria for applying **directly** to the NJHC for GOS support it will file both a Declaration of Intent (DOI) and a formal application using the [System for Administering Grants Electronically \(SAGE\)](#).

Guides for how to complete your DOI and formal application are available on the NJHC's [Grants and Award Opportunities](#) page.

Organizations that do not meet the eligibility criteria will apply to their respective designated county re-grant agency, for which the NJHC has made funding available to support eligible GOS or project proposals. Designated county re-granting agencies have a separate application and should consult the guidelines governing the **County History Partnership Program (CHPP)** on the NJHC's [Grants and Award Opportunities](#) page.

## FY 2020 General Operating Support (GOS) Guidelines

### Eligible and Ineligible Expenses

GOS grants help underwrite virtually all operating aspects of an organization offering New Jersey history services and need not be applied to any one aspect, program, service, or expense. There is no requirement to specify how grant funds will be spent in the grant proposal. Successful applicants will provide that information when they complete their grant contracts.

#### Eligible Expenses

The following expenses are eligible:

- Salaries and wages
- Contracted services/outside fees and services
- Printing, publicity, marketing
- Postage and telephone
- Fundraising and development
- Staff training
- Lease expenses
- Mortgage interest
- Equipment purchase, installation, and lease (e.g., computers, office furnishings, files)
- Utilities and HVAC (purchase, installation, and operational costs of heating, ventilation, and air conditioning)
- Maintenance of collections and the interiors of structures (i.e. most routine maintenance) (Note: Interior construction and other cyclic maintenance is not an eligible expense.) Definitions of Routine vs. Cyclic maintenance can be found here:  
[https://www.nj.gov/dep/hpo/1identify/nj\\_register\\_hist\\_plac\\_rules\\_07\\_02\\_2015.pdf](https://www.nj.gov/dep/hpo/1identify/nj_register_hist_plac_rules_07_02_2015.pdf)
- Basic grounds maintenance
- Travel and transportation (automobile travel @ \$.31/mile, train, or air coach travel)
- Insurance
- Licensing and registration fees (e.g., New Jersey charities registration)
- Planning for compliance with the Americans with Disabilities Act
- Long-term and strategic planning
- Audits. Depending on the amount of the grant, the NJHC may require either a formal audit of grant expenditures or financial review by a licensed certified public accountant as part of the final report. Applicants may include the fee for this work in their budget.

#### Ineligible Expenses

A NJHC GOS grant may **not** be expended on any of the following:

- Capital improvements, including the construction of structures and work such as roofing, replacement of gutters, windows, doors, and the removal or addition of interior walls, and major landscaping projects
- Exterior maintenance
- Purchase of real estate, motor vehicles, or leasehold improvements
- Acquisitions (including artifacts and collections)
- Hospitality
- Deficits and debt service

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- Retroactive funding
- Endowment
- Mortgage or loan principal

### **Minimum/Maximum Request, Matching Requirements, and Funding Cycle**

Maximum and Minimum Requests: Applicants may apply for grants of up to 33% of the average of the organization's total non-state operating income from the last completed fiscal year and current projected year. The minimum request for GOS support is \$5,000.

Matching Requirements: The matching requirement applies to all organizations receiving GOS support, and it must be in cash. For every dollar (\$1) awarded, the grantee must match it with three dollars (\$3). For example, a GOS grant for \$50,000 would require an organizational match of \$150,000. *Neither capital expenditures nor funds from any state of New Jersey source may be used to match NJHC GOS support.*

Funding Cycle: The GOS program operates on a three-year funding cycle. Successful applicants will receive a grant for FY 2020, and a commitment to fund for FY 2021 and FY 2022 pending the availability of funding. Future awards are also contingent upon the timely and satisfactory submission of interim and final reports, in addition to meeting all GOS eligibility criteria for each year of the funding cycle. New applications for NJHC GOS funding will be accepted again in FY 2023.

### **NJHC FY 2020 Funding Priorities and Evaluation Criteria**

Since the mission of the NJHC is ambitious and its grant funding limited, support is targeted to maximize its impact. The goal is to encourage new and effective ideas and strategies that advance an organization's overall mission while offering a high likelihood of success.

Applications for FY 2020 GOS funding **must** include the following:

- 1) A detailed explanation of how the organization or proposed activity 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 activity or organization to diverse audiences
  - d. A well-developed plan for assessing the impact of the grant-funded activity or organization on audiences
  - e. A commitment to increasing diversity in audiences for New Jersey history, programmatic content, and the composition of organizational personnel and leadership
- 2) Application of the highest professional standards to the planning and execution of proposed activities, particularly as it relates to non-profit management, care of collections, and historical research
- 3) A realistic and appropriate budget
- 4) Effective use of partnerships and collaboration at the local, state, or national level, whenever possible
- 5) A strategy for consistently and effectively communicating the benefit of funded programs and activities to a broad and diverse audience.

## FY 2020 General Operating Support (GOS) Guidelines

- 6) 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 GOS 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.

### **Information for Applicants with Missions Broader than New Jersey History**

The NJHC understands that some organizations may have a broad mission that includes only a component or division with a clear mandate for New Jersey history programs and services. These organizations should take care in the presentation of their narratives and budgets to address *this aspect of the mission only*. Only those functions, staff, plans, activities, funds raised and expended, programs, services, and activities that relate to the New Jersey history aspects of the operation may be presented and considered for support. In the narrative and support materials, it will be important to illustrate and document the degree of commitment of talent and resources to the organization's history functions.

Organizations must show that NJHC grant funds will permit them to increase or improve New Jersey history programs or services. The review panel will look for maintenance of effort. Organizations may not use NJHC grant monies as a means to reduce their own expenditures on New Jersey history services by using those funds as replacement funds. Successful applicants must be prepared to carefully track and account for the grant funds and their matching funds.

### **Restrictions on Multiple Requests for NJHC Grant Support**

Organizations applying for GOS funding may also apply for Project Grant support with the following restrictions:

1. Organizations receiving GOS funding can have no more than **one** open project grant from the NJHC at a time.
2. No applicant receiving either GOS or Project Grant funding from the NJHC can apply to the NJHC's county re-grant program (CHPP) in the same fiscal year.

## **The Review Process**

### Review Panels and Committees

All applications received by the deadline are distributed to independent evaluation panels composed of experts familiar with nonprofits, their management, and the challenges they face. It is the applicant's responsibility to submit a complete application. Panels will evaluate all proposals against the stated criteria and achieve consensus on the merits of each. Panelists will make recommendations to the NJHC's Grants and Prizes Committee. The recommendations of the Committee will be forwarded to the NJHC for final decision. Awards will be voted on in public session.

### Ethical Standards

Staff, review panelists, and NJHC members adhere to the state guidelines on ethical standards. They abstain from commenting or voting on a proposal if they have:



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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.

### Notification

Applicants will be formally notified in writing of the decisions by the NJHC. Awards may come with specific conditions. These conditions will be explained in the award letter and contract.

### Appeal Procedure

Applicants who wish to challenge award decisions may make a formal appeal. The appeal package must be submitted in writing within 30 days of the date of the letter informing the applicant of the award decision. Direct the appeal to the NJHC care of Sara R. Cureton, Executive Director, and mark the package as an appeal. All appeals must be sent via Certified Mail or other trackable delivery service.

The appeal package must contain a document that discusses why the applicant believes the NJHC's decision was in error. With the exception of the document describing the applicant's argument for appeal, the package may **not** include documents that should have been part of the original application, but were not included for any reason, or documents that have been amended since the original application.

The appeal will be forwarded to every member of the NJHC for consideration at the next regularly scheduled board meeting. The NJHC's decision on the appeal will be based on the following elements: the appeal letter, 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.

### The Application Package

The NJHC utilizes the [System for Administering Grants Electronically \(SAGE\)](#) for submission of all grant applications. Applicants are encouraged to familiarize themselves with SAGE by visiting the NJHC's [Grants and Award Opportunities](#) page and registering for SAGE as early as possible.

Applications **must** be submitted electronically by **3:00 p.m. on April 15, 2019**. 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 the NJHC staff for eligibility. Once this has been approved, the applicant will be forwarded on to the application.

#### A. General Information Form

The application form requests essential information about the applicant organization and provides

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space in which to compose an organizational profile and outline the benefits of receiving the grant (150 words or less). Please note that this organizational profile will be used by NJHC members and staff throughout the review process to identify applicants.

### B. Income Form and Expense Form

GOS applicants are required to supply several different forms of financial information. Organizations whose mission does not focus exclusively on New Jersey history **must** base their request on the budget for the part of the organization that **does** focus on New Jersey history, **not** the entire organization.

Forms are provided for the applicant to state their operating income and expenses for the applicant's last completed fiscal year, in addition to the current year. The organization **must** show all categories of income and expense for the years indicated, inclusive of **any and all** state of New Jersey funds.

### C. 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) Narrative

The narrative is the heart of the application. Applicants must assume that the reader knows nothing about the organization, and therefore must become totally informed. When the reviewer has finished reading the narrative, he or she should have a complete picture of the organization, its strengths and challenges, how the organization addresses at least one of the NJHC's priorities, how grant funds will be used, and how they will help the organization fulfill its mission.

#### Narrative Requirements

1. All narratives **must** be typed with no smaller than 12 point font, have a minimum of 1" margins on four sides, and spacing at no less than 1.5 lines per line of text.
2. Pages **must** be numbered.
3. The narrative portion may **not** exceed 10 pages.
4. **The narrative must be formatted in a way that addresses each topic and its related questions in the order presented below. The topics should also be clearly labeled.**

#### Narrative Topics

##### 1. Mission, Goals, and Governance

- A. Discuss the organization's mission and goals. How do they relate to New Jersey history and the NJHC's stated priorities for FY 2020?

*(Organizations whose mission is not wholly related to New Jersey history must identify what portion is, and discuss all points below for that part of their mission)*

- B. Describe how the organization is managed and governed. What are the roles and qualifications of the board and staff?
- C. Discuss how the organization applies best practices and professional standards to its institutional operations and planning.

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### 2. Programs and Services

- A. Discuss the scope of essential programs and services of the organization, including any collections (size and type), exhibitions, and public programming conducted in accordance with established professional standards. Be sure to describe the institution's facilities, providing information regarding ownership and maintenance responsibilities.
- B. Describe how programs, publications, and exhibitions offer an interpretive framework for the history they present, or how they encourage audiences to think of that history in new ways.
- C. Discuss the relevance of the applicant's programs and collections to its current and potential audiences.

### 3. Audience Breakdown and Public Value/Engagement

- A. Describe the audience that attends/participates in the aforementioned programs and services in terms of its size, age, and other defining demographic characteristics. What portion of this audience is virtual? (e.g. website visits, services by email, etc.)
- B. How does the organization engage in data collection and analysis in order to properly assess, evaluate, and shape programming and outreach to meet diverse audiences' needs?
- C. What is being done to eliminate barriers to participation and to increase access for and outreach to underserved communities, including but not limited to persons with disabilities?
- D. How does the organization advocate for greater support of New Jersey history? Describe the ways the organization communicates and promotes the benefits of its work to educators, business and community leaders, public officials, and others not already familiar with its efforts.

### 4. Finance and Fundraising

- A. What is the financial condition of the organization? Is the organization building an endowment? Does the organization have loans or lines of credit? If so, for what purpose?
- B. Describe how the money that currently funds the organization's operation is raised and discuss its sources. Reviewers will look for evidence of active fundraising efforts that go beyond a reliance on state funding.

### 5. Organizational Planning

- A. A commitment to organizational planning is essential to its stabilization and growth. Describe the organization's planning process as it relates to the development and implementation of a long-range plan, strategic plan, Americans with Disabilities Act (ADA) compliance, and disaster/emergency preparedness planning.

### 6. Use of GOS Funds

- A. Please explain how your organization is prepared to maximize the benefit of any GOS funding you may receive. What will distinguish your work/programs/services from other organizations with a comparable mission?

### 7. What Else Should We Know?

- A. Describe any issues that were not addressed previously in the narrative. What else should reviewers know about the organization and its work that was not covered above? Discuss any other challenges and opportunities that may arise in the near future.

## **2) One-Page Summary of the Organization's History**

Provide a brief history of the organization (age, location, size, and membership). Discuss its New Jersey history mission, programs, and services.

## **3) Budget Rationale**

Provide a breakdown of the figures provided in your income form and expense form. Be sure to explain substantial fluctuations from year to year in expenditures or income. For each category total, provide a brief explanation or listing of the elements comprising the total. Any listing of expenses in the "Other" category must be explained. The narrative (see above) **must** explain how GOS funds will strengthen the operations of the organization.

## **4) Most Recently Completed Audit or Financial Review**

If an organization has a budget of \$750,000 or more, it **must** provide a copy of its most recent audit. The audit requirement does not apply to county or municipal agencies.

Organizations with budgets of less than \$750,000 **must** submit an independent financial review. County or municipal agencies that are not audited independently must submit a statement signed by the responsible county or municipal financial officer that their finances are included in the county or municipal audit and are in order. Divisions of colleges or universities **must** follow a similar practice.

## **5) Current Evidence of Not-for-Profit Status**

Applicants must be registered as not-for-profit corporations or they must be municipal or county government agencies, commissions, or other organizations based in New Jersey. Unless applicants are entities of local government, documentation of current evidence of not-for-profit status must be supplied. Applicants may show either an IRS determination or a document from the State of New Jersey showing non-profit status.

## **6) List of Governing Board**

Provide a list of the organization's governing board and their terms of office with brief descriptions of their backgrounds, any expertise in areas such as fundraising, programming, and audience development, and the role he or she plays in the organization (officer, committee member).

## **7) Descriptions of Key Staff & Volunteers**

Provide a list of key staff and volunteers. For each, provide a paragraph describing their backgrounds and responsibilities.

## **8) Facilities**

Provide a capsule description for each facility. Indicate ownership, square footage, and how used. If you do not own facilities, describe where your programs are offered and any collections held.

## **9) ADA Plans**

Ensuring that programming supported by the NJHC is available to the widest possible audience is a high priority and includes access for people with disabilities. Indicate when this plan was approved by the board. If the plans are in draft form, attach the drafts. Organizations without these plans must explain their absence. The Americans with Disabilities Act (ADA) was signed into law in 1990 and requires that

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all providers of public programs and services make those offerings equally accessible to all people regardless of any physical and mental disabilities. For organizations looking for more information about ADA compliance, the Cultural Access Network (CAN) (<https://njtheatrealliance.org/cultural-access-network-project>) offers a comprehensive self-assessment survey tool designed to help organizations understand their compliance status and accessibility in the following key areas: facilities, programs, marketing, employment, sensitivity training, policy, and grievance management. Please note that the Cultural Access Network (CAN) will respond to specific questions.

### 10) Long Range and Strategic Plans

Indicate when these plans were approved by the board. If the plans are in draft form, attach the drafts. Organizations without these plans must explain their absence. A sound long-range and/or strategic plan should describe: the organization's planning process and include when and how it is undertaken, who leads the process, who has input into the process, and how community input is achieved.

### 11) Disaster and/or Emergency Preparedness Plan

Provide a copy of the organization's current disaster and/or emergency preparedness plan. If a plan is in the drafting stage, please discuss when the organization envisions its completion and implementation. If the organization does not currently have a disaster preparedness plan in place, please explain the specific reason(s) why and when such a plan will be developed.

For organizations looking for more information on disaster and/or emergency preparedness, the New Jersey Cultural Alliance for Response (NJCAR) provides resources on how to preserve assets and sustain operations before, during, and after disasters. Website:

[https://www.njstatelib.org/services\\_for\\_libraries/resources/disaster\\_planning/new-jersey-cultural-alliance-response/](https://www.njstatelib.org/services_for_libraries/resources/disaster_planning/new-jersey-cultural-alliance-response/)

### 12) Illustrative Materials

Provide copies of support materials showing the organization's mission, programs, and activities, such as brochures, catalogues, study guides, or pamphlets. Use these materials to buttress arguments made for the organization's value and service to the New Jersey history community. Limit the materials to five items. *Do not send books.*

### 13) Required Supporting Materials for Organizations whose Mission is Not Exclusively New Jersey History and for County Cultural and Heritage Agencies

Such groups must provide three (3) additional pieces of support material:

1. A complete organizational budget showing income and expenses for New Jersey history programming and other activities. **NOTE:** For organizations that offer both arts-related initiative/tours, etc. **and** history-based programming, **only** the latter expenditures can be counted toward the GOS match requirement.
2. An organizational chart
3. Provide a brief description of non-history programming in chart form and summary text

## D. Final Submission Certification

The electronic signatures certify that the contents of the application in SAGE are true and accurate, that the application has been approved by the board, and that the organization will abide by all terms and conditions of a grant award should it become a recipient.

### Frequently Asked Questions

Here is some additional information to assist an organization's understanding of the NJHC's FY 2020 GOS guidelines.

**1. The FY 2020 GOS guidelines place an emphasis on growing and diversifying your audience. How can my organization better understand the demographic makeup of my community and the surrounding region?**

The NJHC recommends utilizing the detailed data provided by the United States Census Bureau (<https://www.census.gov/>) to gather information on the demographic makeup of your community and region. Proactively engaging surrounding school districts, chambers of commerce, and other prominent, diverse local organizations is also encouraged.

**2. One of the stated goals of the NJHC's GOS program is "broadening, deepening, and diversifying the audience for New Jersey history." Can you expand on what exactly this entails?**

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. 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.

## FY 2020 General Operating Support (GOS) Guidelines

### **3. How can my organization ensure its operations adhere to the most up-to-date best practices and professional standards?**

The NJHC recommends several standards programs and each organization should decide which program is most appropriately suited to its work. A list and links to these appear on **Page 3** of the guidelines.

The NJHC also offers a series of statewide best practices workshops on a variety of topics of interest and relevance to non-profits each year. It is highly recommended that board and staff of the applicant organization try to attend these sessions whenever possible. Visit the NJHC's [History.NJ.gov](http://History.NJ.gov) homepage for dates and locations for future workshops.

Please be sure to detail any best practices workshops your board members or staff have attended, in addition to how any information or materials provided at these sessions have been utilized.

### **4. Another narrative question asks applicants to detail various aspects of organizational planning. What could reviewers be looking for here?**

There is essential information that should be included in any discussion of an organization's planning process: Who was responsible for drafting each plan? When was it approved and implemented? How often is it reviewed and updated to both reflect best practices and changes in the organization's circumstances or priorities? Please remember to address each of the individual plans listed in the narrative question as well as possible.

### **5. One narrative question asks applicants to discuss the nature of its collections. What kind of information should be included when answering this question?**

In this section you should not only detail both the size and types of the organization's individual collections, but also how are they preserved, managed, and cared for over the course of the year. Be sure to discuss how current and potential audiences engage with the collections.

### **6. Can you explain the maximum and minimum requests for FY 2020 GOS funding again? What about the matching requirement for those who receive a GOS grant?**

Applicants can request up to 33% of the average of the organization's total non-state operating income from the last completed fiscal year and current projected year. The minimum request for GOS support is \$5,000.

The matching requirement is 3:1 for all FY 2020 GOS grantees. That would mean a GOS grant for \$50,000 would require an organizational match of \$150,000. The match must be in cash and cannot include capital expenditures or funds from any State of New Jersey source.

### **7. My organization does not meet the eligibility criteria to apply directly to the NJHC for GOS funding and will need to apply to the appropriate county re-granting agency. Where can I find more information and the guidelines for that grant program?**

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The NJHC created the County History Partnership Program (CHPP) in FY 2017 with the purpose of strengthening these very organizations. CHPP funding for all 21 counties comes directly from the same funding source as all other NJHC grant programs.

Please contact the NJHC at (609) 292-6062 for questions on your respective county re-grant program. The County History Partnership Program (CHPP) guidelines will also be available on the [Grants and Awards Opportunities](#) section of NJHC's [History.NJ.gov](#) website.

### **8. What about the NJHC's other grant opportunities? Where can I find the guidelines for applying for a project grant, Caucus Archival Projects Evaluation Service (CAPES), the Artifact Assessment Program (AAP), and other grants and prizes?**

All of this information is located in the NJHC's [Grants & Awards Opportunities](#) section of its [History.NJ.gov](#) website, and can be accessed anytime at an applicant's convenience.

### **Final Advice**

1. Before proceeding with the grant application, read the guidelines in their entirety.
2. Always keep in mind the GOS 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](#) 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. The 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 GOS guidelines, call the NJHC staff at (609) 292-6062.