



# Sustainable Jersey for Schools 2020 Grants Cycle Funded by PSEG

Presented by:

Heather McCall, Sustainable Jersey for Schools Program Director

Kaitlyn Vollmer, Grants Program Coordinator



# Presenters



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Sustainable Jersey for Schools  
Program Director



**Kaitlyn Vollmer**  
Grants Program  
Coordinator





1. Overview
2. Use of Funding
3. Eligibility
4. Application & Live Walk Through
5. Required Attachments
6. Selection Process & Evaluation Criteria
7. Reporting Requirements
8. Final Thoughts
9. Q&A





The PSEG Foundation is contributing \$100,000 to support the Sustainable Jersey for Schools grants program cycle for school districts and schools





**PSEG**  
*Foundation*





# Available Funding

This grants cycle of the 2020 grants program funded by the PSEG Foundation will award:

<u>Applicant</u>	<u>Funding Level</u>	<u>Number of Grants</u>
 District or School	\$10K	4
 School	\$2K	30

Each school/district is only eligible to receive one grant this cycle. If two applications are submitted, the larger application will be considered first.





# Use of Funding

## **\$10,000 project grants**

- Funds must be used to fund all or part of a project that will earn points toward a Sustainable Jersey for Schools [action](#).
- Leverage partnerships with parents and community resources.
- District applications should focus on projects that benefit multiple schools in the district.

## **\$2,000 grants to support school green teams**

- Funds can be used for general operating support and direct expenses for green teams.
- Can also be used to fund all or part of a project that will earn points toward a Sustainable Jersey for Schools [action](#).





# Use of Funding - Energy Projects



Due to funding available through the New Jersey Clean Energy Program (NJCEP) and utility companies for **energy audits** and **energy efficiency projects** (i.e. lighting, furnaces, etc.), these activities are **NOT** eligible for funding from this cycle. Read more in Attachment 1 of the [AIP](#).

**EV charging station(s) installation projects are NOT eligible for funding.** Applicants interested in installing EV charging stations should apply for NJDEP's ["It Pay\\$ to Plug In" program](#).

## Alternative Fuel Vehicle Purchases

Light-Duty Vehicle	Heavy-Duty Vehicle
<p>Includes vehicles (sedan or SUV) such as:</p> <ul style="list-style-type: none"> <li>• Police vehicles</li> <li>• Code enforcement</li> <li>• Pick-up trucks</li> <li>• Utility trucks and vans</li> </ul> <p>Also includes:</p> <ul style="list-style-type: none"> <li>• Electric bikes and scooters</li> </ul>	<p>Includes vehicles such as:</p> <ul style="list-style-type: none"> <li>• School, shuttle, and transit buses</li> <li>• Garbage trucks</li> <li>• Delivery/freight trucks</li> <li>• Snow removal vehicles</li> </ul>
<p><b>Only eligible for \$2,000 or 10,000 grant</b></p>	<p><b>Eligible for \$2,000 and large grant</b></p>



# Projects for Points – Think Outside the Box

- Typical grant submissions include:
  - Garden-related projects
  - Plastic reduction campaigns
  - Water bottle refill stations
  - Recycling initiatives
  - Programs to promote physical activity



- What you should consider:
  - Identifying a need within the school/district
  - Looking at the Sustainable Jersey for Schools actions to determine where you might need financial assistance to address any of the requirements







# School Projects for Points

- Professional Development for Sustainability
- School Community Asset Mapping
- Healthy Food Choices Beyond the Cafeteria
- Green Cleaning Training & Education Programs
- iSTEAM
- Student Participation in the Arts
- Curriculum Mapping
- Culture and Climate Needs Assessment
- Green Fair
- School Wellness Council
- Programs to Promote Physical Activity
- Staff Wellness Program
- Waste Audit





# Eligibility Requirements

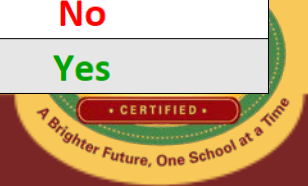
- New Jersey public school district or school
- Registered with Sustainable Jersey for Schools **AND** have appointed a **Green Team** that meets the [Green Team action standard](#).



## Eligibility for Previous Grant Recipients

Grant Cycle Year	Grant Level	Current Grant Status	Eligible to Apply for \$10,000 Grant	Eligible to Apply for \$2,000 Grant
2019 Funded By: PSEG, NJEA*, or Gardinier	\$10,000 or more	Open	No	Yes
		Closed+	Yes	Yes
	\$2,000 or more	Open	Yes	No
		Closed+	Yes	Yes
2015-2018 Funded By: PSEG, NJEA, or Gardinier	\$10,000 or more	Open	No	No
		Closed+	Yes	Yes
	\$2,000 or more	Open	No	No
		Closed+	Yes	Yes

+ A grant is closed when the final report has been submitted & approved by Sustainable Jersey





Sustainable Jersey for Schools Grants Program  
Funded by the PSEG Foundation  
2020 Application Information Packet

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# Application

The application information packet can be downloaded from the **Sustainable Jersey for Schools** [“Grants and Resources”](#) page



# Online Application & Deadline



**Online Application Deadline:  
Friday, March 13, 2020  
at 11:59pm**



**Sustainable Jersey for Schools  
2020 Grants Program**

Funded By:



**\$10,000 Grant Application**

For more information about this Sustainable Jersey for Schools Grants Program cycle, [click here for the application information packet](#)

LOGIN

Email

Password

[Forgot Password?](#)

SIGNUP

Email

Password

Confirm Password

POWERED BY  
**wizehive**

**\$10,000 Application:**

<https://app.wizehive.com/apps/sjspseg10k2020>

**\$2,000 Application:**

<https://app.wizehive.com/apps/sjspseg2k2020>



# Application Sections



## Basic School/District background information & contacts

### Eligibility Screening

- |  |                                |
|--|--------------------------------|
| 1. Sustainable Jersey for Schools registration | 3. Previous grant requirements |
| 2. Green team requirements*                    |                                |

### Proposed Project

- |   |   |
|---|---|
| 1. Project title & brief description                | 5. Action plan & timeline                     |
| 2. Project team (10K applications)                  | 6. Budget narrative & detailed project budget |
| 3. Community engagement (10K applications)          |   |
| 4. Project impact and evaluation (10K applications) |   |

### Attachments

- |  |                         |
|--|-------------------------|
| 1. Green team documentation*                 | 3. Optional Information |
| 2. Authorization to submit grant application |                         |

\* Not required from Sustainable Jersey for Schools **certified** schools or districts with certified schools





# Attachments: Green Team Documentation

Upload a letter **signed and dated** by either your principal (school green team, see example [here](#)) or superintendent (district green team, see example [here](#)) that includes the following information:

- **List of member names and affiliations:** Green team members should be selected in accordance with the requirements of the Sustainable Jersey for Schools Green Team action. Be sure to identify the designated union-appointed members.
- **Summary of green team activities.** If just formed, describe future plans.

*Not required from Sustainable Jersey for Schools **certified** schools or districts with certified schools. **VIEW THE LIST OF CERTIFIED SCHOOLS [HERE](#).***





# Attachments: Grant Authorization

Provide documentation that the district/school is authorized to apply for the grant in accordance with the district's policies and procedures.

- Examples: [School Board resolution](#), [letter from superintendent, B.A., or school principal](#)

Please note that it would be best to start the process of obtaining this resolution as **early as possible** to allow enough time to have the resolution adopted.

- *Adopted resolution must be emailed to [grants@sustainablejersey.com](mailto:grants@sustainablejersey.com) **no later than Friday, April 3, 2020** or the application **will not be considered**.*

Resolution of Support Authorizing the Submission of a Sustainable Jersey for Schools Grant Application

Some school districts have requested a sample of the resolution that must accompany their Sustainable Jersey for Schools Small Grants Program application. The purpose of the resolution is to affirm that the Board of Education approves of the proposed grant project/activities. A signed and certified resolution should be uploaded through the online grant application. Any standard resolution in support of applying for a grant will suffice. We do not require that you use this format.

**SAMPLE RESOLUTION**  
*[Insert Name of School Board]*

**NOTE:** This is **NOT** the same as the resolution to register with Sustainable Jersey for Schools





# Selection Process

All **\$10,000** proposals will be reviewed by a Blue Ribbon Selection Committee composed of experts from the public and private sectors.

All **\$2,000** grants will be awarded based on the green team's commitment to advancing sustainability initiatives in the school and how the proposed activities will lead to the successful completion of specific Sustainable Jersey for Schools actions.







# \$10,000 Evaluation Criteria

All proposals are evaluated based on...

Project  
Description

**10 Points**

Project Team  
Members

**10 Points**

Action Plan &  
Timeline

**15 Points**

Community  
Engagement

**15 Points**

Project Impact  
and Evaluation

**30 Points**

Budget

**20 Points**





# \$2,000 Evaluation Criteria

All proposals are evaluated based on...

Project  
Description

Budget

Action Plan  
& Timeline

- Up to 50% of the grant funds will be reserved for certified schools
- Efforts towards Sustainable Jersey for Schools certification are considered
- The regional distribution of grants throughout the state is considered



- The description concisely summarizes the specific project to be funded by the grant award



## TIP: Project Selection

- Think “outside the box”
- Identify all requirements associated with the project
- Consider community dynamics when crafting your proposal so it’s successful
- Consult stakeholders before settling on a plan
- Understand your capacity



# Project Team Members

- The designated project team appears qualified to undertake the proposed project
- The project team includes representation from district, school, and community stakeholder groups that will be involved in or impacted by the implementation of the proposed project

## TIP: Building Your Team

- Include representation from stakeholder groups that will be involved/impacted by the implementation of the project like school staff, students, and parents.





# Action Plan & Timeline

- The proposed project action plan addresses the steps needed to successfully complete the project
- Target completion dates are realistic and will enable the project to be completed within the 18-month performance period (**starting June 2020**)
- Events where the grant will be promoted, such as a ribbon cutting ceremony, and materials will be distributed are identified

Funding for a project that has already been completed is **not eligible**. The project should start no sooner than after the grants announcement ceremony.

## TIP: Project Planning/Implementation

- Consider administrative delays, such as the procurement process and plan time for paperwork
- Research the products you plan to use
- Plan ahead for summer months/downtime
- Set deadlines and adhere to them
- Spend time and resources to train volunteers
- Try to plan for the unexpected – always have a “plan B”





# Community Engagement

- The proposed project will capitalize on collaborations between district/school stakeholders including union leadership, certificated staff, parents, and representatives from community-based organizations (i.e., municipal green team municipal and county agencies, civic or community-based organizations, non-profits, professional organizations and local businesses)
- Details on how the project will be shared with the school community are included

## TIP: Building & Engaging Your Team

- Recruit volunteers early on
- Identify and involve all relevant parties from the beginning
- Keep meetings short, timely, meaningful and efficient





# Project Impact and Evaluation

- The project will augment existing green team efforts and contribute toward making progress in the Sustainable Jersey for Schools program
- The proposed project is unique, innovative and addresses a specific need
- What the project hopes to accomplish is clear and relevant background information is provided to better understand the impact of the project
- Who will benefit from the proposed project (students, school staff, families, community) and how is clearly articulated
- Project outcomes will be evaluated

## TIP: Project Selection

- Propose a project that capitalizes on collaborations between school and municipal or district/school stakeholders





# Budget

- The Budget Narrative clearly summarizes project expenses and identifies all the sources of funding needed to complete the proposed project, including in-kind contributions such as volunteer hours
- The project leverages no or low cost resources to cost-effectively complete the proposed project
- It is clear that all additional funding besides the grant is in-hand or committed



**It Is Easy BEING GREEN**  
 Tips from TEecs' Green Team

**Green Cooking**

Generating enough electricity to cook for an hour in a standard pounds creates a pounds of the rowave energy do.

**CALLING ALL HANDY PARENTS!**

The Green Team is looking to build a bench for the garden. We are looking for a few handy parents to donate their time to help our students. The Green Team meets every Thursday from 3 – 4 pm. Any parent willing to help out, please contact Mrs. Jignasha Patel at [jpate1@energysmartschool.org](mailto:jpate1@energysmartschool.org).

**TEecs' Book Swap**

TEecs held its first Book Swap in the Gym on Monday before and after the PTO Meeting. Students loved getting new to them books! Thank you to Mrs. Hascup for organizing and to parents and students for donating their books!







- The detailed project budget is consistent with the Budget Narrative and clearly identifies the eligible project expenses that will be billed to the grant
- The budget is realistic, costs are justified and resource contributions, including in-kind, have a reasonable value
- Promotional items including “give-aways” (i.e. T-shirts, water bottles), incentives, refreshment or awards do not comprise more than 10% (\$1,000 for 1k grants and \$200 for 2k grants) of the proposed grant budget

## TIP: Budget

- Leverage no or low cost resources to cost-effectively complete the project
- Detailed budget consistent with budget narrative
- Budget is realistic, costs justified, resource contributions have reasonable value
- Keep in mind promotional item value limits
- Include shipping costs





**Grant recipients will be announced:**

**Mid-May 2020**

- \$2,000 grants will be fully disbursed at a press announcement event in early June.
- \$10,000 project grant awards will receive an initial grant of \$5,000 at the press announcement event. The remaining \$5,000 balance of the grant will be paid upon satisfactory completion of the project and approval of the final fiscal and project report, due no later than December 31, 2021.





# \$10,000 Reporting Requirements

## Nine-month Interim Report: **March 31, 2021**

- Provide a status report on project progress, expenditures, photos and any modifications to the original proposal. Any changes to the original project **must be preapproved by Sustainable Jersey**. Include possible dates for ribbon cutting ceremonies or milestone events.

## Final Report: **December 31, 2021**

- Information about the project's completion including a summary, lessons learned, impact on the school community and final expenses.
- At least **TWO photographs** along with documentation depicting the grant project and/or related activities are required.
- Documentation that the PSEG Foundation and Sustainable Jersey for Schools were acknowledged as the project funders in project promotional materials and project signage.



*Grant reporting will be completed online. Reminders will be emailed to the primary project contact in advance of the reporting submission deadline.*





# \$2,000 Reporting Requirements

## Final Report: June 30, 2021

- Description of activities funded by the grant that highlights outcomes and impact.
- Challenges, lessons learned, and expenses charged to the grant.
- A summary of any modifications to the grant project, activities, and/or outcomes outlined in the original grant proposal.
- Samples of communications distributed to the school community related to the grant efforts that also highlight the PSEG Foundation and the Sustainable Jersey for Schools Grants Program as the grant funders.
- At least **TWO photographs** along with documentation depicting the grant project and/or related activities are required.



*Grant reporting will be completed online. Reminders will be emailed to the primary project contact in advance of the reporting submission deadline.*



- Templates for required attachments can be found on the [PSEG Grant Cycle page](#)
- Utilize the [Previous Grant Cycle Awards](#) as a Resource
  - Is my project unique compared to these?
  - Has my project been done before? If so, what is going to make my project new and exciting?
- Utilize the [Grant Writing Resources](#)



# Grant Timeline



<u>Timeframe</u>	
Wednesday, December 4, 2019	Webinar presentation & recording posted on website
Friday, March 13, 2020	Grant application due including grant authorization
Mid-May 2020	Recipient/non-recipient notification
Early June 2020	Grant announcement event and funds distributed



# Contact Us



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Program Coordinator  
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609-771-3427



**Kaitlyn Vollmer**  
Grants Program Coordinator  
[grants@sustainablejersey.com](mailto:grants@sustainablejersey.com)  
609-771-3189



# SUSTAINABLE PRACTICES WORKING SESSIONS



**FEBRUARY 20, 2020 - 9:00 AM TO 3:30 PM**

ACUA

6700 DELILAH ROAD EGG HARBOR TOWNSHIP, NJ 08234

[\*\*REGISTER HERE\*\*](#)

As part of its commitment to helping schools across New Jersey reach their sustainability goals, The New Jersey School Boards Association (NJSBA), in collaboration with Sustainable Jersey for Schools, is offering members and school district personnel opportunities to attend a free, one-day Sustainable Practices Working Session.

In each session, participants will review a Sustainability Wellness Check, which aligns with the [Sustainable Jersey for Schools](#) certification program. Board members will receive four [board member academy credits](#) and four [Green Leader credits](#) for participating in a working session. **Pre-registration is required and seats are limited.**

NJSBA, in cooperation with the NJ School Building and Grounds Association, is offering six Certified Educational Facilities Manager (CEFM) professional development credits. Attendance can also contribute toward the minimum sustainability training requirements for [Sustainable Jersey for Schools certification](#).

**First 2020 Certification Application Submission Deadline:**

**JANUARY 17, 2020**





## EMPOWERING STUDENTS, GENERATING CHANGE

Each year, schools spend more money on energy than on textbooks, computers and supplies combined—and about 30% of that energy is wasted. The emPowered Schools Program gives students the analytical and problem-solving skills to change the way their schools and families use energy. Through the program, students drive measurable savings and impact the world within and beyond their schools.

### EMPOWERED PRINCIPALS:

#### HANDS ON STEAM LEARNING

EmPowered students engage in STEAM curriculum, correlated to Common Core and Next Generations Science standards. They apply that learning through hands-on activities in their schools and homes. Students learn to analyze data and develop practical solutions that lead to greater comfort, learning, and savings.

#### STUDENT LEADERSHIP

Student leadership is a core component of the emPowered Program. Students learn to build teams, identify and analyze problems, develop data-driven solutions and communicate them to peers and authority figures alike. The development of these skills impacts students' futures far beyond what they learn about energy.

#### ENERGY & MONEY SAVINGS

EmPowered teams of students, teachers and facilities staff work together to cut energy costs within their school by implementing no-cost behavioral changes. On average, schools have achieved electricity savings between 5 and 15%.

#### PATHWAYS TO GREEN CAREERS

EmPowered Schools promotes student awareness and interest in green jobs, fostering knowledge and skills for pursuing opportunities in the emerging energy economy.

#### INTERACTIVE ONLINE PORTAL

The new emPowered web platform provides access to all program content, guides activities, offers immediate feedback, and serves as a medium for communication. Schools engage in friendly competitions and learn from each other's experiences. The platform also significantly reduces costs and makes it possible to reach more schools in more regions.

"This was a great experience for us. The program got our students interested in energy and excited about leading schoolwide campaigns. They managed to save the district money and created a new sense of unity in our schools."

**John Blair**  
Energy Specialist,  
Jackson School District

"My classroom used to be way too bright. We took out half of the light bulbs from the ceiling and now we don't waste energy and it's easier to learn."

**Isabella**  
Beckford Charter Elementary

"This program is preparing our students for a greener tomorrow, empowering them to become environmental stewards. Through the program, they are developing leadership skills that will serve them in all aspects of education, their careers, and life. Problem solving current world issues and innovating solutions, our students are ready and excited to change the world!"

**Kelly Stone & Michele Morey**  
George L. Catrambone Elementary School

## Eligibility Requirements

This program is open to both public and private schools located within [SJG's service territory](#). Choice priority will be given to schools that are registered with Sustainable Jersey for Schools. Twenty-nine additional schools will be selected to participate from among the eligible applicants. See the complete eligibility requirements and application form [here](#).

## Application Information

**Applications will be accepted until positions are filled**

[Application Form](#)  
[Flyer](#)



# 2020 ROOTS FOR RIVERS REFORESTATION GRANT AND TECHNICAL ASSISTANCE PROGRAM

We are pleased to announce that The Nature Conservancy (TNC) is partnering with Sustainable Jersey and The Watershed Institute on another round of the Roots for Rivers Reforestation Grant and Technical Assistance Program. The program will support the efforts of municipalities, school districts, local non-profit organizations, conservation groups, and government agencies to undertake floodplain reforestation initiatives.

**(Project sites located on private land are NOT eligible for this program)**



## HOW TO APPLY

MUNICIPALITIES AND  
SCHOOL DISTRICTS



New Jersey municipalities and public school districts interested in applying must be registered or certified with the Sustainable Jersey or Sustainable Jersey for Schools certification program.

### ONLINE APPLICATION

<http://bit.ly/2020RfRSJApp>

### QUESTIONS ABOUT ONLINE APPLICATION

Kaitlyn Vollmer  
Grants Program Coordinator  
Sustainable Jersey  
609-771-3189  
[grants@sustainablejersey.com](mailto:grants@sustainablejersey.com)

### WEBSITE

<http://bit.ly/SJRfRProgram>

NON-PROFIT ORGANIZATIONS,  
CONSERVATION GROUPS, AND  
OTHER GOVERNMENT AGENCIES



Non-profit organizations interested in applying will need to provide a scanned copy of the IRS determination letter that confirms 501(c)(3) tax-exempt status.

### ONLINE APPLICATION

<http://bit.ly/2020RfRTWLApp>

### QUESTIONS ABOUT ONLINE APPLICATION

Erin Landis  
River-Friendly Coordinator  
The Watershed Institute  
609-737-3735 x 21  
[elandis@thewatershed.org](mailto:elandis@thewatershed.org)

### WEBSITE

<http://bit.ly/TWIRfRProgram>



## GENERAL INFORMATION

### APPLICATION DUE BY

Friday, December 13, 2019

### RECIPIENT NOTIFICATION DATE

Late January 2020

### AVAILABLE FUNDING AMOUNTS

Grants Between \$1,000-\$20,000

### INFORMATIONAL WEBINAR

<http://bit.ly/2020RfRWebinar>

### QUESTIONS ABOUT THE PROGRAM OR PROJECT SITE SELECTION?

Michelle DiBlasio  
Watershed Restoration Coordinator  
The Nature Conservancy  
908-955-0342  
[michelle.diblasio@tnc.org](mailto:michelle.diblasio@tnc.org)

## Eligibility Requirements

Be a New Jersey school district registered or certified with Sustainable Jersey for Schools certification program.

**NOTE:** This grant & technical assistance opportunity is **NOT** considered part of the Sustainable Jersey Grants Program. If you currently have an open grant from the grants program, you are still eligible to apply.

## Application Information

**Online Application Deadline: Friday,  
December 13, 2019 at 11:59pm**

[Submit Your Application Here](#)  
[Application Information Packet](#)

