



2019 Rural and Native American Section 4 Capacity Building Grants – Request for Letters of Interest

Overview

for prospective applicants

June 27, 2019

2:00 pm – 3:00 pm EDT



Agenda

- Purpose of Webinar
- About Enterprise Community Partners
- About the Section 4 Program
- 2019 Rural and Native American Program Areas
- Timeline
- Resources
- Reminders
- Questions

Purpose of Webinar



The content included in this webinar is intended only to summarize the contents of the 2019 Rural and Native American Section 4 Capacity Building Grants - Request for Letters of Interest (LOI).

Any content within this presentation that appears discrepant from the language in the LOI is superseded by the language in the LOI. All Applicants are strongly encouraged to carefully read the LOI guidelines and adhere to them.



ABOUT ENTERPRISE

OUR VISION & MISSION

ONE DAY every person will have an affordable home in a vibrant community, filled with promise and the opportunity for a good life.

OUR MISSION is to create opportunity for low- and moderate-income people through affordable housing in diverse, thriving communities

Enterprise's Approach

What sets Enterprise apart is how we work.

We're one of the only social enterprises in the U.S. with deep expertise in each of the **three catalysts for systems change**:

Capital.

At Enterprise, we direct public and private capital to the right places, having delivered more than \$36 billion to low-income communities across the U.S.

Policy.

Enterprise is a crucial voice for America's low-income communities with a strong presence in Washington, D.C., and city halls across the country.

Solutions.

We work with local partners to test and scale new solutions to some of the most pressing housing and economic problems facing low-income communities.

About Enterprise Community Partners

The Rural and Native American Initiative:

- Since Enterprise began working in rural communities in 1997, Enterprise has invested more than \$800 million in grants, loans and equity, and developed more than 15,000 affordable homes in rural communities nationwide.
- Rural and Native American Initiative staff



About the Program

Section 4 Capacity Building for Community Development

Funding is made available through the U.S. Department of Housing and Urban Development's Section 4 Capacity Building for Community Development Program.



The purpose of the Section 4 Program is to enhance the technical and administrative capabilities of:

- Community Development Corporations (CDCs)
- Community Housing Development Organizations (CHDOs)
- Organizations serving Native American Populations with a defined mission that includes affordable housing including Tribes, Tribally Designated Housing Entities or Tribal Housing Authorities.

...to carry out community development and affordable housing activities for the benefit of households of low income (80% AMI or below).



2019 Rural and Native American Section 4 LOI Overview

Eligibility Requirements

- Applicants must meet the eligibility requirements as described in Appendix A of the LOI.
 - **HUD Requirements:** CDCs and CHDOs.
 - **Enterprise Requirements:** Demonstrated Staff Capacity
- **NEW!** Changes to eligibility of Membership Groups.
- Applicants unsure of their eligibility are encouraged to view the [Eligibility Requirements](#) tutorial on Enterprise's website or email RFP@enterprisecommunity.org for assistance.



2019 Rural and Native American Section 4 LOI Overview

General Information

- This funding opportunity consists of a two-step application process including an LOI phase and a Full Proposal phase.
- Applications must be submitted through SlideRoom, an online application.
- Applicants may submit only one (1) application to either of the two open Section 4 LOIs.
- Applicants may apply under only one (1) Program Area.

2019 Rural and Native American Section 4 LOI Overview

General Information

- Applicants that have active awards and/or have pending applications with other Section 4 intermediaries (LISC or Habitat for Humanity Int'l) can still apply to our LOI but should not request funding for the same costs.
- All application materials and information available on our website.
- Applications will be accepted from eligible organizations operating nationwide.
- Total amount to be awarded is \$796,225.00

2019 Rural and Native American Section 4 LOI Overview

General Information

- Anticipated awards ranging from \$25,000 to \$50,000, unless otherwise noted. Average award is expected to be \$50,000. Requests should be reasonable.
- **NEW!** If awarded a grant, the period of performance will begin on the 1st of the month following the execution of the grant by both parties (ECP and Grantee). Enterprise anticipates that grant start dates will range from November 2019 through January 2020. No costs may be incurred prior to the period start date.
- **NEW!** Applications should be submitted by an authorized representative of the organization. Consultants may not submit applications on behalf of the Applicant.

Rural and Native American Overview & Program Areas

Letters of Interest Overview

Rural and Native American-Geographies of Interest

- Funding is available to eligible Applicants operating in rural areas across the nation.
- Areas served must meet the definition of rural as applicable to the Section 4 program:

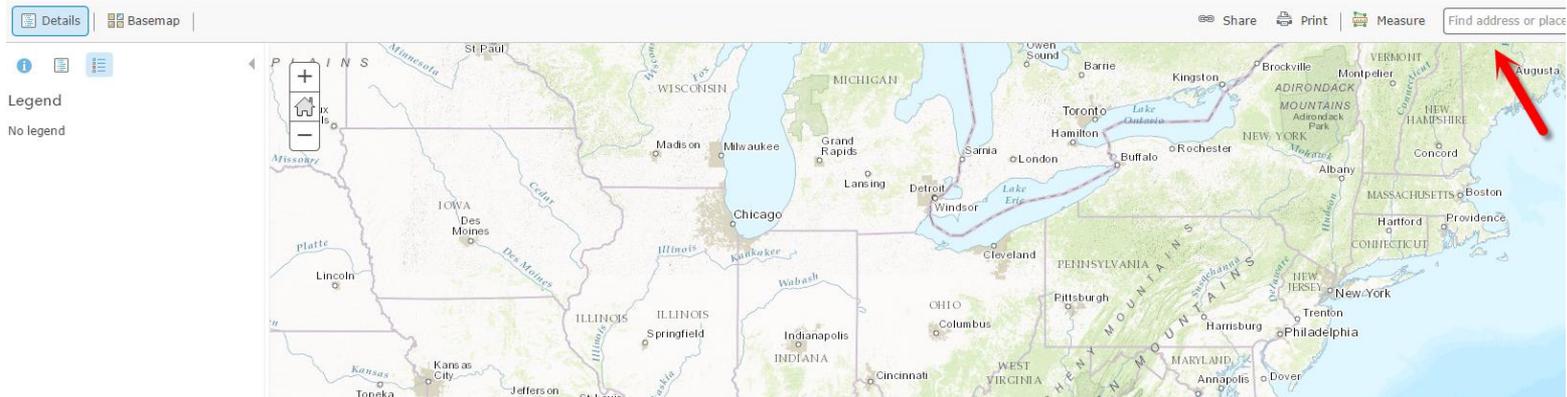
A rural area is a statistical geographic entity delineated by the Census Bureau that does not meet the definition of an urbanized area contained in the Office of Management and Budget's 2010 Standards for Delineating Metropolitan and Micropolitan Statistical Areas, 75 FR 37252 (June 28, 2010). That is, a rural area is an area that is NOT a statistical geographic entity delineated by the Census Bureau, which would consist of densely settled census tracts and blocks and adjacent densely settled territory that together contain at least 50,000 people.

Letters of Interest Overview

Market Priorities & Geographies of Interest – Rural & Native American

- To determine if the area where grant activities will take place qualifies as rural, visit <http://arcg.is/1JlyORB> and enter the zip code or city to confirm eligibility. Areas shaded pink are not eligible geographies.

ArcGIS ▾ Enterprise Section 4 Rural Areas



Letters of Interest Overview

Rural and Native American-Geographies of Interest

- Priority will be given to applicants applying in an area of persistent poverty.
 - ❖ Central Appalachia
 - ❖ Lower Mississippi Delta
 - ❖ Southern Black Belt
 - ❖ Colonias region along the U.S.-Mexico border
 - ❖ Native American lands
 - ❖ Migrant and seasonal farmworkers.

Persistent poverty counties are defined as counties that have had poverty rates of 20% or greater for at least 30 years.

Letters of Interest Overview

Program Areas

The Rural and Native American Initiative focuses on the following Program Areas:

- Rental Housing Preservation
- Native Homeownership
- Community and Economic Development
- Community and Economic Development-Orton Foundation's Heart and Soul
- Economic Mobility
- Health and Housing
- Equitable Climate Resilience-Building and Designing Sustainable Communities and Resilience Planning, Disaster Recovery and Planning
- Organizational Capacity Building

Program Areas-Rural and Native American

Rental Housing Preservation

- Funding for early predevelopment and due diligence on existing rural developments or work on complicated preservation transactions acquisition of distressed affordable housing portfolios or properties that are subject to losing their affordability due to maturing mortgages.
- Staff time to identify, locate and negotiate with existing owners. Support the cost of appraisals, market studies, comprehensive needs assessments, assist with the cost of preparing financing applications.
- Enterprise Technical Assistance Contract with USDA

Program Areas-Rural and Native American

Native Homeownership

- Seeks to build the capacity of organizations to enhance or implement homeownership programs for Native communities
- Staff time to implement homebuyer education, credit counseling, homebuyer readiness, pre and post purchase counseling
- Market homeownership opportunities and develop expertise in mortgage finance programs.
- The Native Homeownership grants are only available to organizations serving Native American Populations including Tribes, Tribally Designated Housing Entities (TDHEs) or Tribal Housing Authorities (THAs).

Program Areas-Rural and Native American

Community and Economic Development-New Program Name!

- Efforts to create or expand existing businesses and social enterprises, including visual and performing arts, arts education, food or other creative local businesses. (creative placemaking)
- Planning and community engagement for economic and community development activities can be supported. Activities that connect with local, state, or national initiatives offering related training and technical assistance are encouraged. (State or Regional Economic Development Initiatives, National Main Street Program, Opportunity Zones, as examples)
- Efforts to build the social fabric that makes communities more resilient to shocks and stresses

Program Areas-Rural and Native American

Community and Economic Development-Orton Foundation Heart and Soul- NEW!

- Partnership with Orton Foundation
- Technical assistance by a trained consultant to help a town identify what matters most to the whole community, develop an action and implementation plan
- Funding to support the execution of the community-based action and implementation plan, including but not limited to staff time, predevelopment funds, and consultant fees.
- Must currently be a participant of the Orton Foundation's Heart and Soul Program

Program Areas-Rural and Native American

Economic Mobility-NEW!

- Seeks to advance economic mobility for low-income families—especially families of color and those geographically disconnected from opportunity—through a place- and people-conscious partnership model centered on housing security.
- Looking to support cross sector alignment activities and activities that connect housing and opportunities.
- Housing-based service models that support economic mobility of residents.

Program Areas-Rural and Native American

Health and Housing

- Organizations who serve populations that stand to benefit from a service-enriched independent housing setting, such as older adults, homeless and the formerly homeless, disabled, persons with substance abuse, veterans groups, and other populations.
- Efforts in creating permanent supportive housing (PSH), as well as resident services/programming
- Efforts in developing projects and services/programming that serves a population with a history of chronic drug and alcohol abuse
- Supporting groups that are working to improve health and service outcomes through housing and community-based solutions so activities like health and the built environment, aging in place and partnerships with service providers

Program Areas-Rural and Native American

Equitable Climate Resilience-New Program Name!

- New program name but consists of the same priorities under this category as last year-Building and Designing Sustainable Communities and Resilience Planning, Disaster Recovery and Rebuilding
- To support organizations that are making connections between the design element of a project, sustainability and resilient infrastructure

Equitable Climate Resilience

Building and Designing Sustainable Communities

- Projects that support a holistic, portfolio-wide approach to environmental sustainability by organizations.
- Projects that invest in pre-development processes that leverage design to improve the quality of affordable housing.
- Multifamily project developments with efficiencies in energy usage, water conservation and healthy living environments for residents.

Equitable Climate Resilience

Resiliency Planning, Disaster Recovery and Rebuilding

- Support to organizations who are proactively preparing to respond to the continued threat of natural disasters and ongoing disaster recovery work.
- Develop comprehensive disaster plans to protect buildings, residents and business operations.

Program Areas-Rural and Native American

Organizational Sustainability-NEW!

- Organizations that have been in existence for ten (10) years or less, have an annual budget of \$500,000 or less, are the only housing or community development organization working within their community and are working on increasing overall organizational development capacities.
- Capacity building to create stronger, financially viable organizations
- Operations and staff funding

Application Information and Process for Applying

2019 National Section 4 LOI Overview

Application Questions – Organization Information

- Applicant/Organization Name
- Other Name(s)/Acronyms
- Federal Tax ID/EIN
- Is your organization an IRS-registered, tax-exempt, 501(c)(3) organization? [Yes/No]
 - If yes, upload a copy of your organization's IRS 501c3 status letter.
- Is your organization a Tribally Designated Housing Entity [Yes/No]
- Is your organization a Tribal Housing Authority [Yes/No]
- Is your organization a federally recognized tribe? [Yes/No]

2019 National Section 4 LOI Overview

Application Questions – Organization Information

- Mailing Address, City, State/Territory, Zip Code
- Federal Congressional District and Congressional Representative Name
- Primary & Secondary Contact Information, Email, Phone #s
 - Do not list consultants.
- Describe the general socioeconomic needs of the cities, communities, families, and individuals in your organization's service area(s).
 - *[Limit of 1350 characters, equivalent to about 225 words]*
- What does your organization view as its greatest capacity building need(s) to successfully address the socioeconomic needs described above? Responses do not need to apply to the grant funding request.
 - *[Limit of 1350 characters, equivalent to about 225 words]*

2019 National Section 4 LOI Overview

Application Questions - Narrative & Budget

- Briefly describe your proposed program and activities to be supported by the grant. Be sure to also include how it:
 - aligns with Enterprise program priorities
 - addresses your organizational capacity needs
 - addresses the needs of low-income families (defined as 80% AMI or lower).

[Limit of 2,000 characters. Equivalent to about 334 words.]

- What is the impact of the proposed program? Please describe measurable and quantifiable impact to (a) the organization and (b) to low-income families.

[Limit of 1,000 characters. Equivalent to about 167 words.]

2019 National Section 4 LOI Overview

Application Questions - Narrative & Budget

- What is the relevant organizational experience of your organization? Please describe prior housing or community development experience (such as unit counts and/or commercial square footage), as relevant to the proposed program activities.

[Limit of 2,000 characters. Equivalent to about 334 words.]

- Amount requested from ECP for this program/project. [Enter numeric values only.]
- Has other funding been secured to support the project/program? [Yes/No]
- How will the grant funds be used? Provide a brief budget narrative describing the costs to be covered by this grant. [600-character limit, equivalent to about 100 words]
 - ❖ Appendix B of the LOI covers Eligible Activities and Allowable Costs. No fundraising, stipends, lobbying or advocacy allowed.

2019 National Section 4 LOI Overview

Application Questions - Narrative & Budget

- Enter the City(ies) where proposed activities will take place.
- Will activities take place in an area of persistent poverty [Yes/No]
 - If yes, enter the County.
- Enter the State or Territory where proposed activities will take place.
- Enter the Zip Code(s) where proposed activities will take place.

2019 National Section 4 LOI Overview

Threshold Requirements

Applicants must meet the following requirements:

1. Proposed activities must address the needs of low income households as required under the Section 4 program (80 % AMI or lower).

Low income households is defined as a single person who may be elderly, displaced, disabled, near elderly, or any other single person, a group of persons residing together, or any persons occupying a housing unit.

2. Applicants must meet eligibility requirements as described in **Appendix A** of the LOI. Refer to the Eligibility Requirements tutorial on Enterprise's website for more information.

Applications that do not meet both of the Threshold Requirements will not be reviewed.

2019 National Section 4 LOI Overview

Scoring Criteria

Applicants may receive up to 27 points and must receive a minimum of 20 points to be considered for the Full Proposal stage. Applications will be scored on the following:

Criteria 1: Proposed Program Aligns with Enterprise Program Area (10 pts)

- Proposed program describes specific activities that the grant will support and has soundness of approach. (3 pts)
- Proposed program aligns with one of the program priorities as described in the LOI. (4 pts)
- Proposed activity clearly identifies the capacity building needs of the applicant and how the grant will address those stated needs. (3 pts)

2019 National Section 4 LOI Overview

Scoring Criteria

Criteria 2: Impact (10 points possible)

- Application presents significant impact to the capacity of the organization. (5 pts)
- Application presents significant impact to the needs of families with low income (80% AMI or lower) and the community(ies) served. (5 pts)

Criteria 3: Capacity of the Applicant and Relevant Organizational Experience (5pts)

- Organization demonstrates prior housing or community development experience (e.g. housing units and/or commercial square footage developed, quality asset management), as relevant to the proposed activities. (5 pts)

Bonus Question: Areas of Persistent Poverty (2pts)

2019 National Section 4 LOI Overview

Application Materials & Submission Process

- The LOI and access to SlideRoom are available on Enterprise's [website](#).

Rural & Native American

DOWNLOAD THE LOI

APPLY NOW

- To register for a SlideRoom account, see Appendix C in the LOI.
- Once a SlideRoom account has been created, Applicants can review the questions they must answer.
- SlideRoom automatically saves work as it is entered, and Applicants can log in and out as many times as needed to complete the application.

2019 National Section 4 LOI Overview

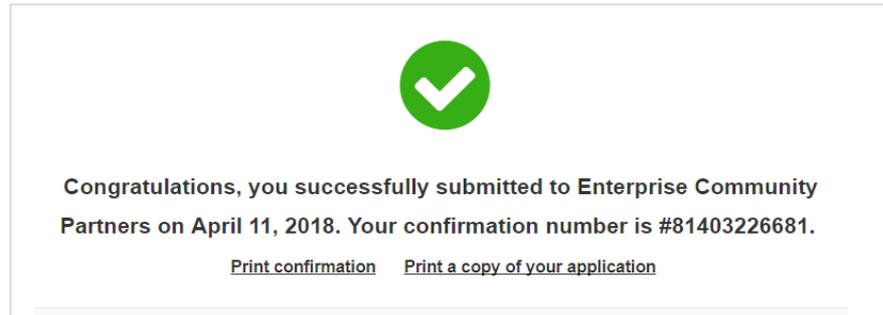
Application Materials & Submission Process

- 72 hours before the deadline, email reminders will be sent to Applicants that have not yet submitted their applications.
- Within a week of the deadline, a countdown timer will appear in SlideRoom to help Applicants in different time-zones know exactly how much time is left to submit.
- Carefully review your application before submitting. Once an application is submitted, [changes cannot be made](#). No exceptions will be made.
- If you have omitted any required questions, a red link will appear at the top of the screen to take you back to those questions in the application.

2019 National Section 4 LOI Overview

Application Materials & Submission Process

- After submitting the application, a confirmation screen will appear with a confirmation ID number; the date of submission; and the program submitted to.



- A confirmation email with information pertaining to the submission will also be sent. Keep this email for your records.
- Applications can also be printed from SlideRoom.

2019 National Section 4 LOI Overview

Submission Deadline

- Applications must be submitted via SlideRoom by 11:59 p.m. EDT on July 15, 2019.
- Requests to change an application after it has been submitted will not be permitted. Carefully review applications before submitting them.
- Late or hard copy applications will not be accepted, nor will any applications submitted outside of SlideRoom.

IMPORTANT DATES

LOI Submission Deadline	▶ July 15, 2019, 11:59 pm EDT firm
Full Proposal Invitation	▶ August 8, 2019 via email
Submission Deadline for Full Proposal	▶ September 9, 2019

Resources

Online Resources for Applicants

- [LOI Frequently Asked Questions](#)
- [Eligibility Requirements](#)
- [Enterprise Grants Guide](#)
- [2015 Green Communities Criteria](#)
- [Section 4 Tutorials in Enterprise Resource Center](#)
- [Racial Equity webinar](#), [worksheet](#) and [toolkit](#)

Reminders

REMINDERS

- ✓ Applicants may only submit one proposal under open Section 4 LOIs.
- ✓ Applicants must select one of the Program Areas.
- ✓ Enterprise will only consider LOIs from Applicants that:
 - Have met both Threshold Requirements;
 - Submitted their application via SlideRoom, the online application portal.
 - Submitted their application by July 15, 11:59 p.m. EDT. *The LOI Submission Form will close at 11:59 PM EDT SHARP.*
- ✓ Requests to change applications will not be permitted. Late submissions, hard copies, or applications submitted outside of SlideRoom **will not** be accepted.



QUESTIONS

- ✓ Questions specific to a Rural and Native American program area should be sent to Sarah Torsell storsell@enterprisecommunity.org
- ✓ General questions about the LOI may be submitted to rfp@enterprisecommunity.org.
- ✓ Technical questions related to SlideRoom can be sent to support@slideroom.com from Monday – Saturday, 9 am – 9 pm Central.
- ✓ A Letter of Interest FAQ list will be updated and posted on Enterprise's website.

QUESTIONS?

rfp@enterprisecommunity.org