

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

GRANT PROGRAM

***General Operating Support
FY 2027 - 2029 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. As the nation begins commemorating its 250th anniversary in 2026, the state's pivotal role during the American Revolution and early industrialization, the civil rights movement, 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 fifty 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. In the last several years, the creation of new inclusive history grant programs demonstrate the NJHC's commitment to supporting history organizations and programs that reflect the experiences of the state's diverse population, past and present.

With its FY 2027-2029 GOS Grant guidelines, the NJHC will continue telling diverse and inclusive stories about the past that invite participation from all New Jerseyans and innovative assessment strategies.

FY 2027-2029 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. Strengthening existing New Jersey history organizations or programs
2. Promoting elements of New Jersey's history that have often been underrepresented in the past.
3. Broadening, deepening, and diversifying the audience for New Jersey history
4. Initiating new programming on New Jersey history
5. Increasing accessibility of historical resources to diverse communities
6. Increasing the body and quality of information on New Jersey history available to the public
7. 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 2027-2029 GOS Application and Reporting Deadlines at a Glance

	FY 2027	FY 2028 & FY 2029
<i>Intent to Apply</i>	March 9, 2026	n/a
<i>Application Deadline</i>	April 13, 2026	Eligibility is contingent upon the submission of satisfactory Interim and Final Reports for the previous fiscal year, as well as funding availability
<i>Funding Level</i>	Up to 33% 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>	August 2026 - All applicants will be notified of grant decisions. Successful applicants will receive notification of the grant award for FY 2026 and a provisional commitment to fund for FY 2027 and FY 2028.	July 2027 & July 2028 , depending on the availability of funds
<i>Match Requirement</i>	3:1 - For every \$1 awarded, the grantee must match in <u>cash</u> with \$3 dollars.	Same as FY 2027
<i>Grant Period</i>	July 1, 2026 - June 30, 2027	July 1, 2027 - June 30, 2028 (FY 28) July 1, 2028 - June 30, 2029 (FY 29)
<i>Interim Report Due</i>	March 15, 2027	March 15, 2028 (FY 28) March 15, 2028 (FY 29)
<i>Final Report Due</i>	July 31, 2027	July 31, 2028 (FY 28) July 31, 2029 (FY 29)

Eligible and Ineligible GOS Applicants

Eligible Applicants

Change for the FY 2027-29 GOS Grant Cycle: Organizations that receive direct general operating support from another state source for New Jersey history programs or activities are now eligible to apply, with the understanding that any money they receive from other state sources would be subtracted from any potential GOS grant award.

NOTE: While county governments are eligible to apply, they must identify the sites or divisions that will be the recipient of GOS funding. These would become ineligible for any County History Partnership Program (CHPP) funding for the entirety of the three-year cycle. The 21 designated county agencies that receive CHPP funding are ineligible.

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.

To apply **directly** to the NJHC for FY 2027-2029 GOS funding, 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.
 - 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 criterion should contact the NJHC at (609) 292-6062 to determine eligibility.
2. Demonstrate that your organization has a significant impact on audiences beyond a 25-mile radius from your headquarters. This can include both virtual and/or in-person impacts.
3. Be in good standing with the NJHC, i.e., having no overdue or unfulfilled contractual obligations from prior fiscal years.
4. Applicants must adhere to the principles of one or more 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.

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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 proposal a plan to meet the requirements of the Americans with Disabilities Act (ADA) of 1990. 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 this plan or some procedure in place to produce it.

Applicants must include with their proposal either a copy of an existing inclusion plan, or a description of ongoing work by board and staff to develop and implement such a plan. For guidance on this work, please consult resources provided by the American Alliance of Museums (AAM) [here](#), as well as the [Inclusive Historian's Handbook](#).

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. The 21 designated county agencies that receive CHPP funding
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

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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.

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
- Basic grounds maintenance
- Travel and transportation (automobile travel @ \$.47/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
- Development of inclusion policies and plans
- 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

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- Exterior maintenance
- Purchase of real estate, motor vehicles, or leasehold improvements
- Acquisitions (including artifacts and collections)
- Hospitality
- Deficits and debt service
- Retroactive funding
- Endowment
- Mortgage or loan principal
- Promotion of a particular political, religious, ideological point of view or advocacy related to those positions.

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 2027, and a commitment to fund for FY 2028 and FY 2029 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 2030.

NJHC FY 2027 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.

All applications for FY 2027-2029 GOS funding will be independently reviewed and evaluated on how effectively they address the following funding priorities and evaluation criteria.

- 1) A detailed explanation of how the organization will benefit the public including the following:
 - a. A well-developed plan for utilizing any potential grant award, and for assessing the impact of that funding.
 - b. A substantive description of the current audience, and a detailed plan for future engagement with diverse audiences.
 - c. A blueprint to increase diversity within the composition of organizational personnel and leadership.
- 2) A strategy to adhere to established professional standards, particularly as it relates to non-profit management, care of collections, and historical research. (see: Page 4)

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- 3) A commitment to integrating inclusive history, and to telling, whenever possible, underrepresented stories within an organization's planning and programmatic content.
- 4) A realistic and appropriate budget.
- 5) Effective use of partnerships and collaboration at the local, state, or national level, whenever 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.

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 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 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:

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 13, 2026**. 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 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 **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 reviewers have finished reading the narrative, they should have a complete picture of the organization, its strengths and challenges, how NJHC priorities will be addressed, how grant funds will be used, and how they will help the fulfill its mission.

Narrative Requirements

1. All narratives **must** be typed with no smaller than 11-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 8 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. Clearly label and provide website links that summarize the organization and existing facilities.
- B. Discuss the organization's mission and goals. How do they relate to New Jersey history and the NJHC's stated funding priorities and evaluation criteria for FY 2027? (See: Page 7-8)
(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)

2. Existing Challenges

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- A. Given the demographic, technological, and economic changes nationwide, what are the greatest challenges your organization faces?
3. Programs and Services
 - A. Discuss the scope of essential programs and services of the organization, including collections, exhibitions, and public programming.
 - 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. For example, discuss any efforts to tell underrepresented stories within the organization's planning and programmatic content.
4. Public Value/Engagement
 - A. Describe the audience that participates in programs and services – i.e., size, age, and demographic characteristics. What portion of this audience is virtual?
 - B. What is being done to eliminate barriers to participation and access to underserved communities?
 - C. What does the organization do to raise awareness of the public value of history?
5. 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.
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?

2) 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.

3) 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.

4) 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.

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Applicants may show either an IRS determination or a document from the State of New Jersey showing non-profit status.

5) 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).

6) Descriptions of Key Staff & Volunteers

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

7) ADA Plan

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 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.

8) Inclusion Information

Include either a copy of an existing inclusion plan, or a description of ongoing work by board and staff to develop and implement such a plan.

9) Conflict of Interest Policy

Provide a copy of the board approved conflict of interest policy governing board members, trustees, organizational leadership, and salaried employees.

10) 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.*

Required Supporting Materials for Organizations whose Mission is Not Exclusively New Jersey History

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

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- 2) 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.)
- 3) An organizational chart
- 4) 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.

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](https://www.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.

(See Page 14 for Frequently Asked Questions)

Frequently Asked Questions

Here is some additional information to assist an organization's understanding of the NJHC's FY 2027-2029 GOS guidelines.

1. The FY 2027-2029 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 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.

3. Can you explain the maximum and minimum requests for FY 2027-2029 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.

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The matching requirement is 3:1 for all FY 2027-2029 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.

- 4. 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?**

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.

- 5. 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.
