

COUNTY OF MONMOUTH  
BOARD OF COUNTY COMMISSIONERS  
MONMOUTH COUNTY HISTORICAL COMMISSION



2025 MONMOUTH COUNTY  
HISTORY REGRANT PROGRAM



**Declaration of Intent Deadline: October 4, 2024**

**Application Deadline: October 31, 2024**

**Regrant Information Session: 6 p.m., Wednesday, September 4, 2024**

*Session will be conducted in-person and remotely on Cisco Webex platform*

1 East Main Street, Freehold, NJ

This 2025 Monmouth County History Grant Program is funded by an operating support grant from the New Jersey Historical Commission, a Division of the Department of State.



**COUNTY OF MONMOUTH - [www.visitmonmouth.com](http://www.visitmonmouth.com)**

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## APPLICATION WORKSHEET AND INSTRUCTIONS

**DO NOT begin the online application** until you have reviewed the instructions and completed all the items listed on the **Application Checklist page 12** of this document. **Please do not submit this document with your application.** This is solely for your convenience.

**The online application DOES NOT SAVE your work!** Be prepared to complete the application in one sitting. This worksheet will ensure you are prepared with all the required information and attachments.

**Before starting the application, download and save all necessary attachments to your computer.** Except for the Budget Form, all documents should be saved in pdf or doc format. Photos can be saved as jpeg, gif, or png.

**Have the following ready before beginning your application:**

- 1. Grant Application Information:**
  - Federal ID #
  - Charities Registration Number
  - Brief paragraph (1,000 characters including spaces and punctuation) describing intended use of funds. Cut and paste this paragraph into the Grant Application Information section.
  - Authorizing officer must be present to sign the Grant Application Information section.
- 2. Narrative**
- 3. Budget Form:** use links on p. 18 to download GOS Form A, or SP Form B
- 4. Organization's Last Completed Annual Budget Report or Audit**
- 5. Audience Outreach Information:** input data from p. 17 worksheet into online application
- 6. Project Personnel Bio/Resume (SP only):** all bios/resumes should be attached as one document
- 7. ADA Plan (GOS required; SP if applicable)**
- 8. Long-Range Plan (GOS only)**
- 9. Board and Organization Chart:** attach as one document
- 10. Proof of Non-Profit Status**
- 11. Optional: Miscellaneous attachments (no more than 3)** see Checklist for details
- 12. Optional: Photographs (no more than 5)** see Checklist for details

**13. Optional: Publication or Media Projects, if applicable:** see Checklist for details

**14. Optional: Oral History, if applicable:** see Checklist for details

## HOW TO APPLY

### Select the Type of Grant

- **General Operating Support (GOS)** funding assists established non-profit historical organizations with their overall operations and management.
- **Special Project (SP)** funding supports Monmouth County history projects and programs that are open and accessible to the general public. These projects increase access to, knowledge of, and also contribute to the local historical records, assist, and encourage local historic preservation, and support heritage tourism.

### Remember to...

- First read all the guidelines and review application requirements and forms.
- Keep in mind the "MCHC Statement of Purpose and Initiatives" and Narrative Criteria while completing the application.

### Important Dates

- **Regrant Workshop:** September 4, 2024 at 6 p.m. (in-person and remotely)
- **Declaration of Intent Due** (required): October 4, 2024
- **Grant Application Due:** October 31, 2024
- **Notification Award:** December 3, 2024
- **Interim Report Due:** July 18, 2025
- **Final Report Due:** December 31, 2025

### Grant Workshop

There will be a grant information session on **Wednesday, September 4, 2024, 6 p.m. Attending the session is strongly recommended due to changes in this year's application.** The session will be conducted in-person and remotely. **RSVP by Friday, August 30th** to Margaret.SharpWalton@co.monmouth.nj.us, or call 732-431-7460 x. 7413.

### Declaration of Intent

**All applicants must file a Declaration of Intent** (a separate application) that conveys basic information on the organization and will be used to determine general eligibility.

### Grant Period

The grant fiscal year (FY) is **January 1 to December 31, 2025.** All expenses must be expended or incurred within this time period.

Grantees must comply with the Civil Rights Act of 1964 (42 USC 2000D et seq), the Americans with Disabilities Act of 1990 (42 USC 12101 et seq), and the State Law Against Discrimination (NJS 10:5-1 et seq), barring discrimination on the basis of race, color, national origin, gender, or disability.

## ELIGIBLE AND INELIGIBLE APPLICANTS AND EXPENSES

### Eligible Applicants:

**GOS:** Non-profit organizations in existence at least two (2) and based in Monmouth County, with an annual budget no less than \$4,000 and whose mission is exclusively dedicated to New Jersey history.

Organizations that receive operating grants from the county may apply to the state for a project grant.

**SP:** Non-profit Monmouth County organizations in existence at least two (2) years and whose mission is not necessarily dedicated to history, which may include local government agencies (e.g. historic preservation commissions), schools, and libraries.

### Ineligible Applicants:

#### GOS

- Local, state, or federal government agencies, local businesses, individuals, and libraries.
- Organizations that do not practice policies of equal access and non-discrimination.
- Organizations currently receiving New Jersey Historical Commission GOS grant funding.

#### SP

- Federal or state government agencies, local businesses, or individuals.
- Organizations that do not practice policies of equal access and non-discrimination.
- Organizations currently receiving New Jersey Historical Commission Project Grant funding may not apply for funding from the county in the same fiscal year. If an organization has an FY 2025 NJHC project grant, it may not apply for funds from the county's 2025 round. They would have to apply to the county's 2026 round.

### Eligible Expenses and Projects:

#### GOS Examples:

- staff salaries
- insurance
- maintenance of collections
- fundraising and development
- marketing/website
- utilities
- long-term planning or planning for compliance with the American with Disabilities Act, Disaster and Emergency Preparedness plans

#### SP Examples:

- conservation of collections/archives/historic cemeteries
- archives scanning
- educational initiatives
- exhibits
- graphic design
- media or digital projects
- National Register nomination expenses
- local oral history and genealogy projects

- programs and projects created for special needs audiences
- photographic documentation
- publications and publication translations
- research tools
- speakers
- website development
- ADA assistive services for historical programs

**Ineligible Expenses and Projects:**

**GOS Examples:**

- building restoration or maintenance
- construction or other capital improvement costs
- deficits
- endowments
- scholarships or prizes
- tuition
- hospitality
- purchase of collections
- retroactive expenses

**SP Examples:**

- projects that do not deal with Monmouth County history
- hospitality
- purchase or lease of equipment
- class, seminar, or conference fees
- projects not accessible to the general public
- retroactive expenses

## GRANT PROJECT OVERVIEW

The Monmouth County Historical Commission (MCHC) administers this history regrant program to support and promote Monmouth County history by providing funding to local history-based organizations' yearly operations as well as special project funding for history and non-profit organizations. The MCHC establishes this competitive program, with funds granted from the New Jersey Historical Commission, to strengthen local history organizations, inspire projects to preserve and contribute to the local historic record, and increase public awareness and participation in local history programming.

## STATEMENT OF PURPOSE

The MCHC's mission is to nurture history and historic preservation throughout Monmouth County, promote heritage and cultural tourism for all county-wide assets to enrich quality of life, and provide financial support for the County's many cultural and historic resources.

The *Monmouth County History Regrant Program* was created by the Commission to:

- Support the fiscal stability and growth of Monmouth County's history and preservation non-profit organizations, programs, and projects.
- Improve the quality and visibility of, access to, and participation in history organizations and activities in Monmouth County.
- Directly serve the local community by increasing the Monmouth County historical records, and preserve and make it available to a broad and diverse audience.
- Develop heritage tourism as an element of a county-wide plan to strengthen Monmouth County's cultural identity and economy.
- Engage residents of all ages, diversity, ethnicity, and physical capability in learning opportunities centered on Monmouth County's history. Recognizing that persons with disabilities are eager to participate in cultural activities, the MCHC works to accommodate their needs and remove barriers to participation by seeking appropriate and reasonable ways to ensure that all programs offered by its re-grantee organizations are accessible.
- Enhance Monmouth County's quality of life and stimulate its economy by encouraging the preservation and high-quality stewardship of Monmouth county's historic sites and districts.

## INIATIVES FOR 2025

- **Diversity:** Organizations and projects that describe, explain, or increase knowledge of Monmouth County's history that have often been underrepresented in the past; broadening, deepening, and diversifying the audience for Monmouth County history, and increasing the accessibility of historical resources to diverse communities.
- **Heritage Tourism:** Organizations and projects that raise awareness of Monmouth County history, preserve materials for the study of Monmouth County history, and develop program content and increase visitation to historic sites and museums.

- **Innovation:** Organizations and projects that innovatively interpret, preserve, and present local history to the public; non-traditional partnerships that inspire creative approaches to historic interpretation and programming, and use of new technology.
- **Institutional Stabilization:** The development of tools that improve institutional stability and services. This includes ADA and board development, long-range, strategic, financial, disaster and emergency preparedness planning.

## APPLICATION INSTRUCTIONS

### General

- Organizations may submit only one (1) grant application, either a GOS or SP application.
- Limit the summary of your project (SP) or area of need (GOS) to no more than 1,000 characters.
- The Grant fiscal year is January 1 to December 31, 2025.
- Incomplete or late applications will not be accepted. There will be no extensions to the grant deadline.
- Online applications must be submitted by 11:59 p.m., Thursday, October 31, 2024.

### Required Documents

- **Narrative**
- **Budget Form:** see p. 18 for link to GOS Form A and SP Form B
- **Organization's Last Completed Annual Budget Report or Audit**
- **Brief biographies of organization's President/Director and Project Personnel:** Limit to one (1) document, and one (1) paragraph per person.
- **ADA Compliance:** Required for GOS applications. If this is your first GOS application and you do not have an ADA Plan, please submit a draft of the plan. (For sample plans, go to <https://njtheatrealliance.org/cultural-access-network/>.)
- **Organization's Long-Range Plan:** Required for GOS applicants.
- **Board and Organization Chart**
- **Proof of non-profit status**

### Supporting Documents

- **Miscellaneous Attachments:** Limit to no more than three (3). Examples are brochures, flyers, posters, press clippings, etc. Must be no more than two (2) years prior to application date.
- **Photographs:** File name must be descriptive of photo for ease of identification.
- **Publication or Media Projects:** If a file is too large for the online application, then it may be emailed separately to Margaret.SharpWalton@co.monmouth.nj.us.
- **Oral History:** Submit a list of sample questions, and the biography/resume of the person conducting the interview(s).

### Budget

- Complete budget form associated with your selected grant (SP or GOS).
- Total request for GOS funding is not to exceed \$4,000 or more than 1/3 of operating budget.
- Total request for SP funding is not to exceed \$2,000 or more than 50% of total project cost.
- Always round-up amount requested to nearest whole dollar.
- If you receive a grant award, you will be required to submit a revised budget with your Grant Contract.

### Matching Funds

- **GOS funding** must be fully matched on a 1:1 basis by cash or in-kind contribution. Every dollar (\$1) of grant money awarded must be matched with one dollar (\$1) of the applicant's revenue or in-kind contributions. Cash match may include revenue from other grants (excluding NJ Historical

Commission grants), donations, individual giving campaigns, membership fees, and fundraising events. In-kind contributions can be no more than 25% of the match.

- **SP** funding must be fully matched on a 1:1 basis by cash or in-kind contributions, which are limited to no more than 50% of the match.

**In-Kind Contributions**

In-kind contributions, goods, or services (e.g.: lawn services, maintenance, etc.) that would otherwise have been purchased by the organization, must be documented on the application's Budget Form.

**Annual Budget Report**

All applications, GOS and SP, must include the organization's last completed Annual Budget Report, or Audit. To qualify for GOS funding, the organization must have an annual budget of at least \$4,000.

## NOTIFICATION, PAYMENT, REPORTS, AND CREDITING

### Notification

- Successful applicants will be notified in writing by December 3, 2024.
- Please understand that funds are limited and that the grant process is highly competitive.

### Payment of Grant

- Two Purchase Orders, one for the initial payment of 50% of the award and one for the remaining 50%, will be signed at our Grants Award ceremony in February 2025. After receipt of completed and signed contract material, the first 50% will be remitted. The remaining 50% payment will be remitted sometime before the end of the grant period.

### Interim Report

If you receive a grant, an Interim Report must be submitted by July 18, 2025, or sooner for SP, if 50% complete:

- Part 1: A written description of the use of, or anticipated use of, GOS funds or SP progress and anticipated results.
- Part 2: If SP, an estimated date for project completion.

### Final Report

If you have received a grant, a Final Report must be submitted at the GOS or SP completion which will include:

- Part 1: A written description of the use of GOS funds or completed project and its results.
- Part 2: Financial accounting - summary of expenses by budget category.
- Part 3: A numerical breakdown of your audience for the grant period.
- If there is a tangible product at the end of your project (e.g.: book, brochure, film, video, etc.), it must be included in the final report.

### Crediting Statement

Proper crediting must be given to Monmouth County Historical Commission and the New Jersey Historical Commission in all published materials, including programs, websites, press releases, public announcements, and radio and TV appearances, and final products including films and books. The credit must read:

**Funding has been made possible in part by a grant from the New Jersey Historical Commission, a Division of the Department of State, through grant funds administered by the Monmouth County Historical Commission.**

In addition, the Monmouth County logo, unchanged without additions or deletions, must accompany the Crediting Statement. **The logo will be sent to you upon request.**

**Questions can be directed to Executive Director Meg Sharp Walton:**

Margaret.SharpWalton@co.monmouth.nj.us

732-431-7460 ext. 7413

Monmouth County Historical Commission  
Hall of Records Annex, 2nd Floor  
1 East Main St.  
Freehold, NJ 07728

## APPLICATION CHECKLIST

*This checklist is for your convenience. It is not a required attachment.*

### Required Information:

- Narrative Attachment
- Budget Form: *see p. 18 for link to GOS Form A and SP Form B*
- Organization's Last Completed Annual Budget Report or Audit
- Audience Outreach Information: *worksheet included on p. 17*
- Project Personnel Bio/Resume (SP only): *limit to one (1) document, and one (1) paragraph per person*
- ADA Plan (GOS required; SP if applicable)  
*If this is your first GOS application and you do not have an ADA Plan, please submit a draft of the plan. (For sample plans, go to <https://njtheatrealliance.org/cultural-access-network/>.)*
- Long-Range Plan (GOS only)
- Board and Organization Chart: *submit all information in one (1) document*
- Proof of Non-Profit Status

### Supporting Information (Optional):

- Miscellaneous  
*Limit to no more than three (3). Examples are brochures, flyers, posters, press clippings, etc. Must be no more than two (2) years prior to application date.*
- Photographs (no more than 5 attachments)  
*File name must be descriptive of photo for ease of identification.*
- Publication or Media Projects, if applicable  
*If a file is too large for the online application, then it may be emailed separately to [Margaret.SharpWalton@co.monmouth.nj.us](mailto:Margaret.SharpWalton@co.monmouth.nj.us)*
- Oral History, if applicable  
*Submit a list of sample questions, and the biography/resume of the person conducting the interview(s).*

## GENERAL OPERATING SUPPORT (GOS) NARRATIVE TOPICS AND FORMAT

The narrative is the heart of your application. It is your opportunity to speak convincingly to the grant review panel about why your organization should receive the grant. Applicants must assume that the reader knows nothing about the organization, they should have a complete picture of the organization, its strengths and challenges, how grant funds will be used, and how they will help to fulfill its mission.

### **Format Requirements:**

The narrative must address each topic/question. If the topic/question does not apply, please write that and explain why. Do not skip the topic/question.

1. All narratives must be typed with no smaller than 11-point font, have a minimum of 1-inch margins on four sides, and spacing at no less than 1.5 lines per line of text.
2. Pages must be numbered.
3. The narrative portion may not exceed eight (8) pages.
4. The narrative must be formatted in a way that addresses each topic and its related questions in the ordered presented below. The topics should also be clearly labeled.
5. Include applicant's name at top of document.

**Narrative Topics:** *The application will be considered INCOMPLETE unless ALL topics are addressed in the narrative.*

### **Clearly describe your organization's mission, brief history, goals, and objectives.**

- How do you plan to achieve them? These should be reflected in the organization's Long-Range Plan, which is a required attachment for GOS applications.
- Brief history of organization. Clearly label and provide website links that summarize the organization and existing facilities. Does your organization have paid staff and/or volunteers?
- If your organization has previously received a Regrant, please explain how the past grant(s) have furthered the organization's mission. For example, what improvements have you made? Have past grants allowed you to take steps to increase or improve audience/membership/outreach/programs?
- If the organization is on the National Register of Historic Places, please include that information in the narrative.

### **State your specific area of need.**

- On which programs or in which expense areas are you planning to spend the grant funds?
- How will this funding help you to continue or improve the level of services offered to your visitors? For example, explain how you will divert funds normally used for operations (insurance, electricity, etc.) towards mission-related activities such as outreach, education, etc.
- Discuss the planned schedule for the use of the GOS funds. Include a timeline, if appropriate.

**Indicate specific ways a grant will meet the *MCHC Statement of Purpose* found on 6.**

**What do you hope to accomplish for your organization with this funding?**

How will these achievements relate to your mission and long-range plans objectives?

**Describe how your organization accumulates its available income match** (e.g.: memberships, donations, fundraisers, etc.).

- If using In-Kind contributions for part of your match, complete the In-Kind Contributions section of the GOS Budget Form.

**Describe your history programs and services and means of evaluation.**

- Discuss the scope of essential programs and services of your organization, including collections, exhibitions, and public programming.
- Describe how programming relates to the historical interpretation of your organization/site, or how they encourage audiences to think of that history in new ways. For example, discuss any efforts to tell underrepresented stories within the organization's planning and programmatic content.
- Describe the evaluation methods you use such as surveys, feedback forms, informal interviews, etc.

**Describe how your organization follows museum best practices?**

- Use [Core Standards for Museums](#) to answer this question.

**Describe your organization's value to the public and how your organization serves and reaches out to Monmouth County's diverse communities.**

- Describe the audience that participates in programs and services in terms of size, age, and demographic characteristics. What portion of this audience is virtual?
- What is being done to eliminate barriers to participation and access to traditionally underserved and marginalized communities (e.g. people who live far from cultural centers like libraries and museums; non-English speakers; low-income families; nursing homes residents, etc.)?

**If you own a building or have museum collections or archives, does your organization have a Disaster and Emergency Preparedness Plan?**

If so, please attach the plan. If you don't have a plan, discuss the organization's emergency planning goals.

**Please state how your organization's activities meet the requirements of the [Americans with Disabilities Act](#).**

Please attach your organizations ADA Plan. *(If this is your first GOS application, please attach a draft of the plan.)* The final ADA Plan must be submitted with your Final Report at the end of the grant year.

## **SPECIAL PROJECT (SP) NARRATIVE**

The narrative is the heart of your application. It is your opportunity to speak convincingly to the grant review panel about why your organization should receive the grant. Applicants must assume that the reader knows nothing about the organization, they should have a complete picture of the organization, its strengths, and challenges, how grant funds will be used, and how they will help to fulfill its mission.

### **Format Requirements:**

The narrative must address each topic/question. If the topic/question does not apply, please write that, and explain why. Do not skip the topic/question.

1. All narratives must be typed with no smaller than 11-point font, have a minimum of 1-inch margins on four sides, and spacing at no less than 1.5 lines per line of text.
2. Pages must be numbered.
3. The narrative portion may not exceed eight (8) pages.
4. The narrative must be formatted in a way that addresses each topic and its related questions in the ordered presented below. The topics should also be clearly labeled.
5. Include applicant's name at top of document.

**Narrative Topics:** *The application will be considered INCOMPLETE unless ALL topics are addressed in the narrative.*

### **Describe the nature and purpose of your project.**

- What is it?
- What specific ways will it meet the organization's Mission and Long-Range Plan?

### **Place your project in the context of Monmouth County history.**

- Describe how the project will expand knowledge of Monmouth County history?
- What local history content does the proposal contain or support?
- Describe how the project will encourage audiences to think of that history in new ways.
- Does this project tell underrepresented stories?

### **Describe in detail how your project will be implemented.**

Describe the schedule and step-by-step implementation timeline.

### **Describe the qualifications of the personnel who will carry out the project.**

- What are their responsibilities?
- Include or attach bios/resumes?

### **Provide a brief description of your organization's history.**

- Include mission statement.
- Do you have paid staff and/or volunteers?

### **Describe the project's budget.**

- Identify the expenditures that are to be covered by the grant funds.
- Explain in detail how the funds will be used.
- Describe the cost of all expenses that are itemized in the budget section of the application.
- Describe how your organization accumulates its available income for the cash match.
- If using In-Kind contributions for part of your match, complete the In-Kind Contributions section of the SP Budget Form.

**Describe your plans for public outreach.**

- How does the project increase access to Monmouth County history?
- How will the public benefit?
- Describe the audience that attends and participates in your programs and services. Is this project targeting a different audience?
- How does your organization eliminate barriers to participation and access to traditionally underserved and marginalized communities (e.g. people who live far from cultural centers like libraries and museums; non-English speakers; low-income families; nursing homes residents, etc.)?
- Describe how your organization meets the requirements of the [Americans with Disabilities Act](#).

**If the project is targeting K-12, describe the educational outreach of the project.**

- How will your project engage students in the local history process or community?
- How does it fit in the [NJ Core Curriculum Content Standards](#)?
- How will teachers benefit?
- Do you have school groups that regularly visit your site/programs?

## AUDIENCE AND OUTREACH INFORMATION WORKSHEET

The Monmouth County Historical Commission and New Jersey Historical Commission are interested in the impact your organization and its programs have on the resident and visiting population. We want you to start thinking about your audience and ways that you can expand your programs to include all of New Jersey's representative communities.

Provide information in actual numbers, if available, on your organization's visitors and audience participation last year (2023). If you do not have actual numbers, please provide your best estimates. If you have a museum, site, archives, or library open to the public, please include annual opening information.

**Write N/A if question is not applicable.**

Total number of visitors to your museum or site. How many were under 18? \_\_\_\_\_

Total attendance at programs held on site. How many were under 18? \_\_\_\_\_

Total attendance at programs held off-site. How many were under 18? \_\_\_\_\_

Total number of visitors from outside Monmouth County. \_\_\_\_\_

Total number of website visitors. \_\_\_\_\_

Total number of all visiting researchers to your archives or museum collections. \_\_\_\_\_

Total membership. \_\_\_\_\_

Total number of paid staff. \_\_\_\_\_

Total number of volunteers. \_\_\_\_\_

How many weeks per year are you open? \_\_\_\_\_ Which months is it open? \_\_\_\_\_

Does your organization participate in social media? If so, which ones? \_\_\_\_\_

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## BUDGET FORMS

### GOS BUDGET FORM - A

GOS Grants require a full 1:1 match on a cash or in-kind basis. In-kind can be no more than 25% of match. Request can be up to 1/3 of the organization's annual budget, up to \$4,000.

**The GOS Expense Budget Form A can be found at the bottom of the MCHC Regrant webpage:**

[GOS Budget - Form A](#)

**Save Form A and upload as an attachment.** The name of the file must be formatted as follows:

**Organization Name\_GOS Budget Form A**

**If you are using an in-kind match you must complete the in-kind contributions section,** which is the second tab on Form A located at the bottom left of the spreadsheet.

### SP BUDGET FORM – B

SP Grants require at least a 50% 1:1 match on a cash or in-kind basis. In-kind can be no more than 50% of match for history-specific organizations only. Total request is not to exceed \$2,000 or more than 50% of total project cost.

**The SP Expense Budget Form B can be found at the bottom of the MCHC Regrant webpage:**

[SP Budget - Form B](#)

**Save Form B and upload as an attachment.** The name of the file must be formatted as follows:

**Organization Name\_SP Budget Form B**

**If you are using an in-kind match you must complete the in-kind contributions section,** which is the second tab on Form B located at the bottom left of the spreadsheet.