Information Session: Puente Fire Relief Fund for Businesses & Organizations Request for Proposals (RFP)

JULY 15, 2021
ROUND 2 GRANT APPLICATIONS
Agenda

- Welcome & Introduction
- Background
- Grant purpose & eligibility
- Application & selection process and timeline
- Application & budget document review
- Tips for a successful application
- Current (First Round) Grantees: Supplemental Application & Lessons Learned
- Questions & Answers
Background
Puente’s role in response to the August CZU Lightning Complex Fires

Goal of this RFP: support recovery of local businesses & organizations most affected by the wildfires

First round of funding completed
Grant Purpose & Eligibility
Grant Purpose & Allowable Uses

- Grant funds may be used for:
  - Replacement/improvement of business/organization property lost/damaged in fires
  - Lost production/income due to fires
  - Fire preparedness/prevention efforts

- Maximum funding request: $40,000. Applicants may apply for any amount up to $40,000.

- Grant repayment
  - If insurance is expected to cover some/all costs applied for in the grant, the business/org may apply for funds to receive more immediate assistance, but will be expected to repay the funds to Puente upon insurance payout
  - Repaid amounts will be put into a special Puente fund that will be made available to the community in case of future natural disasters and emergencies
  - Businesses/orgs with no insurance or limited coverage will receive grants which they are not required to pay back
Eligibility Criteria

- Private business or 501(c)(3) non-profit organization (or organization with fiscal sponsor)
- Businesses/Organizations located in Puente service area: Pescadero, La Honda, Loma Mar, San Gregorio
- Priority funding: direct fire damage, but businesses indirectly affected also eligible
- Businesses/orgs must not discriminate
- Fair labor practices
- One application per business/organization
## Project Examples

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<thead>
<tr>
<th>Replace at Market Value or Repair</th>
<th>Lost Revenue</th>
<th>Fire Preparedness/ Prevention</th>
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<tbody>
<tr>
<td>Damaged infrastructure like fencing, water pipes or tanks, etc.</td>
<td>Requesting reimbursement for revenue losses counts as a “project”</td>
<td>Priority is for those directly affected by fires to have access to resource to prevent future destruction</td>
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<tr>
<td>Damaged items like shed, tools, etc.</td>
<td>Not required to have suffered direct fire damage on business/org property</td>
<td>Can be used for items such as water tanks/trucks, generators, tools for creating defensible space, etc.</td>
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<td>Applies to direct damage (fence burned) and indirect damage (item ruined by ash or lack of power)</td>
<td>Example: 1) crops that could not be harvested and brought to market during evacuations or missed plantings 2) Closed facility due to evacuations</td>
<td></td>
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<tr>
<td>Option: substitute rather than replace if there is a compelling reason you need something different.</td>
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Application & Selection Process and Timeline
Application Process & Timeline

Application and other documents available at: https://mypuente.org/fire-relief-fund-rfp/
Submit via email to Elena (ebettsbarahona@mypuente.org)

First round application deadline: Friday, July 23rd by 11:59pm. Applications are being accepted immediately and may be submitted before deadline.

Selection committee will review applications and selected recipients will be notified by email. Applicants may receive follow-up call or request for site visit. Decisions by August 13th. Grantees will be publicly announced.

All grantees will be required to submit mid-year and final reports.
Application & Budget Document Review
Submitting Application & Required Documents

Application

• Complete all sections. Applications not properly filled out will be sent back and may be disqualified if they cannot be updated in time for committee review.

Budget

Application attachments: question #6 documentation of losses

• If files are too many/too large to attach to email, send as a zip file or linked to a document sharing site (dropbox, google docs, etc) that allows files to be downloaded

Clearly name/save all files with your business/org name. For example:

• “McDonalds RFP Fire Relief Application”
• “McDonalds Grant Budget”
• “McDonalds #6 Fire Damage Photos”
Application & Budget Walk-Through

See screen share
Accountability Documentation

**Evidence of Fire Impact & Need**

**Goal:** demonstrate how your business/organization was negatively impacted by the fires

- Photos
- For Lost Revenue category: accounting documents or tables demonstrating projected vs. actuals
- Written documentation or public communications such as email newsletter, website post, etc

**Justification for Requested Budget Items** *(not applicable for lost revenue)*

**Goal:** demonstrate that the amount you are requesting in the budget is reasonable and justified

- Quote or Invoice
- Website screenshot/link to an item
- Specifically for bigger ticket items (not needed for every board or wood and nail)
Tips for a Successful Application
To submit a great application:

Prepare: read carefully and ask questions

Writing
- **Perspective**: imagine that someone who knows absolutely nothing about your business or how the CZU fires impacted it will be reading this, and write your application responses from that perspective.
- **Tell your story**: clear, concise, but detailed.
- **Proofread. Proofread again.** Have someone else read over it.
- **Tech tip**: Type your question responses into a word document, then copy/paste into the PDF application once you have your final version. This makes editing much easier!

Be specific about projects and use of funds

Budget
- **Match project descriptions** exactly
- **High-level budget, but still project-specific**

Timing
- **Allow more time** than you think you need to fill out application and supplemental materials.
- **Respect the deadline.** Triple-check everything before submitting.

Communication
- **Communicate thoughtfully, early and often.** Have questions? Confused? Have an issue? We are here to help!
- **Be responsive.** Check your emails and phone calls so you don’t miss important follow-up.
Current Grantees (Round 1)
Current Grantees (First Round)

- Supplemental Application
- Lessons Learned
Questions & Answers
Stay in touch!
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(650)-262-4103
*Part time schedule

- Add your email address in the chat to get added to our applicant email list for reminders, updates, & a copy of this presentation
- Contact for questions/support with application
- Ayuda disponible en español (Help available in Spanish)
- RFP Documents available at: https://mypuente.org/fire-relief-fund-rfp/