



# Characteristics of Competitive Proposals

**2022**

---

Increasing Economic  
Opportunity in North Carolina  
since 1999.

[www.goldenleaf.org](http://www.goldenleaf.org)

Requests are likely to far exceed funds available; therefore, the Foundation will be looking for projects with the following characteristics.

- ☉ Projects that serve unmet needs that are clearly defined in communities.
- ☉ Projects that have clear objectives and deliverables and are accompanied by a plan for evaluating the short-term and long-term impacts of the project, with a concentration on economic impact.
- ☉ Projects that demonstrate a market demand for products or trainees.
- ☉ Projects that leverage support from other sources, including funds that may be available through state or federal economic stimulus programs.
- ☉ For projects developing new agricultural technologies and crops, those projects with clear and practical applications and market demand for the product, expected commercial viability within a short time frame, a plan for protecting the benefit of any intellectual property for North Carolina and North Carolina farmers, and a plan for outreach and deployment of new discoveries or research results to farmers are preferred.
- ☉ Projects that result in job creation and retention in tobacco-dependent, economically distressed, or rural communities.

**CONTINUED**





- ☉ Projects that include evidence of employers' interest in hiring or retaining workers are preferred.
- ☉ Programs to create, expand, or improve business activity in tobacco-dependent, economically distressed or rural communities. Programs that are collaborative in nature or are linked with or supported by existing multi-community, regional, or statewide programs and efforts.
- ☉ Training/workforce preparedness initiatives that target specific job opportunities in new and expanding industries and businesses located or considering locating in tobacco-dependent, economically distressed, or rural communities or that promote job retention activities in tobacco-dependent, economically distressed, or rural communities. Training programs supported by Golden LEAF must be advertised, open to the public and result in the attainment of transferable skills.
- ☉ Projects that provide evidence of support, endorsement and demand by the communities or constituencies the project proposes to serve.

\* This list is not intended to be all inclusive, nor is it a listing of all criteria that will be used in evaluating proposals.





**Golden LEAF has also identified types of requests which typically are of low priority in its Open Grants Program.**

- Endowments
- Capital Campaigns
- Construction Projects not tied to specific job creation and retention opportunities
- Infrastructure Projects not tied to specific job creation and retention opportunities
- Debt Relief
- Devolving Loan Funds
- Purchase of Land
- After-School or Day Care Programs
- General Employability Training Programs
- General Use Community Centers/Facilities



**65,318**

New Positions Filled



**\$695,583,305**

New Payroll



**85,849**

Workers trained across N.C.

## **Our Impact**

Since its inception in 1999, Golden LEAF has provided lasting impact to tobacco-dependent, economically distressed and rural areas of the state helping build both human and physical infrastructure.

# Priority Outcomes

Competitive applications in the Open Grants Program will typically include projections for one or more of these measures to assess project outcomes and success. Priority is given to projects that support North Carolina's tobacco-dependent, economically distressed, and/or rural communities.

Narrative outcomes listed below are also priority outcomes, but grantees may use a variety of strategies to gather data regarding them, such as interviews, anecdotal reports, etc. In their proposal, applicants should indicate which narrative outcomes they will track for the project and describe how they will gather information regarding the narrative outcomes.

A photograph showing a person wearing a yellow safety vest and a hard hat, operating a yellow forklift in a warehouse setting. The forklift is positioned in front of tall stacks of cardboard boxes.

## Priority Outcome

### ECONOMIC INVESTMENT AND JOB CREATION

Collaborate with EDPNC, NCDOC, and local governments and organizations to provide gap funding to assist with job creation. Support healthcare as an economic development engine in rural and economically distressed areas of NC.

- Investment in publicly owned infrastructure
- Investment in privately owned property, plant, and equipment
- New full-time jobs created
- Average annual wage of new full-time jobs

**Narrative:** Jobs retained that were at risk without Golden LEAF support; comparison to county wages; etc.



## Priority Outcome

### WORKFORCE PREPAREDNESS AND EDUCATION

Increase the number of qualified individuals with skills aligned with current and future needs of NC businesses.

Prepare students with the technical and life skills necessary to enter work.

- Increase in students completing at least one curriculum program in the area funded.
- Increase in students completing at least one continuing education course or program in the area funded.
- Increase in students earning at least one industry/third party certification, license, or other credential (non-academic) in the area funded.
- Increase in students completing CTE pathways in the area funded.
- Increase in students participating in work-based learning.
- Increase in students receiving meaningful exposure and opportunities to explore local career opportunities.

**Narrative:** Students employed; incumbent workers trained; employer input and feedback; survey results; etc.



## Priority Outcome

### AGRICULTURE

Support agriculture as a means of promoting economic development.

- Number of participants at agricultural trainings
- New publications directed towards farmers
- Monthly use of agricultural facilities that benefit farmers

**Narrative:** : Increased revenues; acres in production; new crops/products grown or produced; etc.





## Application 101

Make Your Proposal Competitive

Presenting a project for review will involve a two-step process: letter of inquiry and full application.



DOWNLOAD  
How To: Application 101

## Ready to Jump in?

Learn more about our Open Grants Program at [goldenleaf.org](http://goldenleaf.org)

301 N. Winstead Avenue  
Rocky Mount, NC 27804

Phone: 252-442-7474  
Toll-free: 888-684-8404  
Fax: 252-442-7404  
Email: [info@goldenleaf.org](mailto:info@goldenleaf.org)