



Kresge Innovative Projects: Detroit

Round 5 Application Guidelines

January 2019

KIP:D is the cornerstone of our commitment to neighborhoods.



Kresge's Detroit Program collaborates with civic, nonprofit and business partners to promote long-term, equitable opportunity in our hometown. Our strategy includes place-based efforts to improve quality of life for residents of Detroit's neighborhoods and efforts to strengthen arts and culture, early childhood development, community development and other citywide systems.

The **Kresge Innovative Projects: Detroit (KIP:D) initiative** is an important part of our commitment to neighborhoods. It seeks to respond to community priorities by providing resources for projects that are not necessarily "new," but **that support the vision and creativity of Detroit's residents to improve the quality of life in our neighborhoods.**

In partnership with Michigan Community Resources, we also commit to support recipients of KIP:D grants to become a cohort of community organizations that will engage in peer learning opportunities, weaving together a network of resident leaders working collaboratively to support Detroit's neighborhoods.

Who can submit an application?

The organization must:

- Be incorporated in the state of Michigan, located in and primarily serving the city of Detroit.
- Have at least two years' experience working with and serving Detroit's residents.
- Have an IRS 501 (c)(3) designation or operate under a college or university.

The organization may not be:

- An elementary or secondary school;
- A religious congregation (however, faith-based organizations such as faith-based community development organizations may apply);
- A for-profit organization;
- An individual; or
- An organization that received an implementation funding in KIP:D Round 4.

*We encourage groups that do not meet these criteria on their own to consider a **fiscal sponsorship**:*



Fiscal Sponsorships are grant applications where an applicant that does not meet eligibility requirements partners with an eligible organization to fulfill the responsibilities of the fiscal agent. In these cases, the fiscal sponsor has no direct role in implementation. *At the Concept Proposal stage, the fiscal sponsor does not need to be identified, but the full application (if invited) must be submitted by a fiscal sponsor that meets eligibility requirements.*



In addition, if multiple organizations (who may each meet eligibility requirements) wish to collaborate on the development and submission of a proposal, we encourage you to consider submitting a Collaborative Application. **Collaborative Applications** are grant applications involving a collective effort between two or more organizations to lead a project, where multiple organizations share leadership and ownership, building on each other's expertise to develop and implement a high-quality project.

What types of projects are eligible?

KIP:D seeks to fund projects in Detroit's neighborhoods that support the vision and creativity of residents, using inclusive, collaborative processes that authentically engage community members in planning, design and implementation.

KIP:D seeks:



Detroit-based nonprofits serving residents and neighborhoods within the city of Detroit.



Projects that will strengthen Detroit's neighborhoods and improve quality of life for its residents.



Projects that advance neighborhood priorities and reflect the culture, history and demographics of its residents.



Vision shaped by community members through inclusive, collaborative processes.

Examples of previously funded projects include:



Repurposing vacant lots into creative green uses.



Modifying streets and sidewalks to increase walkability.



Infusing arts to activate underutilized spaces and highlight community's history and heritage.



Facilitating youth-led efforts to build neighborhood connectivity.



Empowering community members to advocate for issues that impact their community.



Renovating neighborhood buildings into community hubs.

and many others!

What does a KIP:D grant support?

KIP:D supports both **Planning** and **Implementation** activities, which can include:

Planning

Projects that require additional time and resources to engage residents, solidify plans, timelines and additional partners, and to develop designs, prototypes or blueprints for the project to be ready to be executed.

- Community engagement activities to enable residents to shape the concept and design;
- Development of high-level plans and timelines;
- Identification of architects, consultants, artists, and other partners for implementation;
- Securing site control for the project site;
- Securing memoranda of understanding with implementation partners;
- Design of detailed technical documents, blueprints, project plans and/or timelines.

Implementation

Projects that have completed all planning activities and are ready for execution.

- Community engagement to involve residents throughout the implementation phase;
- Physical construction of the project;
- Providing services or programming for community members as part of the project;
- Placemaking activities as part of the project.

- Applicants may apply for funding for one of the following:
 - **Planning grant** (up to \$35,000);
 - **Implementation grant** (up to \$150,000);
 - **A combined Planning and Implementation grant** (up to \$150,000).
- Regardless of the type of grant awarded, applicants have 24 months to complete all grant activities.
- If an applicant is awarded funding for **both** Planning and Implementation, the organization must complete Planning activities before receiving payment for the Implementation phase.

How to apply

Kresge's Detroit Program is actively working to make the KIP:D initiative more accessible. Interested organizations can now begin the application process by submitting a short Concept Proposal in our online Fluxx system. After all Concept Proposals are reviewed, selected applicants will be invited to submit a more detailed proposal.



- Prospective applicants must register for a Fluxx account at kresge.fluxx.io by January 25. (Past applicants may already have created an account.)
- Please reach out to the [Kresge Program Operations Department](#) if you need support with your registration.
- Also, contact **Michigan Community Resources** to help you submit a more competitive KIP:D application.
- Submit a brief Concept Proposal that answers four questions about your project (details on next page).
- The Concept Proposal may be submitted in written form OR as a 3-5 minute video. We encourage applicants to use the format that is most practical and effective for their application.
- After the Concept Proposals are reviewed, selected applicants will be invited to complete a more detailed proposal.
- Invited applicants will be asked to answer additional questions and submit documents, such as financial audits and detailed budgets.
- Kresge's program staff will review proposals and schedule individual phone sessions with applicants to learn more about their projects.
- After this stage of review, **we expect to announce KIP:D Round 5 awardees in May 2019.**

How to submit a Concept Proposal

Concept Proposals must be submitted through The Kresge Foundation's Fluxx platform at kresge.fluxx.io. If you do not currently have an account in Fluxx, please register for an account no later than Friday, January 25.

Concept Proposals must include 1) a written or video response to four questions AND 2) a letter of request and an organizational budget as detailed below:

1



Written Response: a brief narrative (no more than 8,000 characters) that respond to the questions.

OR



Video: a video no longer than 5 minutes that responds to the questions. The video does not have to be professionally created and can be shot from a cell phone; production quality will NOT be a factor in review. The video can be uploaded on YouTube with a link pasted in the Fluxx application.

All Concept Proposals must answer the following questions in this order:

- How has your organization served a Detroit community?
- What is your project, what community does it serve, and how does the project expect to advance community priorities over the two-year grant period?
- How do you expect your project to improve quality of life in your community in the long-term?
- How have community members been involved in shaping this project proposal through consistent, authentic, and inclusive community engagement?

AND

2

All submissions must also attach:

- A brief letter of request on organization letterhead, signed by the chief executive officer or executive director, officially confirming submission of the Concept Proposal.
- An annual organizational budget for the current or most recently completed fiscal year.

Please see the Appendix for templates for these documents.

Concept Proposals must be submitted by 5pm ET on Tuesday, Feb. 5, 2019.

Following submission, a committee of Kresge staff and community leaders will review your proposals. Based on that committee's recommendation, we will invite a portion of applicants to submit a more detailed proposal in March. We will also inform applicants that were not selected at this time, and provide a detailed explanation for that decision.

We expect to receive a highly competitive pool of proposals from across Detroit. Each proposal will be reviewed for:



- The organization's past success in serving a Detroit community.



- The extent to which the project will advance community priorities over the two-year grant period.



- The extent to which the project will improve community connectivity and quality of life in the long-term.



- The extent to which the project is shaped by consistent, authentic, and inclusive community engagement.



KIP:D defines a project that advances community priorities as one where:

- Community priorities were identified through extensive engagement and shaped by a broad set of stakeholders in that community.
- The concept demonstrates how those community priorities will be directly addressed by this project during the two-year grant.



Examples of projects that improve community connectivity and quality of life could include those that contribute to improved outcomes for residents in: fostering collaboration and cohesion among community members; access to spaces that highlight a community's history and heritage; increased safety; access to opportunities that advance residents' social-economic mobility; access to spaces and amenities that improve their overall health and well-being.



KIP:D defines consistent, authentic and inclusive community engagement as engagement that:

1. Is not just a one-off event, but a series of engagements that build trust across a broad set of residents and stakeholders;
2. Empowers stakeholders to elevate their voices in shaping the project's goals and activities;
3. Humbly listens, incorporates feedback from engagement and empowers resident decision-making to meaningfully inform how a program is designed and implemented, not merely symbolic gestures that have no practical impact on the project.

The Kresge Detroit Program's Commitment to Racial Equity

The Detroit Program team is committed to advancing racial equity, both in our work as a team, and in the community. This commitment is central to our ongoing process to embed principles of equity and empowerment in the financial support we provide, and to our journey to continuously improve the way we work.

Challenges in Detroit are not only about current issues. They stem, as in all parts of the United States, from a deep and complex legacy of structural racism and bias. This legacy manifests itself in how our society has invested – and *disinvested* – in communities. The critique of this legacy is embedded in social justice movements seeking community engagement and empowerment for a more equitable future. For all Detroiters to fully thrive, we recognize that as a community we must address the root causes of the city's challenges. For that reason, the Kresge Detroit Program is deepening its racial equity work.

Our working definition of racial equity

We understand and are committed to advancing racial equity not just in outcomes, but in how we do our work. By *outcomes*, we mean that race should no longer predetermine how one fares in our city. In regards to our work, we understand that it is necessary to evolve our own practices and programs to reflect racial equity. We pursue racial equity by taking time to explore and learn from others, by asking new, hard questions about equity, structural racism and power, and by taking intentional actions as a team to advance the work.

Our commitment

As we strive to advance this work, we commit to operationalizing the following principles: listening first to learn; being humble, respectful and inclusive; challenging power narratives, our own included; and acting with intention.

Through KIP:D, we commit to realizing these principles by particularly seeking partnerships with organizations that have traditionally faced challenges in accessing systems of power and funding opportunities.

Appendix

Planning and Implementation Grants

How do I determine whether I should apply for a Planning or Implementation Grant?

- Planning grants are used for:
 - Development of the design plan or prototype of the project with community input.
 - Development of architectural or construction concepts or blueprints (for physical projects), or design programming and processes for nonphysical projects.
 - Community engagement to ensure community members lead in shaping the design of the project.
- Projects that apply for an Implementation grant should have already completed the above planning activities.
- You are encouraged to apply for a Planning or Implementation grant. You may apply for a combined Planning and Implementation grant, as long as you will complete both phases within 24 months of the grant award (by June/July 2021).

If I am awarded funding for both Planning and Implementation, how will payment be structured?

- If you apply for and are awarded funding for both Planning and Implementation, you will receive payment for Planning upon grant award. Once your Planning Objectives have been met, you will receive payment for the Implementation phase.
- Completion of the Planning phase is based on benchmark goals that are tailored specifically to your project. Once your project has met the benchmark goals to indicate completion of Planning, you will submit a report to your program officer. At that time, we look forward to a collaborative conversation about how your project is progressing and how we can best support your project to move forward to Implementation.

If I am awarded a Planning grant, am I guaranteed an Implementation Grant in the future?

- No. However, if you are awarded a Planning grant for Round 5, you are encouraged to apply for an Implementation Grant in a future round of KIP:D applications.

Sample Budget Template

REVENUE		
Item	Budgeted	Actual (if applicable)
For example: individual donations	\$50,000	\$70,000
For example: grant funds	\$100,000	\$120,000
TOTAL		
EXPENDITURES		
Item	Budgeted	Actual (if applicable)
For example: salary and benefits	\$80,000	\$95,000
For example: building maintenance	\$70,000	\$100,000
TOTAL		
Total Actual Income		\$190,000
Total Actual Expenses		\$195,000
Balance		(\$5,000)

Sample Letter of Request

ORGANIZATION LETTERHEAD

The Kresge Foundation
 3215 W Big Beaver Rd.
 Troy, MI 48084

To whom it may concern:

I am writing to confirm my organization's application for a Kresge Innovative Projects: Detroit grant for *(insert amount here)*. I look forward to hearing from you.

Thank you.

<Insert Organization CEO name and signature>

Application Support from Michigan Community Resources

- Michigan Community Resources (MCR) will host three walk-in Office Hours sessions for grant review, and other questions. Dates are listed below:
 - **January 24th** 3:00-7:00
 - **January 30th** 2:00-6:00
 - **February 4th** 12:00-4:00

In addition, MCR staff will be available for reviews electronically via email and phone during the application process.

