



## KIP:M

# Kresge Innovative Projects: Memphis

April, 2019

## What is the KIP:M initiative?

Kresge Innovative Projects is the cornerstone of our commitment to neighborhoods.

### Background of Kresge Innovative Projects

The Kresge Innovative Projects initiative began in 2015 in the Kresge Foundation's hometown of Detroit (KIP:D). Since then, the initiative has invested over \$6m and funded over 70 community projects.

### Kresge Innovative Projects: Memphis (KIP:M)

The Kresge Foundation is excited to expand the KIP initiative to Memphis and is committed to collaborating with community partners to promote long-term, equitable opportunity in Memphis neighborhoods.

The [KIP:M](#) initiative seeks to build upon the success of KIP:D and support the vision and creativity of Memphians by providing resources for projects that advance community priorities and seek to improve the quality of life for the city of Memphis.

## What type of projects is KIP:M seeking?

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

### KIP:M seeks:



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



Projects that will strengthen Memphis' 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:



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 is the application timeline?



- Register for an account at [Kresge.fluxx.io](https://kresge.fluxx.io) to begin the application process.
- Applicants must submit a brief concept proposal by answering the application questions via Fluxx.
- Select applicants will be invited to complete a more detailed full application once all concept proposals are reviewed.
  - This includes additional questions and documents, such as financial audits and detailed budgets.
  - Phone interviews will be scheduled as a part of the final review process.
- **We expect to announce KIP:M awardees in September 2019.**

## Who can submit a KIP:M application?

### The organization must:

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

### The organization may not be a(n):

- Elementary or secondary school;
- Religious congregation (however, faith-based organizations such as faith-based community development organizations may apply);
- For-profit organization; or
- Individual

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### If your organization does not meet the criteria...

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.**

The fiscal sponsor does not need to be identified at the concept proposal stage but the full application (if invited) must be submitted by a fiscal sponsor that meets eligibility requirements.

## How will a KIP:M grant support my project?

Applicants may apply for funding for one of the following grants:

**Planning Grant**  
(up to \$35,000)

**Implementation Grant**  
(up to \$150,000)

**Combined Planning and Implementation (P&I) Grant**  
(up to \$150,000)

Regardless of the type of grant awarded, applicants have 2 years to complete all grant activities

### Planning vs. Implementation vs. Combined P&I

Planning Grant	Implementation Grant	Combined P&I Grant
<p>For projects that require additional time and resources to prepare for execution or implementation. Activities include:</p> <ul style="list-style-type: none"> <li>• Staff and/or consultant time devoted to the project</li> <li>• Community engagement to enable residents to shape the concept and design;</li> <li>• Design and development of technical documents, blueprints, project plans and/or timelines;</li> <li>• Contracts for TA providers and/or other partners;</li> <li>• Site control for the project;</li> <li>• Project materials and supplies;</li> <li>• Stipends for community members; and</li> <li>• Related administrative and overhead costs.</li> </ul>	<p>For projects that have already completed planning activities and are ready to be executed. Activities include:</p> <ul style="list-style-type: none"> <li>• Community engagement and events to involve residents throughout the implementation phase;</li> <li>• Physical construction of the project;</li> <li>• Costs to develop and deliver services or programs as part of the project scope;</li> <li>• Services or programming for community members as part of the project; and</li> <li>• Placemaking activities as part of the project.</li> </ul>	<p>For projects that need to complete planning activities but expect to complete both planning and implementation within the 2-year grant period.</p> <p>*If awarded a P&amp;I grant, the organization must complete planning activities before receiving payment for the Implementation phase.</p>

## What are key criteria for a quality application?



**Organization's past success in serving a Memphis community.**

- Provides specific outcomes derived from a current or past project or program your organization executed to serve a Memphis community. (Community can be defined by a shared geography and/or identity.)



**Extent to which the project will advance community priorities over the two-year grant period.**

- Addresses community priorities that were identified through extensive engagements and shaped by a broad set of stakeholders in that community.
- Must be completed within the two-year grant period and result in a clear deliverable or takeaway at the end of the grant period.



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

- Provides a clear vision of long-term impact throughout and beyond the grant period.



**Extent to which the project is shaped by consistent, authentic and inclusive community engagement.**

**Community engagement that:**

- Is a series of engagements that build trust across a broad set of residents and stakeholders;
- Empowers stakeholders to elevate their voices in shaping the project's goals and activities;
- Humbly listens, incorporates feedback from engagement and empowers resident decision-making to meaningfully inform how a program is designed and implemented; and
- Will continue to incorporate community feedback and empower residents' voices.

## How do I get started?

1. Register for an account on the online application portal at [Kresge.fluxx.io](https://kresge.fluxx.io) by **May 13**
2. Submit a concept proposal by answering the application questions by **May 24**

### Concept proposals must include:

#### One written response answering the following questions:

- How has your organization served a Memphis community?
- What are your project goals for this proposal?
- What community does your project serve?
- How will your project 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 to date? How will they be involved moving forward if the grant is rewarded?

#### Two attachments\*:

- Brief letter of request on organization letterhead, signed by the chief executive officer or executive director, officially confirming submission of the concept proposal.
- Annual organizational budget for the current or most recently completed fiscal year.

\*Examples of the attachments can be found in the Appendix



## Let's get started!

### Key Upcoming Dates:

**MAY 13:** FLUXX PORTAL REGISTRATION DEADLINE

**MAY 24:** CONCEPT PROPOSAL APPLICATION DEADLINE

### Learn More:

[kresge.org/KIPM2019](https://kresge.org/KIPM2019)

### Questions?

For any general questions, please email [memphis@kresge.org](mailto:memphis@kresge.org)

For any Fluxx-related question, please email [programoperations@kresge.org](mailto:programoperations@kresge.org)

## Appendix

## Sample Budget Template

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