Navigating the…

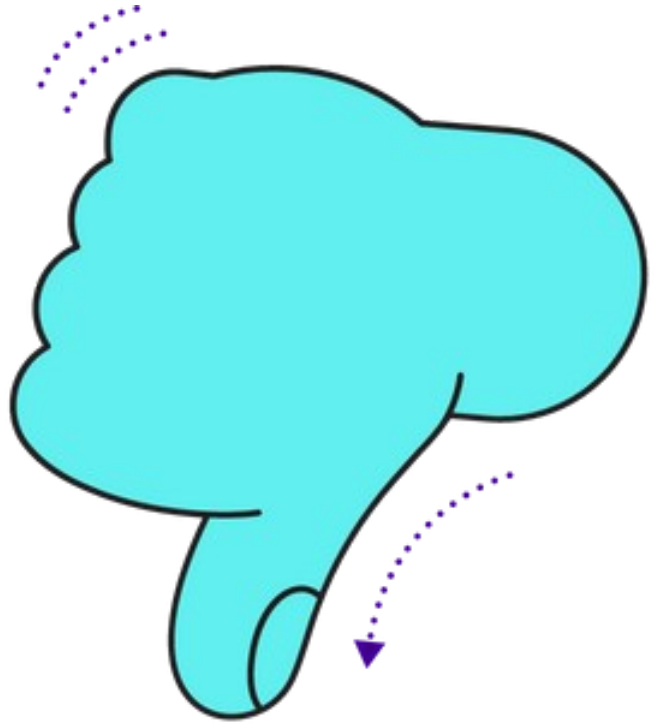
SUSTAINABLE JERSEY GRANTS PROGRAM

Kaitlyn Vollmer | Grants Program Manager

Why Apply for Grants?

- ***What are the benefits?***

- ***What are the obstacles?***



Has anyone ever received a grant to fund a project at your school?

Please share the name of the grant, how much it was for, and what project you funded with it.

Does anyone in the room have a specific idea for a project they hope to get funding for?

Agenda

1. Sustainable Jersey for Schools
2. Grant Project Examples
3. Overcoming the Challenges
4. How to Prepare a Successful Application
5. Sustainable Jersey for Schools Resources
6. Other Resources

Sustainable Jersey for Schools

IG: Sustainable_Jersey | Twitter: @SJ_Program and @SJ_Schools | FB: @SustainableJersey | LinkedIn: sustainable-jersey

Has anyone heard of Sustainable Jersey for Schools?

Sustainable Jersey for Schools

To achieve a brighter future, one school at a time.

- Empowers schools to build a better world for future generations with the tools, training, and financial incentives necessary to pursue critical sustainability initiatives
  - Free, voluntary sustainability certification program for NJ public schools
  - Subject-specific guidance for over 100 sustainability topics
  - Technical Assistance programs
  - Annual Grants Program

FOR SCHOOLS
SUSTAINABLE JERSEY
CERTIFIED

7,861

sustainability **actions completed** by both schools & districts

$2.8 MILLION

in small grants distributed to schools & districts

64%

OF NEW JERSEY PUBLIC SCHOOL DISTRICTS PARTICIPATING

1,057

PARTICIPATING SCHOOLS

354

SCHOOLS **CERTIFIED**

48 SILVER **CERTIFIED**

306 BRONZE **CERTIFIED**

43 DIGITAL SCHOOL **STARS**

Sustainable Jersey Grants Program

- Since 2009, over **$2.8 million** awarded to participating schools and districts for over **600** projects
- **202 / 383** districts have had at least one of school receive at least one grant
- **50%** of all grant funding is reserved for certified schools

Sustainable Jersey Grants Program

ANNUAL GRANT CYCLES FOR SCHOOLS

CYCLE SPONSOR	PROJECT TYPE	ELIGIBLE APPLICANTS	GRANT AMOUNTS	CYCLE LAUNCHED	FUNDING TO DATE
njea NEW JERSEY EDUCATION ASSOCIATION	General Sustainability	NJEA-Affiliated Schools	$2k & $10k	Late August	$2,000,000
PSEG Foundation	General Sustainability	Public Schools	$2k & $10k	Mid-Oct	$800,000

Examples of Grant Projects

Energy Projects

$10,000 Sustainable Jersey Grant

Sustainability Education

Microsoft Word Document

- MHS Environmental Club
  - Goal: Community Outreach

Coming Soon to MHS: The Soofa

By: Lexi Barth

Have you ever been outside studying or waiting for a ride when your device suddenly dies? Worry no more because a new gadget is coming soon to MHS. Next year our school will be receiving two new charging benches called Soofas.

The Soofa is a new sustainable way to charge laptops, cell phones, and other electronics. They are benches with solar panels in the middle that take in solar energy and convert it to battery power. They will be placed in front of the school so when people are waiting for rides or just doing schoolwork or studying outside they don't have to worry about their tablets or phones dying.

You might be thinking "how will these benefit MHS?" According to science teacher Mr. Wasnesky, they will "reduce our energy and provide gathering places so we can create a community."

Supervisor of English and History department, Mr. Roach, sent in an application for a $10,000 grant to Sustainable New Jersey this October and heard that we won mid-January. A company called Gardinier will be funding the money for these benches. The MHS green team came up with the idea and presented it to the Board of Education who then gave the thumbs up to send in the application. The green team consists of science teachers Mr. Glenn and Mr. Wasnesky, math teacher at the elementary school Mrs. Eastmond, and Director of the Academy of Engineering Mrs. Edwards.

The Soofas will be arriving next month which is great because seniors will be able to partake and experience these new charging benches. Starting in the spring, seniors will be able to get lunch in town and come back to school and do last minute homework while charging up their tablets for their next class. It's a perfect way to save energy by using solar power to restore batteries.

The upcoming freshman have a lot of new opportunities awaiting them next year. They have the new opportunity to graduate high school with their associates degree from Brookdale and now they will have these amazing charging ports on campus. Mr. Wasnesky, Mrs. Edwards, and Mr. Glenn are planning on incorporating the Soofa into their classes. Mr. Wasnesky's environmental science class will learn about solar panels and how the Soofa works. Also, Mrs. Edward's has plans to teach her engineering class about it as well.

Not only is it a sustainable way to charge their tablets but teachers are "making it educational," said Mr. Roach.

Outdoor Classroom

$10,000 Sustainable Jersey Grant

Outdoor Classroom

$2,000 Sustainable Jersey Grant

Rain Garden

$2,000 Sustainable Jersey Grant

Rain Garden

$10,000 Sustainable Jersey Grant

Traditional Garden

$2,000 Sustainable Jersey Grant

Traditional Garden

$10,000 Sustainable Jersey Grant

Greenhouse

$2,000 Sustainable Jersey Grant

Greenhouse

$10,000 Sustainable Jersey Grant

Hydroponics

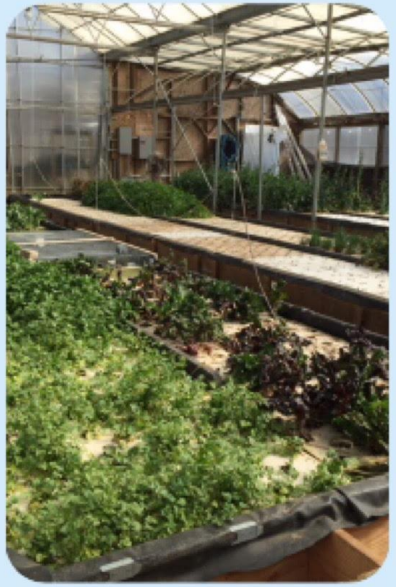
$10,000 Sustainable Jersey Grant

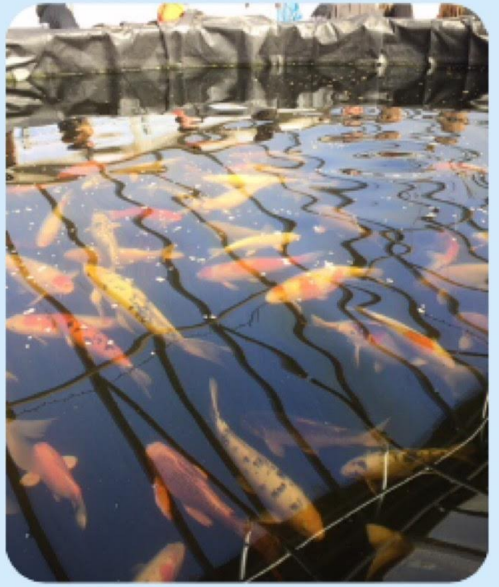
LUNCHBREAK
Help for today. Hope for tomorrow.

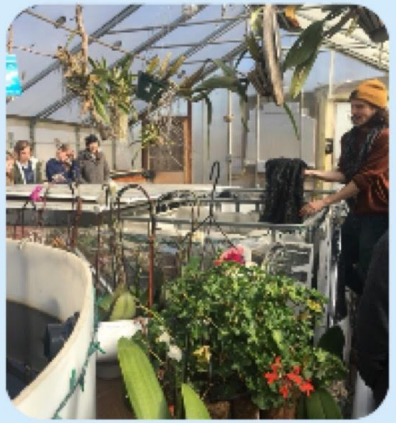
WWW.LUNCH BREAK.ORG
#WHYWEBREAK

Aquaponics

$2,000 Sustainable Jersey Grant

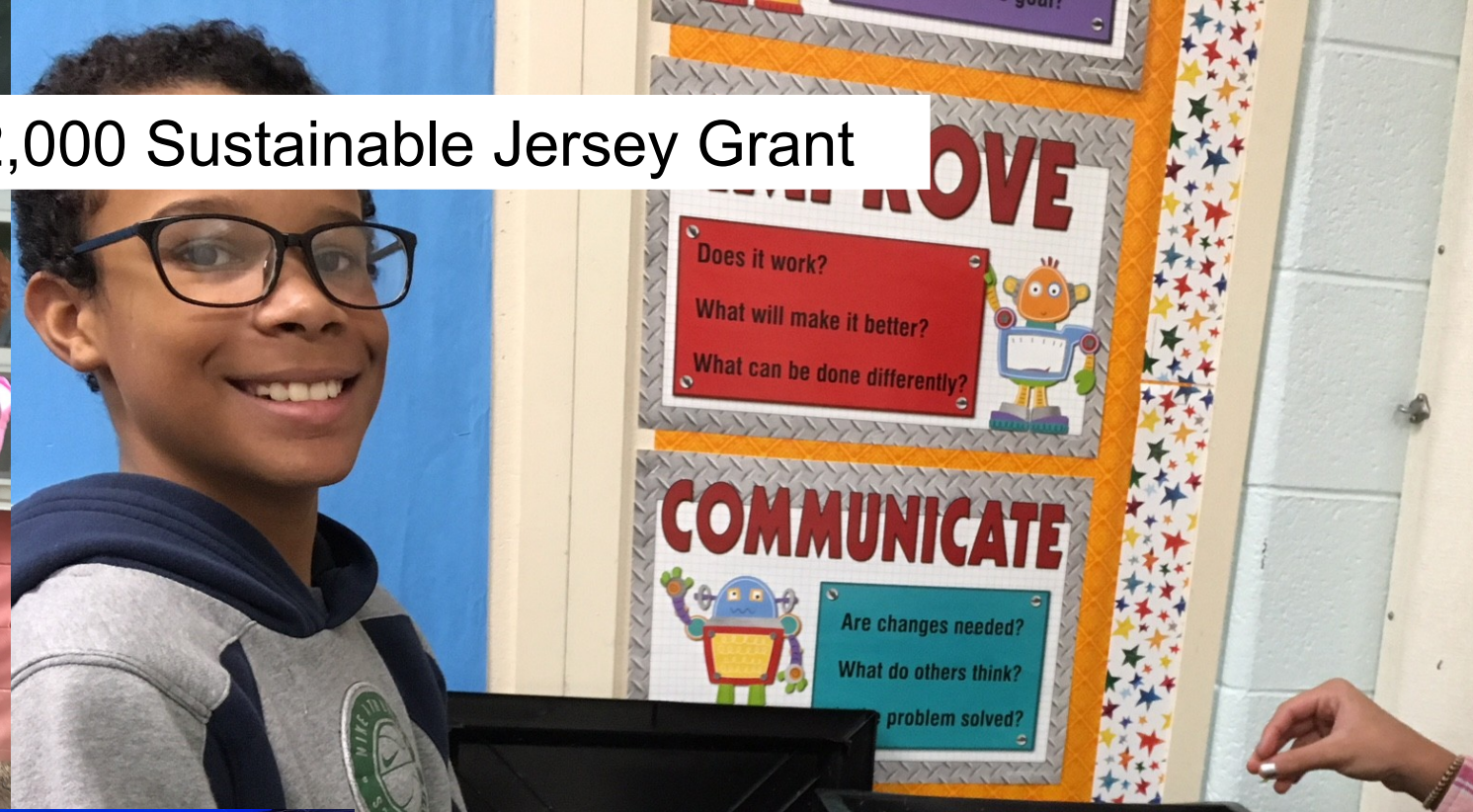


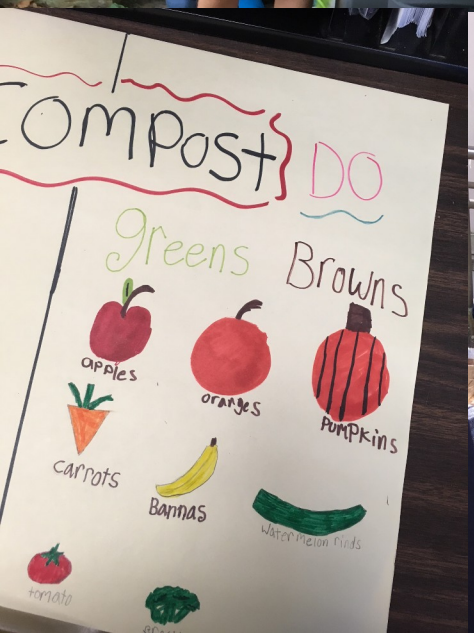




Composting

$2,000 Sustainable Jersey Grant





Farmers Market

$10,000 Sustainable Jersey Grant

Waste Audit

$10,000 Sustainable Jersey Grant

Improved Recycling

$2,000 Sustainable Jersey Grant

Improved Recycling

$10,000 Sustainable Jersey Grant

Reusable Lunch Trays

Mobile STEM Trailer

$10,000 Sustainable Jersey Grant

STEAM Fair

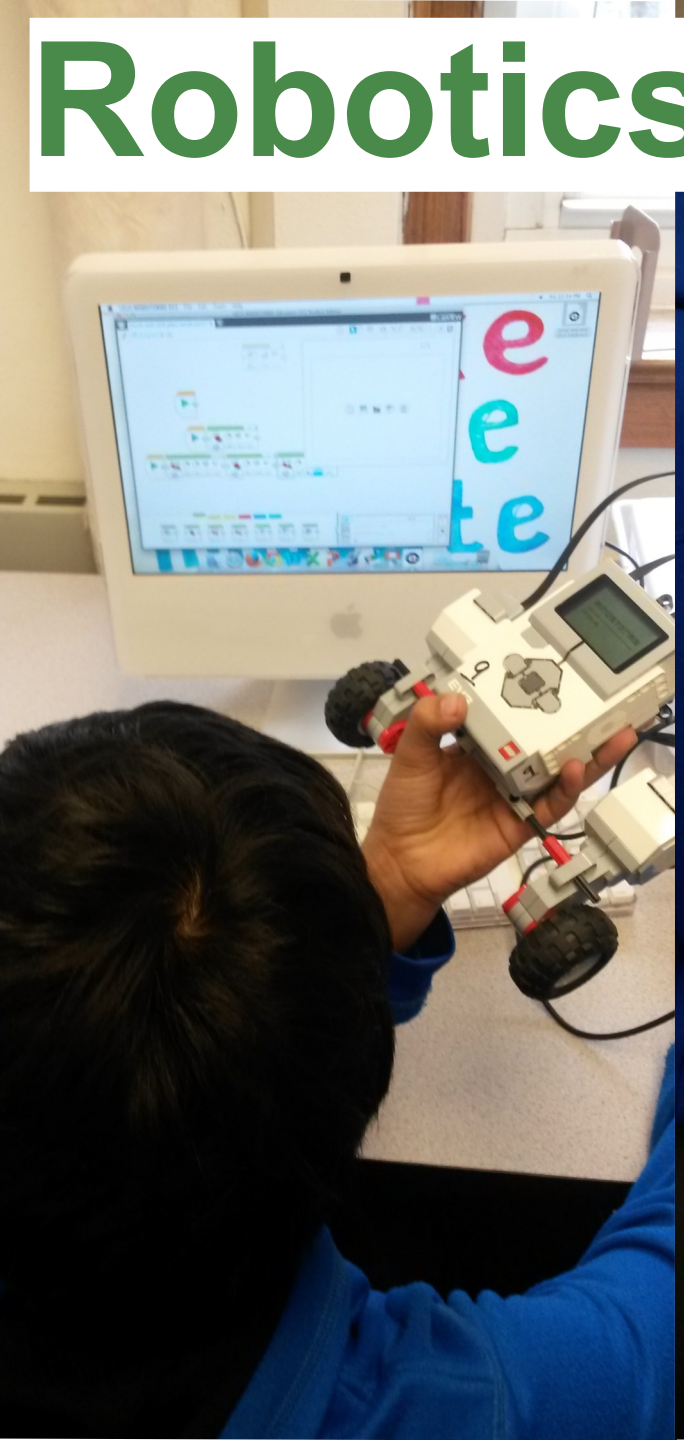
$10,000 Sustainable Jersey Grant

Makerspace

$2,000 Sustainable Jersey Grant

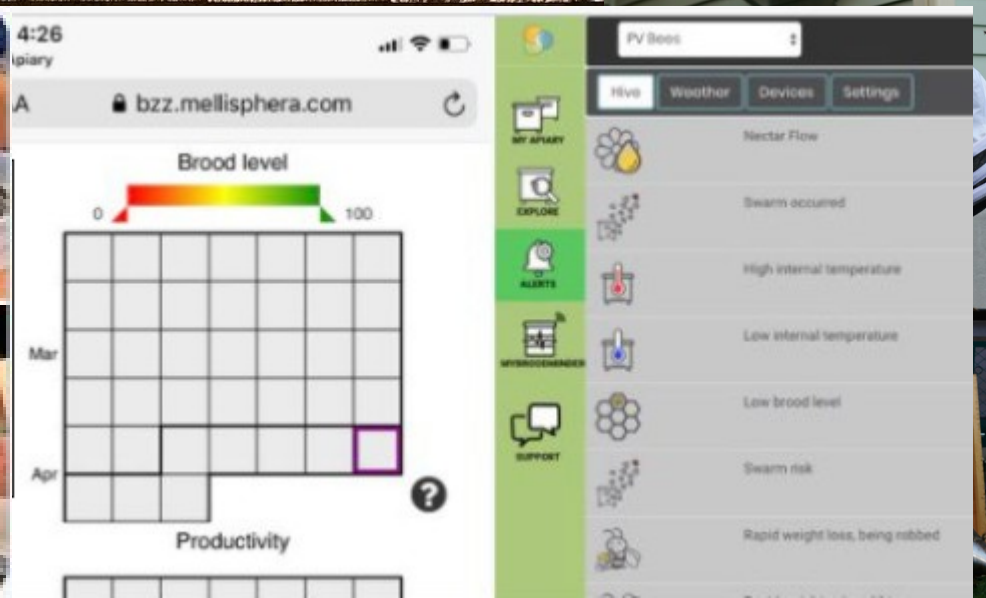
Robotics Club

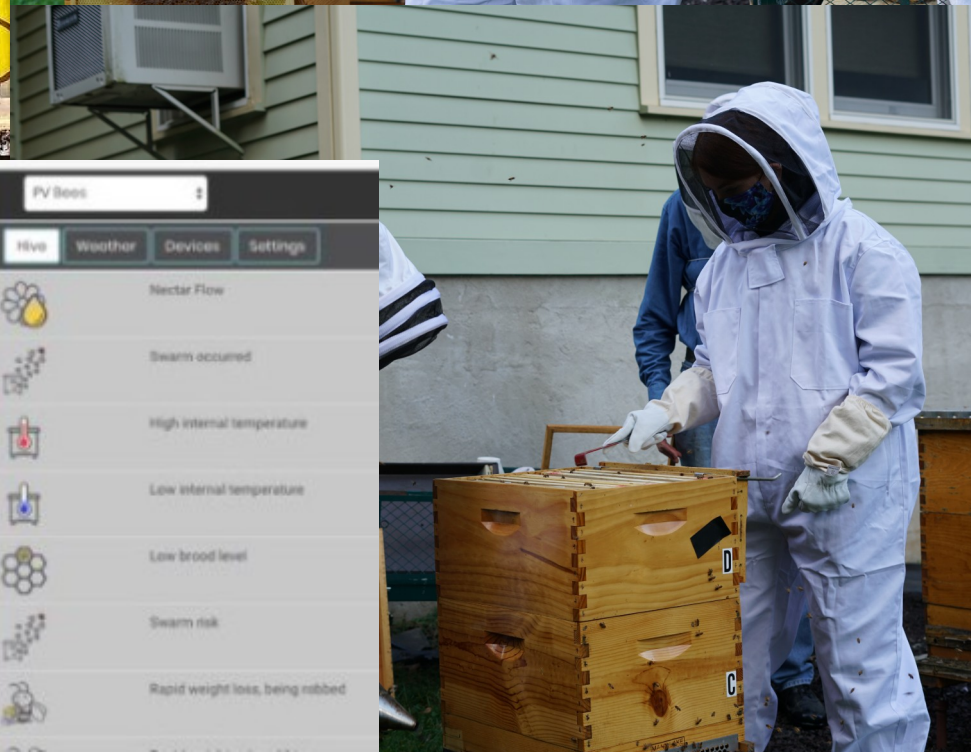
$2,000 Sustainable Jersey Grant



Beekeeping

$2,000 Sustainable Jersey Grant



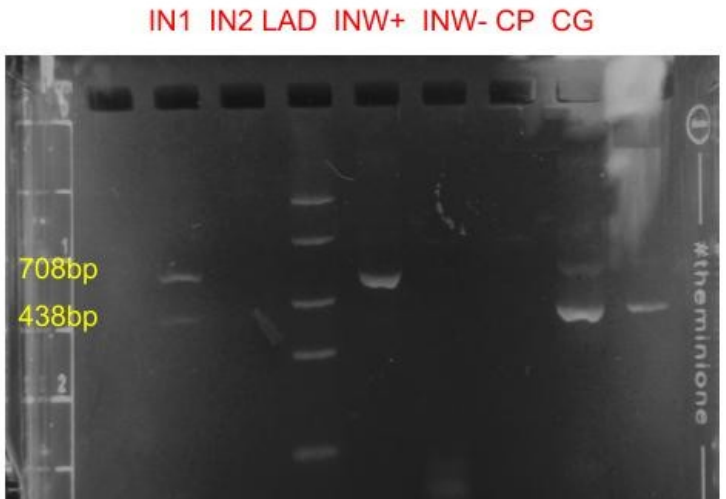


Research Projects

$10,000 Sustainable Jersey Grant

CNIBSP18 — Christiana N. and Julian S

Aedes vexans — Island Beach State Park, NJ

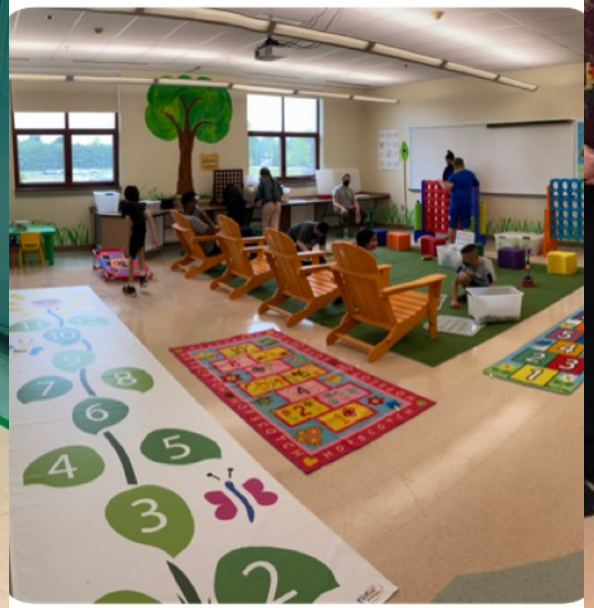


Sustainability Murals

$2,000 Sustainable Jersey Grant

Student Wellness

$10,000 Sustainable Jersey Grant



Staff Wellness

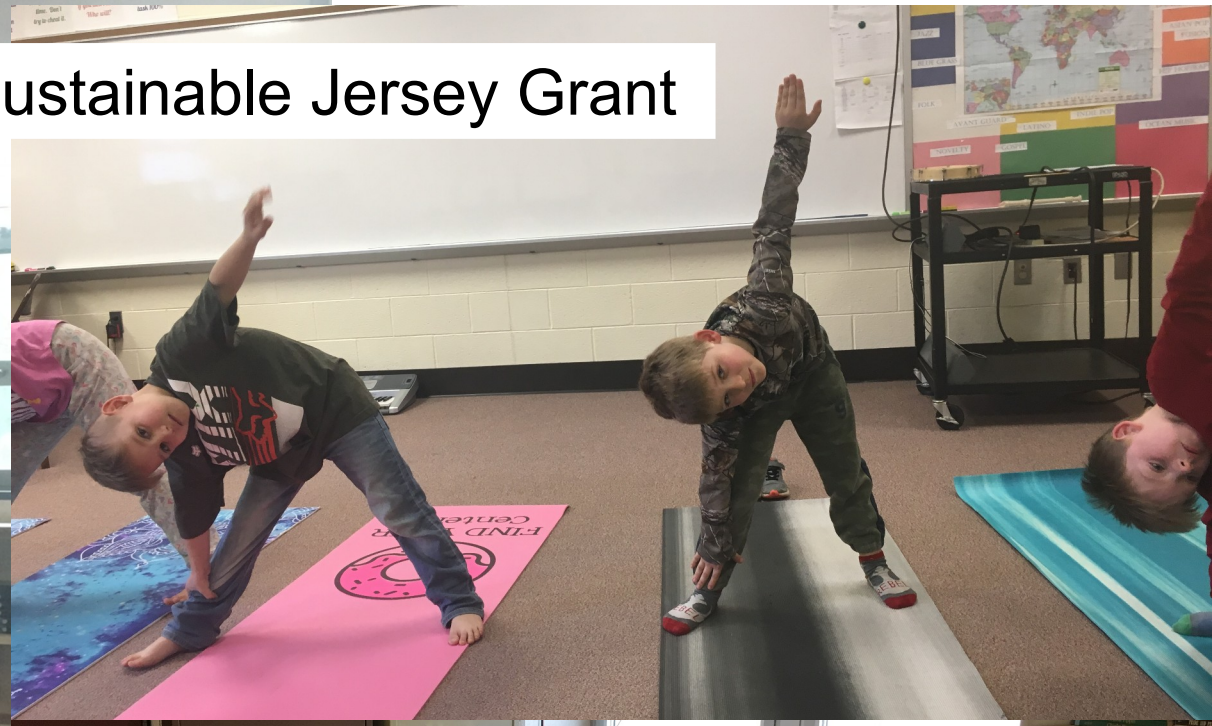
$4,000 Sustainable Jersey Grant

Grab and Go Breakfast Carts

$4,000 Sustainable Jersey Grant

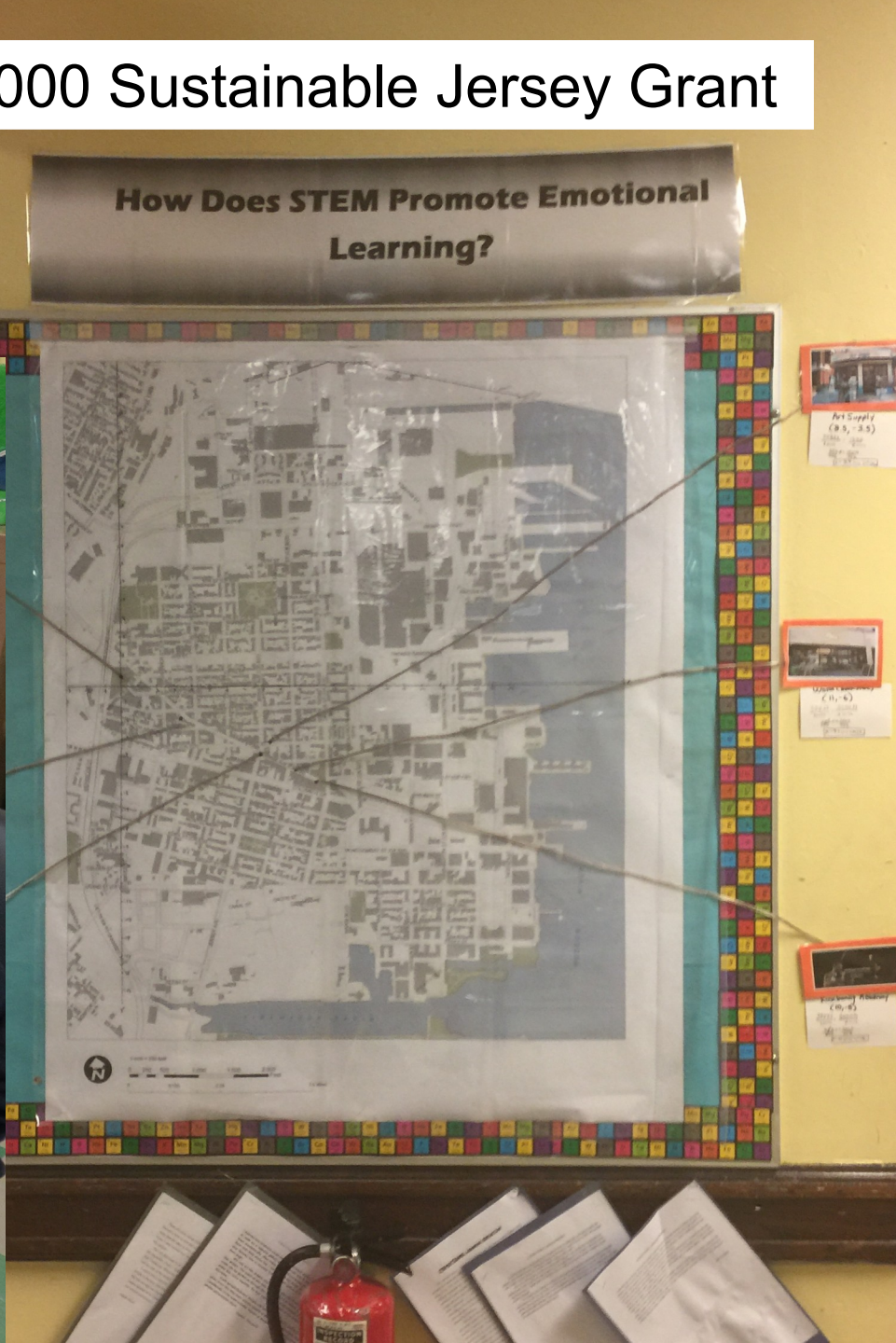
Mindfulness

$2,000 Sustainable Jersey Grant



Social Emotional Learning

$4,000 Sustainable Jersey Grant



School Culture & Climate

$4,000 Sustainable Jersey Grant

Diverse Libraries

$2,000 Sustainable Jersey Grant

Biking to School

$2,000 Sustainable Jersey Grant

Take some time to discuss with your group any project ideas that interest you.

You can learn a lot from your peers who may have gotten grants for these types of projects.

Overcoming the Challenges

I do not have...

...the time to apply

- **Identify grants that have shorter, less complicated applications that take less time to complete**
  - Federal and state grants are typically more difficult to apply for
  - Consider grants from local organizations, foundations and businesses
  - Consider hiring a consultant or a grants coordinator
  - Utilize the tips in this presentation that can be applied to all kinds of grant applications

I do not have...

...the resources I need

- **Create a group or committee that can work together on the application**
  - Consider asking teachers, parents, and students
  - Once a project idea is finalized, reach out to an appropriate community partner
- **Consider in-kind resources and donations**
  - Local groups such as the PTA and local business
  - Can get help from students affiliated with Boy/Girl Scouts, your local Watershed Ambassador, municipal green team and other local stakeholders

I do not have...

...the support I need

- **Explain the benefits of grants**
  - One district in Monmouth county has received $118,000 in SJ grants
  - One district in Camden county has received $74,000 in SJ grants
  - One district in Atlantic county has received $54,000 in SJ grants
- **Pitch your idea and action plan**
  - Use the resources available via Sustainable Jersey for Schools to create an outline for a potential project proposal

I do not know...

...what to apply for

- **Ask teachers and students for their input on projects**
  - Consider the needs of your school
  - Consider ideas the school community is passionate about
  - Consider thinking out of the box and going for an innovative project

I do not know...

...where to find funding

- **Research online for available grant opportunities**
  - Google searches can yield great results
  - Find out what grantmakers serve your area such as local foundations, banks, and organizations
  - Sustainable Jersey for Schools provides funding resources and information on other resources via its bi-weekly newsletter, social media and website
  - Ask your peers including those in this room

Take some time to share your experiences with applying for grants including lessons learned.

You can learn a lot from your peers on how to overcome common obstacles.

How to Prepare a Successful Application

Selection Process

- Project Description
- Project Team Members
- Action Plan & Timeline
- Community Engagement
- Project Impact and Evaluation
- Budget

Project Description

- It is important that you develop a concise project description for your proposal
  - Clearly describes the specific project you want funding for
  - Highlights the innovative and interesting aspects of your project
  - Mentions the stakeholders and beneficiaries of the project
  - Mentions any partnerships you plan on engaging as part of the project

Project Team Members

- Create a list of project team members
  - Make sure the skills necessary to complete the project are represented
  - Include diverse representation from district, school, and community stakeholder groups that will be involved in or impacted by the implementation of the proposed project
  - Includes support from the administration

Action Plan & Timeline

- Create an action plan and timeline that provides an overview of how you plan to complete the project
  - Include all steps necessary to complete the project such as planning, implementation, community engagement and promotion steps
  - Set realistic deadlines for each step's completion that consider potential administrative and weather delays

Attachment 2: Project Action Plan

Project Grant Application
Proposed Project Action Plan

PSEG Foundation

Please use this form to outline the specific steps or tasks needed to complete the proposed project. These steps include project planning, implementation, community outreach and evaluation. Identify the target completion date for each step to ensure the project can be accomplished by the end of the performance period. Include plans for ribbon cutting ceremonies and milestone events. Implementation steps should NOT begin until after the grant is awarded at the press announcement event. Additional lines can be added.

Steps/Tasks that the Project Team will take to Complete the Proposed Grant Project	Team Member Responsible	Target Completion Date
Planning Steps		
1.		
2.		
3.		
Implementation Steps		
1.		
2.		
3.		
Community Engagement Activities		
1.		
2.		
3.		
Evaluation and Reporting Steps		
1.		
2.		
3.		

Project Promotion – Events Where Promotional Materials With Sponsor Recognition Are Distributed		
Name of Event	Materials	Date
1.		
2.		
3.		
Proposed Date of Ribbon Cutting Ceremony (if applicable)		

Community Engagement

- Your project should capitalize on collaborations between district/school stakeholders
- This is a very important aspect of any grant proposal that grant makers are particularly interested in
- To ensure you have a good plan to engage the community, make sure you:
  - Recruit volunteers early on to help throughout the process
  - Identify and involve all relevant parties from the beginning
  - Keep meetings short, timely, meaningful and efficient
  - Include the community in all aspects of the proposal

Project Impact and Evaluation

- It should be clear in this section who will benefit from the proposed project and how
  - Clearly identify the target audience along with general impacts and overall benefits to the school
- Find ways to present your project as unique and innovative
  - Even common projects can be made to stand out
- Your project should address a specific need in the community
  - Explain how this need was identified along with how the project will help
- Even if a formal evaluation plan is not requested, include information on how project outcomes will be evaluated

Budget

- Spend additional time to make sure your budget adds correctly and makes sense
  - Costs are justified and have a reasonable value
  - Consider shipping costs and other potential fees associated with the project
  - Do not spend too much on promotional items such as food for meetings, give-aways, and swag
- Include all sources of funding (beyond the grant) that will be utilized for your project such as in-kind
  - Sometimes in-kind is required, but even if not--funders love to see it
  - As of April 2022, the estimated NJ value of each volunteer hour is currently $32.39 (Independent Sector)

Other

- If the application allows, consider including the following information that will enhance your application
  - Relevant background information on your school such as indicators of need, demographics, and previous initiatives that led to this project proposal
  - Relevant existing relationships with stakeholders and organizations
  - Previous grants and support received that shows you know how to secure funding and resources
  - Photos, planning documents, maps, price quotes and letters of support

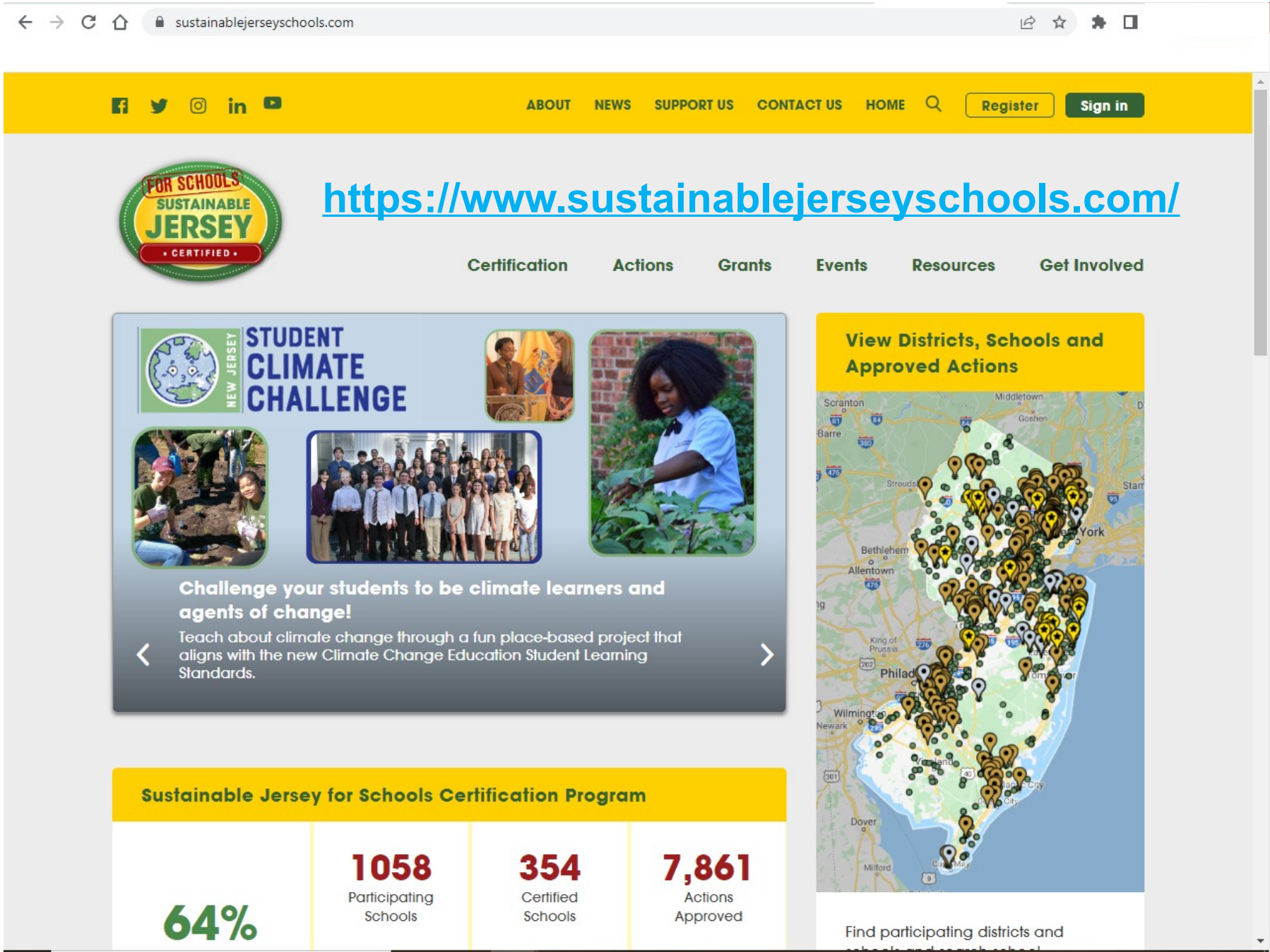
Does anyone have any other tips for writing a good proposal?

Let us know what strategies and best practices you follow when crafting proposals.

Sustainable Jersey for Schools Resources

IG: Sustainable_Jersey | Twitter: @SJ_Program and @SJ_Schools | FB: @SustainableJersey | LinkedIn: sustainable-jersey

Website


sustainablejerseyschools.com
ABOUT
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Sign in
FOR SCHOOLS SUSTAINABLE JERSEY CERTIFIED
https://www.sustainablejerseyschools.com/
Certification
Actions
Grants
Events
Resources
Get Involved
NEW JERSEY STUDENT CLIMATE CHALLENGE
Challenge your students to be climate learners and agents of change!
Teach about climate change through a fun place-based project that aligns with the new Climate Change Education Student Learning Standards.
View Districts, Schools and Approved Actions
Sustainable Jersey for Schools Certification Program
64%
1058
Participating Schools
354
Certified Schools
7,861
Actions Approved
Find participating districts and

Actions

- Sustainable Jersey for schools provides free access to 100+ program actions that span across 22 categories

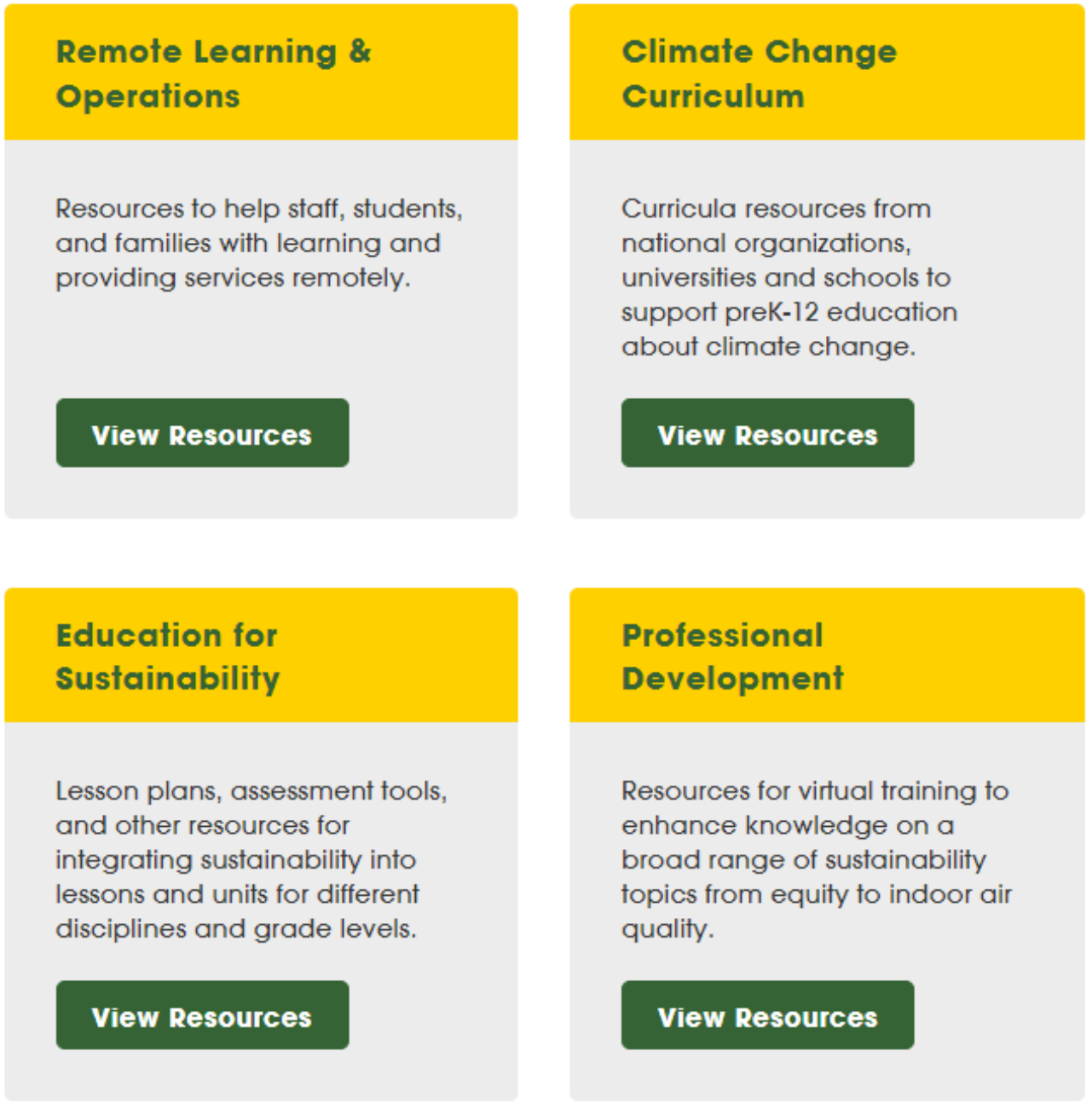
- Board Leadership & Planning
- Climate Mitigation & Renewable Energy
- Digital Learning Leadership
- Digital Learning Practices
- Digital Technology Access
- Diversity & Equity
- Energy Efficiency
- Food & Nutrition
- Green Cleaning
- Green Design
- Green Purchasing
- Healthy School Environments
- Innovation Projects
- Integrated Science, Technology, Engineering, Arts & Math (iSTEAM)
- Learning Environment
- School Culture and Climate
- School Grounds
- Student & Community Outreach
- Student Learning ★ Priority
- Student and Staff Wellness
- Student Safety
- Waste Management & Recycling

Resources Tab

- Sustainable Jersey for Schools provides a variety of resources for schools interested in:
  - Creating and maintaining a green team that will help implement sustainability initiatives in the school/district
  - Training and educational opportunities such as webinars
  - Reports on sustainability issues that share best practices, research and information on the current state of sustainability in New Jersey
  - Identifying strategies and implementing initiatives towards greater sustainability

Resources Library

- The resource library includes information on:
  - Remote Learning & Operations
  - Climate Change Curriculum
  - Education for Sustainability
  - Professional Development



NJ Climate Change Education Hub

Teaching Resources

Search our database by filtering by subject, NJ Student Learning Standards, and more.

Exemplar Lesson Plans

Browse NJ-centric lesson plans that have been created by teachers, for teachers.

Professional Learning

Find learning opportunities for curriculum support or basic knowledge about climate change.

Guidance for School Boards

Find learning opportunities for curriculum support or basic knowledge about climate change.

Student Climate Challenge

Free program for grades 6-12 students

- Students complete a project that addresses a cause or impact of climate change and share what they have accomplished in a short digital story video
  - Aligns with the new Climate Change Education Student Learning Standards
  - Recognition at an Awards Ceremony hosted by First Lady Tammy Murphy
  - Grants for advancing climate education initiatives ranging from $2,500 to $500.

NEW JERSEY STUDENT CLIMATE CHALLENGE

EmPowered Schools

Free program for PK-12 students

- Provides support and resources to educate students in saving energy and money in their schools and homes
  - Integrates STEAM principles through lesson plans, hands-on activities, and competitions
  - Builds student leadership, critical thinking skills and data analysis skills needed for green careers
  - Teacher stipend, tool kit, and branded apparel
  - On average, schools can achieve electricity savings between 5 and 15 percent.

empowered SCHOOLS
students generating change
AN ALLIANCE TO SAVE ENERGY PROGRAM

Has anyone ever utilized any of these resources?

Let us know what you have found to be useful and anything else you'd like to see.

Sustainable Jersey Grants Program

Free program for participating schools and districts

- Provides grants to help complete program actions
  - Offers $2,000 and $10,000 grants
  - 50% of grant funding is reserved for certified schools and districts with at least one certified school
  - Online application that was created to be quick and easy to complete
  - Multiple cycles offered every year

› **Thinking about Applying for Grants?**

Previous Recipients & Projects

Participation Benefits

- Non-recipients can request a debrief call to discuss how to improve the application
- Recipients are recognized at a grant announcement event
  - Get photo taken with program sponsors
  - Press release templates provided along with the photo following the event
  - Receive check for grant award
  - Enjoy refreshments and networking opportunity with peers

Participation Benefits

- Awardees can gain good publicity for their schools through
  - Ribbon cutting ceremonies
  - Social media posts
  - News articles
  - Representation on Sustainable Jersey for Schools conference session panels and webinars

New Funding Cycle Announced!

PSEG Foundation

- $100,000 is available to New Jersey public schools participating in the Sustainable Jersey for Schools programs
  - $2k and $10k grants to fund sustainability projects and support your green team

Informational Webinar	Application Deadline	Award Notifications	Performance Period
3-4pm on Thursday, **December 15, 2022**	By 11:59pm on Friday, **March 10, 2023**	By **early May 2023** with an event in **early June 2023**	**10k Grants:** 18 months **2k Grants:** 12 months

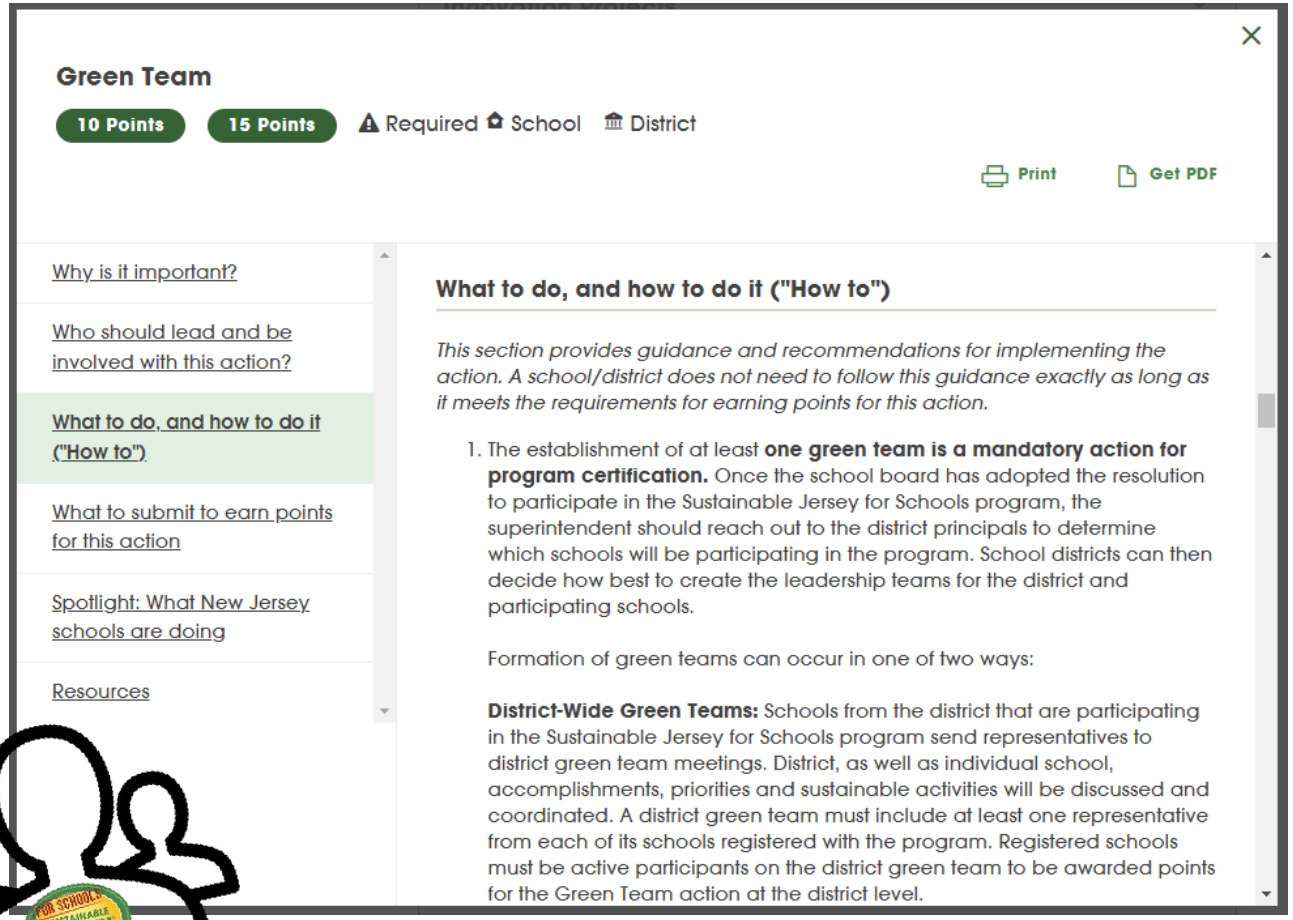
Learn More & Apply

Eligibility

- **Public New Jersey k-12 school or district that is registered in Sustainable Jersey for Schools**
  - Registration is free and easy
  - Districts need to pass a resolution to participate
  - School need to get a signed letter of participation

Eligibility

- **Must have an active district or school green team**
  - Need to formally establish the team and appoint members
  - Your grant project team can serve as the basis for a green team
  - Can designate an existing group



School Grant Proposal

Grant Proposal Sections

- **All** Grant Applications Include:
  - **Project Title and Brief Description**
  - **Action Plan and Timeline**
  - **Budget Narrative**
  - **Detailed Project Budget**
- **Only** 10k Grant Applications Include:
  - **Project Team**
  - **Community Engagement**
  - **Project Impact and Evaluation**

There are templates available to help you quickly and easily complete each section of the application, such as the action plan & timeline and budget sections.

Green Team Documentation

- Currently certified schools or districts with at least one certified school **DO NOT** need to provide this information
- Otherwise, we need the following green team documentation:
  - List of green team members
  - Summary of green team activities

Grant Authorization Doc

- **Upload either a School Board Resolution OR a letter from the superintendent, business administrator, or school principal**
  - A template resolution can be found here and a template letter here
  - Must specify the specific SJ grants cycle you are applying in
  - Must be signed and dated
  - Can use the same resolution for grant applications within the same program year

This resolution is DIFFERENT than the resolution required to register in the Sustainable Jersey for Schools certification program OR to establish a green team.

Does anyone have any questions regarding the Sustainable Jersey Grants Program?

General and cycle-specific questions are welcome!

Other Resources

IG: Sustainable_Jersey | Twitter: @SJ_Program and @SJ_Schools | FB: @SustainableJersey | LinkedIn: sustainable-jersey

Rutgers Cooperative Extension

Has staff and trained personnel that can help with school grant projects

- Rutgers Environmental Stewards
  - Must complete 60 hours interning, which can include helping schools with projects
- Rutgers Master Gardeners
  - Can help schools with garden-related projects

Watershed Ambassadors

Work to promote watershed stewardship through education and community involvement

- View the program
  - Assigned to the 20 watershed management areas
  - Can help with rain garden and water conservation-related projects

Additional Resources

- Parent Teacher Associations
- Boy and Girl Scout Troops
- Municipal DPW
- Municipal Green Team
- American Littoral Society
  - Promotes the study and conservation of marine life and habitat
- Energy incentives offered through NJCEP, NJDEP and utility companies
  - EV charging stations
  - Energy efficiency upgrades
- New Jersey Safe Routes for Schools
  - Grants for infrastructure projects that encourage and enable students to safely walk/ bike to school

Has anyone used any other resources not mentioned?

We would love to hear about other resources that schools can use!

Thank you!

IG: Sustainable_Jersey | Twitter: @SJ_Program and @SJ_Schools | FB: @SustainableJersey | LinkedIn: sustainable-jersey

Sustainable Jersey for Schools Underwriters and Sponsors

Program Underwriters

Geraldine R. Dodge Foundation

New Jersey's cleanenergy program™ njcleanenergy.com

PSEG Foundation

njea New Jersey Education Association

* NJSBA

* State of New Jersey Department of Education

Grant Program Underwriters

njea New Jersey Education Association

Gardinier Environmental Fund

PSEG Foundation

Corporate Sponsors

PSE&G Founding Sponsor

New Jersey Natural Gas Founding Sponsor

South Jersey Gas Founding Sponsor

Elizabethtown Gas

NJM Insurance Group Founding Sponsor

solar landscape

* amazon

InvestorsBank

* PUBLIC Consulting Group

verizon

gabel associates

* edWeb.net

* ClassLink

Moschio's

RMC

*Digital Schools Underwriters and Sponsors

FOR SCHOOLS
SUSTAINABLE
JERSEY®
• CERTIFIED •