

# Golden LEAF General Guidelines

## About

The Golden LEAF Foundation is committed to using the funds entrusted to it for projects that show the most potential for strengthening North Carolina’s economy, especially in tobacco-dependent, economically distressed, and/or rural communities.

Learn more: [Golden LEAF Open Grants Program](#)

## Helpful Links

- [Program Guidelines](#)
- [Programs Timeline](#)
- [Schedule a Consultation](#)
- [Are you a fit for Golden LEAF Funding?](#)

## General Information

*\*If general/project information, required documents, and page limits are different from the Notice of Funding Opportunity (NOFO), the NOFO wins.*

| <i>Application Characteristics</i> |  |
|------------------------------------|--|
| <i>Project Period</i>              | Up to 2 years.   |
| <i>Budget</i>                      | Most awards in the Open Grants Program will be for \$200,000 or less. Applicants who wish to apply for more than \$200,000 in funding from the Open Grants Program must complete a required consultation with Golden LEAF staff. |
| <i>Eligibility</i>                 | Eligible applicants are governmental entities and 501(c)(3) nonprofit organizations.   |
| <i>Application Stages</i>          | <ol style="list-style-type: none"><li>1. Stage 1 Application</li><li>2. Stage 2 Application</li><li>3. Site Visit</li></ol>  |

| <i>Due Dates</i>                              |                                |
|---|--------------------------------|
| <i>Deadline Date for Stage 1 Applications</i> | <i>Application Review Date</i> |
| December 21, 2023                             | February 1, 2024               |
| February 22, 2024                             | April 4, 2024                  |
| April 25, 2024                                | June 6, 2024                   |

June 20, 2-24

August 1, 2024

## Stage 1 Application

*\*If general/project information, required documents, and page limits are different from the Notice of Funding Opportunity (NOFO), the NOFO wins.*

### Stage 1 Application Questions

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| <b>Identify the Golden LEAF priority area(s) this project addresses</b> | <ul style="list-style-type: none"><li>• Agriculture: Efforts particularly in the areas of value-added processing, market expansion, and project targeting alternative crops, livestock, and aquaculture.</li><li>• Job creation and economic investment: Efforts to create opportunities for employment with new and existing businesses in tobacco-dependent, economically distressed, and/or rural communities, particularly in the health care sector.</li><li>• Workforce preparedness: Efforts to train workers in tobacco-dependent, economically distressed, and/or rural communities for identified job opportunities, especially in innovative sectors such as advanced manufacturing, healthcare, and alternative energy.</li></ul> |
| <b>Project Implementation</b><br>200-word limit                         | Briefly describe how the project will meet the priority area(s) checked above, and how it will benefit tobacco-dependent, economically distressed and/or rural communities and the people who live there. Describe how you will implement the project.  |
| <b>Project Outcomes</b><br>150-word limit                               | Describe the project's outcomes.<br>How will progress and success be measured?  |
| <b>Sustainability</b><br>150-word limit                                 | Describe plans to sustain funding for your project beyond the grant.  |
| <b>Organizational History</b><br>150-word limit                         | Briefly describe the organization's history, current programs, and accomplishments. Include a short summary of the organization's mission, goals, and objectives.   |

### Stage 1 Application Uploads

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| <b>Project Budget Form &amp; Budget Narrative</b>           | The main budget table should contain only cash, not in-kind, contributions to the project. List in-kind contributions in the appropriate section below the budget table.  |
| <b>Addendum for Projects Requesting More Than \$200,000</b> | Golden LEAF staff will provide the addendum form to applicants seeking more than \$200,000 following the required consultation.<br><br>The addendum requires applicants to identify and explain which of the characteristics of Open Grants projects eligible |

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|  | for more than \$200,000 your project addresses and how. (500-word limit)  |
| <b><i>Certification and Signature Form</i></b> | Open the certification and signature form and save it to your computer. Fill in all the fields except the "Signature" lines. Print the form and obtain the required signatures as described on the form. Scan the completed certification and signature page to upload to the application portal. |

## Stage 2 Application

*\*If general/project information, required documents, and page limits are different from the Notice of Funding Opportunity (NOFO), the NOFO wins.*

If your organization is invited by Golden LEAF to submit a Stage 2 Application, you will have approximately three (3) weeks from the invitation date to make that submission for review at the following Board meeting. If additional time is needed, your organization may request to be deferred to a later meeting. However, Golden LEAF may rescind an invitation to submit a Stage 2 Application if it determines the application is inactive. If the invitation is rescinded, your organization must wait six (6) months to submit an application for the same or similar project and will have to restart the process with a new Stage 1 Application.

| <b><i>Stage 2 Application Questions</i></b> |   |
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| <b><i>Geographic Area</i></b>               | What geographic area in North Carolina will this project serve?       |
| <b><i>Grant Timeframe</i></b>               | What is the period of time over which Golden LEAF funds will be used? |
| <b><i>Project Timeframe</i></b>             | What is the period of time for initial outcomes to be reached?        |

| <b><i>Stage 2 Application Uploads</i></b>                       |   |
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| <b><i>Organization Information</i></b><br><i>Maximum 1 page</i> | Create your own document that provides a more detailed summary of your organization's history, current programs, activities, and accomplishments, as well as its mission statement, goals, and objectives.  |
| <b><i>Proposal Description</i></b><br><i>Maximum 3 pages</i>    | Create your own document that provides a detailed, written description of the proposed project that: <ul style="list-style-type: none"> <li>• Explains how your project will meet one or more of the Golden LEAF funding priorities, and will benefit tobacco-dependent, economically distressed and/or rural communities.</li> <li>• Identifies the geographic area and population your project will serve.</li> <li>• Explains how the population served will benefit from your project.</li> </ul> |

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|   | <ul style="list-style-type: none"> <li>• Describes how you will implement the project to achieve its desired outcomes; and,</li> <li>• Defines the specific role of any collaborating organizations involved in the project, including any in-kind contributions they will make to the project.</li> </ul>  |
| <p><b>Expected Outcomes and Activities</b><br/> <i>Excel workbook provided by email with invitation to submit a Stage 2 Application</i></p> | Identify in the Excel workbook provided which Golden LEAF priority outcomes your project will address and provide quantitative information regarding goals and how success achieving those outcomes will be measured. List key activities by date.  |
| <p><b>Expected Outcomes Narrative</b><br/> <i>Maximum 1 page</i></p>  | Create your own document to provide additional context and information regarding the project outcomes. List the Golden LEAF priority outcomes you expect the project to accomplish, both short-term and long-term. You may also include other outcomes of importance to the community. Describe how you will evaluate progress toward achieving those outcomes, the milestones that indicate the project is on track, and how people and/or places will be better off economically as a result of this project. |
| <p><b>Agreement and Certification</b></p>   | Download the document from the portal. This document should be signed and dated by two authorized officials of the applicant organization.  |
| <p><b>Board of Directors</b></p>  | The list should include the organization’s board members along with their addresses and occupations. For governmental entities, this will be the members of the governing body, e.g., town council or county commissioners.   |
| <p><b>Staff</b></p>   | List of staff involved in the project, their length of service, brief job descriptions, and their roles in its implementation.  |
| <p><b>Community/County Partners</b><br/> <i>As applicable</i></p>   | A list providing contact information for your partners in the communities and/or counties served by your project. Provide the roles and responsibilities for each.  |
| <p><b>Business/Strategic Plan/Feasibility Study</b><br/> <i>As applicable and if available</i></p>  | Any other supporting documents or information may be uploaded as an attachment in the portal.   |
| <p><b>Description of Governmental Status</b></p>  | A copy of the current IRS determination letter.   |
| <p><b>Organization Budgets</b></p>  | The organization’s budget for the current year and the organization’s budget for the period covered by the grant request, if available. If the budget is not available, provide a brief statement explaining why, e.g., it has not yet been adopted.  |
| <p><b>Audited Financial Statements</b></p>  | Most recent fiscal year-end financial statements, including management letter and/or reports on internal controls.  |
| <p><b>Other Attachments</b></p>   | You may include additional attachments with your application; however, they will not serve as replacements for the required attachments.  |

## Site Visit

Projects are subject to due diligence by Golden LEAF staff, Board, and legal counsel, as necessary. Due diligence site visits are typically the last step in the application process before a final funding decision is made and announced.

| <i>Due Diligence Site Visit</i>    |   |
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| <i>Visit Day and Time</i>          | A Golden LEAF Program Officer will email the ORA and lead PI the day and time of the site visit. Day and Time of this visit are non-negotiable.   |
| <i>Length of Visit</i>             | Approximately 1 hour  |
| <i>Attendance</i>                  | <p>The team to include in the meeting would be the staff connected to the project planning, implementation, purchasing &amp; finances, and outcomes.</p> <p>It is also recommended to have community partners named in the application to attend this meeting.</p> <p>Some Golden LEAF staff members will be attending in person but be prepared for some to join via Zoom.</p>   |
| <i>Topics of Discussion</i>        | <ul style="list-style-type: none"> <li>• Elevator pitch/speech of the project</li> <li>• Overview of the project</li> <li>• Anticipated number of people impacted by the project</li> <li>• Local/regional job demand</li> <li>• Expected Project Outcomes</li> <li>• Impact of project on students, community, workforce</li> <li>• Budget</li> <li>• Why is your organization particularly suited to implement this project? What background, resources, connections, and experience does your organization offer?</li> </ul> |
| <i>What to Provide Golden LEAF</i> | <ul style="list-style-type: none"> <li>• Parking pass</li> <li>• Detailed directions (w/ a map) to the meeting location of your choice.</li> <li>• Light refreshments – water &amp; coffee</li> <li>• PowerPoint that highlights key project information, site details as applicable (photos, map, dimensions, access)</li> </ul>   |
| <i>Site Visit Follow Up</i>        | <p>During the site visit, Golden LEAF will request additional information to be provided to them by a specific date. The additional materials may include the following:</p> <ul style="list-style-type: none"> <li>• Letters of Support from Community Partners</li> <li>• Program Enrollment/Application Numbers</li> <li>• Current/Future Job Projections</li> </ul>   |

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|  | <ul style="list-style-type: none"><li>• PowerPoint from the Site Visit</li><li>• Answers to the Questions Asked during the Site Visit</li></ul> |
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