



# Application for MDNHA Grants Program

## Instructions for Application Narrative Statement

Please prepare a Narrative Statement that addresses all issues and questions in the following outline. Divide the content into sections as shown in the outline, and use headings for sections and sub-sections consistent with the outline. Organize the Narrative Statement to be in the same sequence as the following outline.

The Narrative Statement and all materials submitted in support of the Narrative Statement must be printed on only one side of the page.

The Narrative Statement, for Sections I-IV, is not to exceed ten (10) single-sided pages. The Budget Form, Budget Narrative and Attachments are not subject to this page limitation.

The Narrative Statement and Budget Narrative must be typed in a 12-point normal or business font (not narrow or compressed), with one-inch margins on all sides of all pages. Please number all pages and put the name of the applicant and the name of the project on each page as either a header or footer.

### **I. Alignment With and Advancement of MDNHA Mission, Strategies and Goals (20 points)**

Linkage of applicant's mission to MDNHA mission, strategies and goals (4 points). State the mission statement of your organization as approved by your Board of Directors. Discuss how and to what extent your mission statement and the work of your organization is linked to the mission, strategies and goals of the MS Delta National Heritage Area. These strategies and goals may be found in the MDNHA Grants Program Regulations and the MDNHA Management Plan, both of which are available at [www.msdelataheritage.com](http://www.msdelataheritage.com).

Linkage of proposed project's mission with MDNHA mission, strategies and goals (4 points). State the mission or primary purpose of this project in one or two sentences. Discuss how and to what extent this mission or purpose is aligned with MDNHA's mission, strategies and goals.

The project's needs, if addressed, will further MDNHA's mission, strategies and goals (4 points). Provide a brief (one or two paragraphs) description of the project. How was it conceived? Who

was involved in its planning and design? What specific need(s) does it address? How does it address those needs? What will be the ultimate impact of the project? How will that impact, if achieved, further MDNHA's mission, strategies and goals?

The degree to which the project addresses/furtheres one or more of MDNHA's specific strategic goals (4 points). Indicate which MDNHA goal(s) your project addresses and explain how and to what extent this project will further the goal(s) being addressed. Your project must address at least one of the following goals:

- (1) Perpetuate Culture and Tell the Story: The Delta Experience; A Sense of Place
- (2) Save the Delta's Historic Resources
- (3) The Power of Partnerships: Build the Network and,
- (4) Sustainable Economic Development: Strengthen Local and Regional Economies.

The degree to which the project addresses/furtheres one or more of MDNHA's themes (4 points). Indicate which MDNHA critical theme(s) your project addresses and explain how and to what extent this project will further the critical theme(s) being addressed. MDNHA's goals and critical themes, along with examples of each goal and theme, are discussed in more detail in MDNHA's Management Plan, found at [www.msdelat heritage.com](http://www.msdelat heritage.com). Your project must address at least one of MDNHA's critical themes, as follows:

- (1) The Mississippi Delta and the Land It Embraces
- (2) The Culture of the Blues and the Birth of an American Sound
- (3) Moving Toward Freedom: Changing America's Character in the Struggle for Rights
- (4) Growing More than Cotton: The Delta as a Wellspring of Creativity
- (5) The Delta Divide: Creating the Delta's Diverse Communities

## **II. Soundness of the Plan of Work and Project Design (40 points)**

Clear statement of goal(s) that can be achieved and have measurable impact (4 points). State the goal(s) of the project. Your goal(s) should relate to at least of MDNHA's strategic goals and at least one of MDNHA's themes, as shown above. When describing goal(s), consider how the impact of the goals can be measured.

Clearly defined objective(s) that can be achieved and have measurable impact (4 points). For each goal, list all specific measurable objectives that are required to meet each goal. Each objective should have a concrete time in which it is to be achieved.

Clearly identified/defined activities that, if completed, will achieve the stated goal(s) and objective(s), and that are logically sequenced and make sense (6 points). Describe all specific activities that will be undertaken to achieve the goal(s) and objective(s). Provide enough detail so that evaluators can determine whether the activities, if implemented, will allow the project to

meet its stated goal(s) and objectives. Do not include activities and planned work that does not flow from your goal(s) and objectives.

The plan of work identifies specific outcomes/deliverables that are measurable, relevant and have productive impact(s) on the applicant, the community served, and the Delta region in general (6 points). List specific outcomes or deliverables that will result from the achieving the goals and objectives of this project. Discuss how this project will impact your organization, your community and the Delta region as a whole. Discuss any other impacts that your project may have relative to the long-term goals and themes of MDNHA.

The timeframe for the work is clear, properly sequenced and makes sense, given the scope of work (4 points). Outline the scope of work in a clear, step by step manner, in chronological order. Discuss the timeframe for the project and time-specific steps required for its implementation. For projects of six months or less in length, include a targeted completion date, by month, for each step. For projects over six months in length, a quarterly timetable may be submitted.

The area to be served makes sense, given the goal(s)/objective(s) of the project (2 points). Describe the geographic scope and impact of your project. Specify the counties, communities or areas that will be involved in and impacted by the project. Why was this target area selected, and what is its importance to your overall project?

The project engages the general public in its activities, as well as youth and a diverse constituency (4 points). Describe how your work will engage and involve the general public in project activities and specifically engage and involve youth and a diverse constituency within your community.

Applicant has the capacity and experience to adequately manage all aspects of project implementation, evaluation and reporting, and complete this project in a timely manner (6 points). Discuss the capacity of your organization, and your staff and volunteers, to complete this project in a timely manner, and to manage all aspects of project implementation, evaluation and reporting. List similar projects, particularly any federally-funded projects, you have been involved in, and their results.

Applicant has the capacity to sustain the impact of the project over the long term, and the project have a lasting impact on the organization, its community and/or Delta region (4 points). Briefly highlight or describe your organization's history in your community and the type of work you are proposing to do. Describe how your organization and/or community will sustain the impact of the project activities over the long term, and how the work will continue to be effectively managed after the grant period ends.

### **III. Collaboration, Partnerships and Networking (10 points)**

The project engages an appropriate mix of other entities, organizations, groups or individuals as partners, given the applicant and scope of work (4 points). Provide the names of other entities, organizations, groups or individuals that have been partners with the applicant in the planning of the project and/or will be involved in the implementation of this project and its activities. Briefly describe their areas of expertise or experience relative to the proposed project.

The identified partners are engaged in the design, development and implementation of the project, and adequately participate in project activities (3 points). Describe the role(s) each of these partners play in the development, design and implementation of the project. Describe how the partners will work collaboratively to implement or manage the project.

The partners bring resources to the project and enhance the likelihood of its success (3 points). List the resources (volunteer time, financial, physical, etc.) to be provided by these partners, or leveraged by working with these partners.

#### **IV. Evaluation and Impact (10 points)**

The evaluation criteria are clear, and adequate to determine the success of the project. The impact on the applicant, community and Delta region can be clearly shown (3 points). Discuss the criteria to be used in evaluating the project, its activities, and its intended impact on your organization, community, and region. Identify specific direct deliverables of the project, and how these deliverables translate into advancing larger, long-term objectives of your organization and MDNHA.

There is an adequate plan for sharing the results of the project, and for recognizing the role of MDNHA/National Park service in funding the project (2 points). Describe how and with whom you intend to share and disseminate the results of your work. Describe how you will ensure that MDNHA and the National Park Service are recognized for this grant support.

The project is significant, given the broader goals and objectives of MDNHA, and will have an impact on those goals/objectives (3 points). Describe the significance of the project within the broader goals of MDNHA.

The project has specific deliverables/products that will advance MDNHA's larger long-term objectives, and/or those of the applicant (2 points). Describe how this project will impact the broader cultural and heritage objectives of MDNHA. Discuss how this project will involve and respect the integrity of local heritage resources and serve the long term interests of your organization and community.

## **V. Reasonableness of Budget and Budget Narrative (20 points)**

The budget forms are fully and accurately completed. Taken as a whole, the budget is reasonable and adequate, based on the proposed activities (6 points). Complete and attach the Budget Form, indicating the total budget for this project, the amount of funds requested, the amount of matching or other funds committed to the project, by line items, on the first page of the Budget Form. Make sure that the columns and rows add properly, and that the budget reflects sufficient funding to ensure the success of your project.

The required matching funds are in place (or clearly pledged) and clearly documented (4 points). On the second page of the Budget Form, provide the requested information on Matching Funds for your proposed project. In the section “Identification of Matching Funds,” show all matching funds to be provided for the proposed project, by source of match, and showing whether cash or in-kind, and whether secured or pending. In the section “Other Revenue Supporting the Project,” provide the requested information only for CASH match from your organization to be utilized in the completion of the project.

**Note that at least a 1:1 match for grant funds is required. Matching funds can be cash or in-kind (volunteer time, services, products, etc.), but their use must be directly related to the project for which grant funds are being provided.**

The budget narrative clearly explains all required costs and the use(s) of requested funds (6 points). Using the Instructions for Budget Narrative, attach a budget narrative that explains the basis for all revenues and costs indicated in the project budget.

The applicant’s annual budget indicates the capacity to implement/manage the project (4 points). Provide as an attachment a copy of your organization’s board-approved annual budget. Institutional applicants should submit a copy of the annual budget for the department, division or other entity that will implement and manage the activities of the proposed project.