Golden LEAF Strategic Priorities FY 2022-2026

- To **increase job creation and economic investment** in rural, economically distressed, and tobacco-dependent communities

- To **improve workforce preparedness** in rural, economically distressed, and tobacco-dependent communities

- To **increase the value of North Carolina's agriculture industry**

- To **improve the competitiveness and capacity of targeted communities**

- **To have, and be recognized for, excellence** in organizational collaboration, innovation, and impact

Golden LEAF Priority Funding Areas

Job Creation
and
Economic Investment

Workforce
Preparedness

Agriculture

Golden LEAF Priority Area Outcomes

Job Creation and Economic Investment

- Private capital investment
- New jobs created
- Average annual wage of new jobs

Workforce Preparedness

- Courses or programs completed
- Industry credentials earned
- Students employed in field of study

Agriculture

- Participants at agricultural trainings
- Publications directed towards farmers
- Use of facilities

Characteristics of Competitive Projects

Clearly meet identified issue or need in the county, address Golden LEAF priorities, and be **aligned** with investments in the building blocks of economic growth. Will help **improve** human and/or physical capital that makes the county more attractive as a place to create and **grow economic opportunity**.

Funds are limited to projects that support agriculture, workforce development, education, and capital investment for infrastructure to support economic development and healthcare job creation.
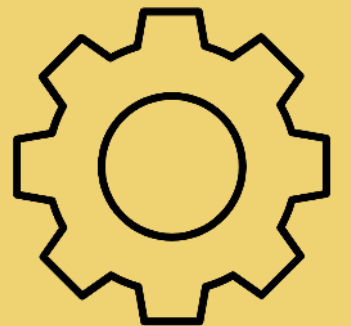
Characteristics of Competitive Projects

Strategic.	Demonstrate immediate need and the ability to put funds to work quickly.	Focused on action, not planning.
Leverage additional funds or investment.	Moves the economic needle in the community.	Builds on previous community planning processes.
For prior grantees, performance and track record managing Golden LEAF projects.	Community buy-in and strong support from a variety of citizens and organizations	Sustainable.

Characteristics of Low Priority Projects

- Tourism, arts, or cultural resources
- Shell/spec buildings
- Emergency services including fire departments
- General social services
- Reimbursement for prior expenditures
- Capital campaign or endowments
- Housing
- General maintenance and operational support
- Infrastructure not related to economic development
- Repair or replacement of existing equipment and infrastructure

Requirements

- Eligible Applicant
  - ✓ 501(c)(3) nonprofit
  - ✓ Governmental entity

- Eligible Uses of Funds
  - ✓ Must be charitable – no impermissible private benefit
  - ✓ May not be used for purchase of land or buildings
  - ✓ May not be used for grant administration

- Projects are subject to due diligence by Golden LEAF staff, Board, and legal counsel as necessary.

- Golden LEAF Board of Directors makes final funding decisions.

- Funded projects are subject to all reporting requirements of Golden LEAF Foundation, the State Auditor, and Office of Budget and Management as applicable. Grantees must comply with all conditions and requirements in the grantee agreement.

- All correspondence/communications to and from Golden LEAF are subject to the North Carolina Public Records Law and may be disclosed to third parties.

Community-Based Grants Initiative

Golden LEAF Project Worksheet

CBGI Process and Timeline

Spring & Summer 2023

Kickoff and Gathering events held to share information and discuss potential projects

County managers submit initial project ideas in July 2023, and will receive feedback from Golden LEAF, and finalize list of up to four projects endorsed to apply by August 10

Late Summer & Fall 2023

Mandatory application workshops held August 31 and September 7

Applications due at noon on October 26

February 2024

Applications reviewed by Golden LEAF Board and awards made

See detailed timeline posted on the Golden LEAF website

Project Worksheet

The purpose of this worksheet is to gather a **high level overview** of potential Golden LEAF projects that will allow Golden LEAF staff to provide feedback on a project idea.

Golden LEAF understands that potential applicants may not have answers to all of the questions at this time. Responses to these questions should be **brief and focused**. If you have any questions about this form, please contact **CBGI@GoldenLEAF.org.**

This worksheet is due to your county manager at their specified deadline.

It should **not** be sent directly to Golden LEAF unless your organization has been designated as a regional project.

Golden LEAF will provide guidance to county managers for how to share project worksheets with Golden LEAF for feedback on potential projects.

Project Overview

1. What is the issue that your project addresses? What is the need or demand in your community for the services you will provide? If available, include data or documentation of demand that helps define the issue.

Golden Community College needs to grow our existing healthcare programs to provide training to individuals to meet the needs from local employers for a variety of healthcare-related fields. The hospital and clinics in our county report staffing shortages and as a result are increasing wages for many positions. For example, we know there is a need for 35 new nurses every year at the hospital, with additional needs at other locations. The increased wages are driving an interest from individuals in the community looking to make a career change or grow into advanced roles. With the growing and aging population in our county, there will be an increased demand for healthcare in the coming years.

Project Overview

2. How does your project align with the Golden LEAF priorities of job creation and economic investment, workforce preparedness, or agriculture?

This project aligns with the Golden LEAF priority of workforce preparedness. This project will meet the outcomes specified for that priority area including students receiving degrees and credentials.

Project Overview

3. Describe your project. What are the key elements and what steps will you take to implement them? Provide an overview of the major project activities and a timeline.

In order to grow our existing healthcare programs, the college needs to renovate an existing building to increase available classroom space, purchase additional equipment, and hire new instructors. We will also need to seek approval to increase the size of our programs and to add one new program. We are using available capital funds for the majority of the renovation expenses and in the planning and design phase now. We expect to complete planning/design by fall 2023, begin renovations in early 2024, and complete the renovations by early 2025.

Project Overview

4. Who will you serve with this effort? Describe the support you have from the people or organizations that you plan to serve with the project. For example, if you are planning a workforce development project, do you have engagement of employers? from the potential trainees? If you are considering an agriculture project, have farmers expressed interest in your work?

This project will serve unemployed, underemployed, and recent high school graduates seeking employment in our county. This project will also benefit the major healthcare employers in our county who have expressed an interest in growing our existing training program to meet their need for talent. The Community College recognizes that attracting students to the program will be key and has partnered with LEAF Nonprofit, a 501(c)(3) organization that works with individuals with barriers to employment to identify career opportunities.

Project Outcomes

5. Complete the table at the end of this document with the Golden LEAF priority outcomes you expect to achieve, if you know them. *(Projects are not expected to address all priority outcomes.)*

Outcome *Choose any that your project will achieve*	Goal *Input a number*	Source of Data
New full-time jobs created		
New investment in privately owned property, plant, and equipment	$	
Investment in publicly owned infrastructure	$	
Average annual wage of new full-time jobs	$	
Business start-ups		
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 non-academic credential 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		
Number of participants at agricultural trainings		
New publications directed towards farmers		
Monthly use of agricultural facilities that benefit farmers		

Information about outcomes is available here:
https://www.goldenleaf.org/priority-area-outcomes/

Project Outcomes

5. Complete the table at the end of this document with the Golden LEAF priority outcomes you expect to achieve, if you know them. *(Projects are not expected to address all priority outcomes.)*

Increase in students completing at least one continuing education course or program in the area funded	35/year	Student records, enrollment data
Increase in students earning at least one industry/third party certification, license, or other non-academic credential in the area funded	45/year	Student records, enrollment data
Increase in students completing CTE pathways in		

Project Budget

6. Complete the project budget form included in this document. Complete the project budget form below by inserting a dollar amount in the appropriate cells. The budget does not have to be final, but should give a general idea of the amount to be requested of Golden LEAF and the amount needed from other sources. The form includes a few high level budget categories for your use. More detailed information is not required. *You may add other categories in the remaining cells on the Line Item column if needed.*

Line Item	Golden LEAF Request (in dollars)	Other Funding Sources (Committed) (in dollars)	Other Funding Sources (Requested) (in dollars)
Equipment/Supplies	$	$	$
Construction	$	$	$
Design/Engineering	$	$	$
Services	$	$	$
Personnel	$	$	$

Project Budget

6. Complete the project budget form included in this document.

Line Item	Golden LEAF Request *(in dollars)*	Other Funding Sources (Committed) *(in dollars)*	Other Funding Sources (Requested) *(in dollars)*
Equipment/Supplies	$ 500,000	$	$ 350,000
Construction	$ 400,000	$ 1,000,000	$
Design/Engineering	$	$ 75,000	$
Services	$	$	$
Personnel	$ 100,000	$	$

Project Outcomes

7. In addition to the Golden LEAF priority outcomes outlined, what other outcomes would you achieve and what would success look like?

Increasing access to healthcare will serve the citizens of our county leading to an improved quality of life.

Project Overview

8. Why is your organization particularly suited to implement this project? What background, resources, connections, and experience does your organization offer?

The Community College is the primary workforce training provider for the region. We have seen great success in our healthcare programs as demonstrated by student outcomes on licensing exams, employment rate, and requests from employers for referral and participation at career fairs. The Community College is committing existing staff resources as well as available capital funds to start the renovation.

Project Overview

9. Who else is working on this issue or similar issues in your community? Who are potential partners? List organizations that are collaborating with you.

Organization	County	Contact Person Name	Contact Person Email
LEAF non-profit	Golden County	Ms. Tobacco	tobacco@nonprofit.org

Project Overview

10. List the key staff involved in implementing the project.

Name	Role	Email
Jane Golden	Dean, Workforce Development/Pr	jgolden@goldencc.edu
Stu Cured	Career Coach	scured@goldencc.edu

Project Worksheet

Save with your organization name and county in the file name and provide to your county manager through their specified process.

It should **not** be sent directly to Golden LEAF unless your organization has been designated as a regional project.

If you have any questions about this form, please contact **CBGI@GoldenLEAF.org.**

Contact Golden LEAF

Please use the form on our website -- **https://www.goldenleaf.org/cbgi-contact**

Golden LEAF will review the information provided and match you with a member of our team to follow up.

Interested applicants can request to meet to:
- Get clarification about the Initiative and the application and selection process
- Discuss a project idea
- Review for designation as a regional project.