Information Session:
Puente Fire Relief Fund for Businesses & Organizations Request for Proposals (RFP)

JULY 15, 2021

ROUND 2 GRANT APPLICATIONS

Agenda

▶ Welcome & Introduction

▶ Background

▶ Grant purpose & eligibility

▶ Application & selection process and timeline

▶ Application & budget document review

▶ Tips for a successful application

▶ Current (First Round) Grantees: Supplemental Application & Lessons Learned

▶ Questions & Answers

Background

Background

▶ Puente's role in response to the August CZU Lightning Complex Fires

▶ Goal of this RFP: support recovery of local businesses & organizations most affected by the wildfires

▶ First round of funding completed

Grant Purpose & Eligibility

Grant Purpose & Allowable Uses

▶ Grant funds may be used for:

  ▶ Replacement/improvement of business/organization property lost/damaged in fires

  ▶ Lost production/income due to fires

  ▶ Fire preparedness/prevention efforts

▶ Maximum funding request: $40,000. Applicants my apply for any amount up to $40,000.

▶ Grant repayment

  ▶ If insurance is expected to cover some/all costs applied for in the grant, the business/org may apply for funds to receive more immediate assistance, but will be expected to repay the funds to Puente upon insurance payout

  ▶ Repaid amounts will be put into a special Puente fund that will be made available to the community in case of future natural disasters and emergencies

  ▶ Businesses/orgs with no insurance or limited coverage will receive grants which they are not required to pay back

Eligibility Criteria

▶ Private business or 501(c)(3) non-profit organization (or organization with fiscal sponsor)

▶ Businesses/Organizations located in Puente service area: Pescadero, La Honda, Loma Mar, San Gregorio

▶ Priority funding: direct fire damage, but businesses indirectly affected also eligible

▶ Businesses/orgs must not discriminate

▶ Fair labor practices

▶ One application per business/organization

Project Examples

Replace at Market Value or Repair

▶ Damaged infrastructure like fencing, water pipes or tanks, etc.

▶ Damaged items like shed, tools, etc.

▶ Applies to direct damage (fence burned) and indirect damage (item ruined by ash or lack of power)

▶ Option: substitute rather than replace if there is a compelling reason you need something different.

Lost Revenue

▶ Requesting reimbursement for revenue losses counts as a "project"

▶ Not required to have suffered direct fire damage on business/org property

▶ Example: 1) crops that could not be harvested and brought to market during evacuations or missed plantings 2) Closed facility due to evacuations

Fire Preparedness/ Prevention

▶ Priority is for those directly affected by fires to have access to resource to prevent future destruction

▶ Can be used for items such as water tanks/trucks, generators, tools for creating defensible space, etc.

Application Process & Timeline

https://mypuente.org/fire-relief-fund-rfp/

ebettsbarahona@mypuente.org

Application & Budget Document Review

Submitting Application & Required Documents

Application

- Complete all sections. Applications not properly filled out will be sent back and may be disqualified if they cannot be updated in time for committee review.

Budget

Application attachments: question #6 documentation of losses

- If files are too many/too large to attach to email, send as a zip file or linked to a document sharing site (dropbox, google docs, etc) that allows files to be downloaded

Clearly name/save all files with your business/org name. For example:

- "McDonalds RFP Fire Relief Application"
- "McDonalds Grant Budget"
- "McDonalds #6 Fire Damage Photos"

Application & Budget Walk-Through

See screen share

Accountability Documentation

Evidence of Fire Impact & Need

Goal: demonstrate how your business/organization was negatively impacted by the fires

▶ Photos

▶ For Lost Revenue category: accounting documents or tables demonstrating projected vs. actuals

▶ Written documentation or public communications such as email newsletter, website post, etc

Justification for Requested Budget Items (not applicable for lost revenue)

Goal: demonstrate that the amount you are requesting in the budget is reasonable and justified

▶ Quote or Invoice

▶ Website screenshot/link to an item

▶ Specifically for bigger ticket items (not needed for every board or wood and nail)

Tips for a Successful Application

To submit a great application:

Prepare: read carefully and ask questions

Writing

- **Perspective**: imagine that someone who knows absolutely nothing about your business or how the CZU fires impacted it will be reading this, and write your application responses from that perspective
- **Tell your story**: clear, concise, but detailed.
- **Proofread. Proofread again.** Have someone else read over it.
- **Tech tip**: Type your question responses into a word document, then copy/paste into the PDF application once you have your final version. This makes editing much easier!

Be specific about projects and use of funds

Budget

- **Match project descriptions** exactly
- High-level budget, but still project-specific

Timing

- **Allow more time** than you think you need to fill out application and supplemental materials.
- **Respect the deadline.** Triple-check everything before submitting.

Communication

- **Communicate thoughtfully, early and often**. Have questions? Confused? Have an issue? We are here to help!
- **Be responsive.** Check your emails and phone calls so you don't miss important follow-up.

Current Grantees (Round 1)

Current Grantees (First Round)

Supplemental Application

Lessons Learned

Questions & Answers

Stay in touch!
Elena Betts Barahona
Project Specialist
ebettsbarahona@mypuente.org
(650)-262-4103
Part time schedule

▶ Add your email address in the chat to get added to our applicant email list for reminders, updates, & a copy of this presentation

▶ Contact for questions/support with application

▶ Ayuda disponible en español (Help available in Spanish)

▶ RFP Documents available at: https://mypuente.org/fire-relief-fund-rfp/