



Golden  
**LEAF**  
FOUNDATION

Community-Based Grants Initiative  
Southwest Prosperity Zone Kickoff  
April 16, 2024

# 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

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
- Emergency services including fire departments
- General social services
- Reimbursement for prior expenditures
- Capital campaign or endowments
- General maintenance and operational support
- Infrastructure not related to economic development
- Repair or replacement of existing equipment and infrastructure



# Leveraging Funds



NORTH CAROLINA  
Department of Commerce



USDA Rural Development  
U.S. DEPARTMENT OF AGRICULTURE

SECU Foundation

PEOPLE HELPING PEOPLE

THE  
CANNON  
FOUNDATION

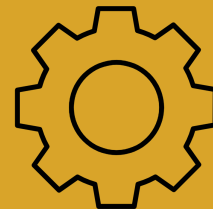
Kate B. Reynolds  
Charitable Trust  
Investing in Impact

# Golden LEAF Community-Based Grants Initiative

It is a **focused** process targeted toward investments in the building blocks of economic growth. It is **competitive** among all counties within a Prosperity Zone.

Projects are reviewed and awarded funds through a **two-stage process** that begins in spring 2024 and concludes in February 2025.

Awards are limited to no more than three projects in any county and may total no more than \$1.5 million in any county. Regional projects are not included in those county limits. The total budget for the Initiative is \$11 million, including any regional projects.





# Role of County Manager

The **County Manager** plays a critical role in the process by endorsing up to four projects to submit an application through this initiative.

The purpose of this endorsement is to reflect the county's needs and priorities.

Each county will establish its own process for gathering projects. You are encouraged to reach out to your county manager to understand your county's process.

Awards are not required to be administered through the county.

# Regional Projects

Eligible entities may submit regional projects for consideration.

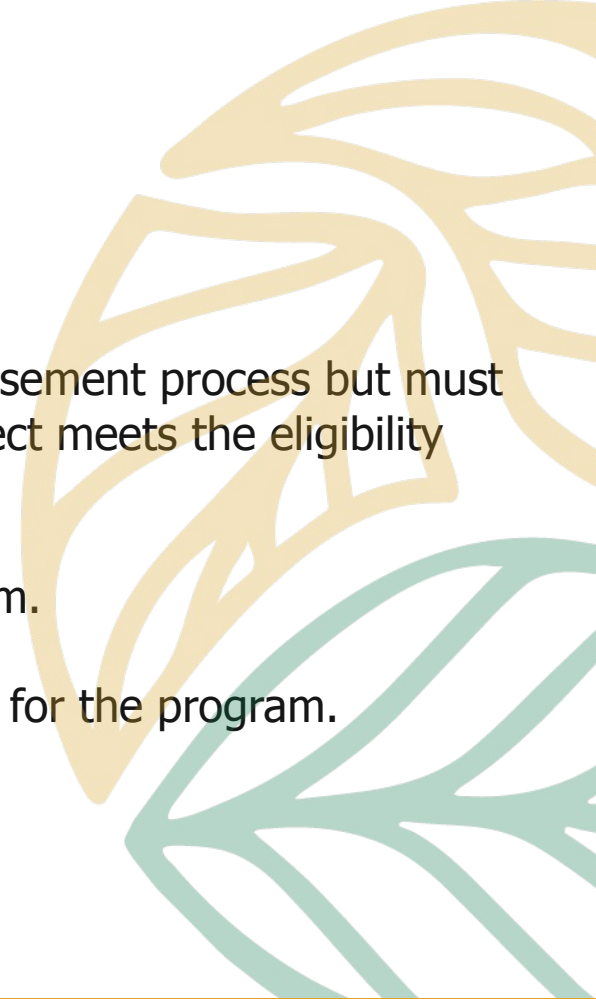
Regional projects are not subject to the county manager endorsement process but must reach out to discuss with Golden LEAF staff to ensure the project meets the eligibility requirements for regional projects.

We would not expect regional projects to exceed awards of \$2m.

Awards for regional projects come from the \$11 million budget for the program.

Regional projects must meet all of the following criteria:

- Collaboration of entities in at least three counties
- Collaboration outside of entities' traditional service area



# Contact Golden LEAF

Interested applicants are encouraged to contact Golden LEAF to discuss your project idea early in the process to ensure alignment with Golden LEAF priority areas.

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.

# CBGI Process and Timeline

## Spring & Summer 2024

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

County managers submit initial project ideas, receive feedback from Golden LEAF, and finalize list of four projects to apply

## Fall 2024

Applications from projects endorsed by the county will be due in November

## February 2025

Applications reviewed by Golden LEAF Board and awards made

See detailed timeline posted on the Golden LEAF website

# 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.



**Questions?**

[CBGI@goldenleaf.org](mailto:CBGI@goldenleaf.org)

