National Center to Encourage Judaism

# GRANT APPLICATION INSTRUCTIONS

***PLEASE READ BEFORE COMPLETING APPLICATION***

Our Mission is to **Welcome New People to Judaism**

## Grant Overview

**NCEJ funds programs worldwide** that are geared towards people who do not identify as Jewish, to engage, educate, and help connect them with Judaism. We fund programs that help individuals and families establish a Jewish identity and create a Jewish home.

NCEJ provides grants to established Jewish organizations, including synagogues, JCCs/Federations, regional consortiums, and national networks. Award amounts for local organizations can range from several hundred dollars to several thousand, depending on the program. Larger groups can get higher amounts for individual projects or to provide sub-grants to affiliates. For more details see our Large Grants page at: https://www.ncejudaism.org/larger-grant-requests/

Our grants cover marketing, program materials, and specified other expenses for both single events and multi-session programs, traditional classes and experiential learning. **One of our primary priorities is marketing – we want our grantees to promote their programs using a variety of methods to widen their audience and bring in new people**. Programs must have an educational component. Questions? Please contact Ellen Gerecht, Executive Director, at **ellen@ncejudaism.org** or call **301-802-4254**.

## Grant Guidelines

### ELIGIBILITY

- ***Program must be geared primarily to an audience that does not identify as Jewish***
- Applicant must be a Jewish nonprofit (synagogue, federation, JCC, regional consortium, or national group)
- Location: United States; Canada, Europe, Israel, and many other international areas (with some exceptions)
- Program must be open to the public
- Program must have an educational component—i.e. relate to Jewish holidays, traditions, rituals

### DEADLINES AND OTHER IMPORTANT INFORMATION

- Applications are considered throughout the year. Grantees may receive more than 1 grant per year.
- Applicants are generally notified within 60 days if a proposal has been approved.
- Grantees may be profiled on NCEJ's website. We encourage you to send photos from the program or event.
- If you are seeking funding for a multi-part year-long program please complete a single application. Reimbursement can take place either at the conclusion of each section or at the end of the year.
- We ask that a Program Survey be completed upon program conclusion found on our website at: www.ncejudaism.org/reporting-guidelines/
- If you have a question about whether an expense might be covered, please contact us in advance.

### REIMBURSEMENT

- Funds are generally dispensed only after a program is completed and receipts are submitted.
- We only reimburse for expenses that are directly related to the content of the program we are funding.

**We do not cover the entire cost of a program.**

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## WHAT WE FUND

*Connecting Newcomers to Jewish Life*

We fund a variety of advertising and program materials, as well as some types of staff support, for virtual, hybrid, and in-person programming and other types of programs sponsored by established Jewish organizations. **We prioritize programs that are promoted to a wider audience**.

### Marketing

We want our grantees to use a variety of methods to increase attendance, such as hyperlocal and regional media, and other specialized advertising. NCEJ reimburses for some of the costs for graphic design and printing. We also cover the costs for email marketing campaigns directly attributable to a specific program. Examples of promotional material we fund include:

- Print and digital ads
- Banners
- Postcards
- Brochures
- Flyers
- Posters

### Program Materials

We cover a wide variety of program materials, including:

- Activity / holiday kits*
- Food related to program content
- "How-to" booklets
- Books to be used solely for students registered for class
- Arts and craft supplies
- Ritual-related items (i.e. candlesticks, mezuzahs)*

* *We only cover ritual items as part of a program we support, not as a stand-alone item.*

### Staff Support

In some cases, we provide partial reimbursement for program coordinators, speaker honorarium, and facilitators.

### Other

Examples of items that may be covered include room rental, security, and curriculum development (for funded programs only).

## WHAT WE DO NOT FUND

- Programs geared only to an institution's members or solely a Jewish audience
- Tuition assistance or grants to individuals
- Festivals (i.e. food or film) and conferences
- Food expenses unrelated to program content
- Operating expenses (both brick and mortar and virtual)
- Services for the community at large

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# GRANT APPLICATION 2023-2024

## Instructions:

Please complete the following application. If handwritten, please print legibly.
Submit your completed application via email to: **ellen@ncejudaism.org**.
Or, mail your application to: **NCEJ, Attn: Ellen Gerecht, 8204 Fenton Street, Ste 201, Silver Spring, MD 20910**.

DATE

EIN #

ORGANIZATION NAME

ADDRESS

CITY

STATE

ZIP

CONTACT NAME

CONTACT TITLE

PHONE NUMBER

(ALT) PHONE NUMBER

EMAIL

## Program Details

**(Please make sure your program meets the grant guidelines on intro page. If you have questions please contact us before submitting your application.)**

TITLE OF PROGRAM

PROGRAM LENGTH

DATES OF PROGRAM

PROGRAM CHARGE (IF ANY)

PRIMARY AUDIENCE

PRIMARY PURPOSE

National Center to Encourage Judaism

# FUNDING PROPOSAL

**Please verify that your PDF is filled out and not blank before you submit it.**

## Program Description: Briefly describe your program

(If you need additional space, see page 4.)

PROGRAM MUST BE GEARED PRIMARILY TO AN AUDIENCE THAT DOES NOT IDENTIFY AS JEWISH

## How Does Your Program Meet NCEJ's Funding Goals? NCEJ's goal is to welcome new people to Judaism

## Funding

HAVE YOU DONE A SIMILAR PROGRAM BEFORE? _____

IF YES, HOW HAS IT BEEN FUNDED?

HAS YOUR ORGANIZATION RECEIVED A GRANT FROM NCEJ IN THE PAST? IF SO, WHEN?

IF THE PROGRAM HAS BEEN DONE BEFORE, HOW MANY ATTENDED IN THE PAST? _____

HOW DID YOU HEAR ABOUT US?

WHERE ELSE ARE YOU APPLYING FOR FUNDING FOR THIS PROGRAM?

## Reimbursement Request

NCEJ reimburses for marketing, program materials, and some staff support. **We place a priority on marketing**, to enable an organization to reach a wider audience and bring in more people outside their usual network.

**We do not cover the entire cost of a program**

**Funds are generally not disbursed until a program finishes and copies of receipts are submitted. See guidelines on intro page for details. We only reimburse for a portion of incurred expenses.**

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# ESTIMATED COSTS BY CATEGORY

## Reimbursement Request

We only reimburse for a portion of incurred expenses

FOR WHAT ARE YOU REQUESTING REIMBURSEMENT? SEE PAGE 3 FOR ESTIMATED COSTS BY CATEGORY

TOTAL BUDGET FOR THE ENTIRE PROGRAM:

HOW MUCH ARE YOU REQUESTING FOR REIMBURSEMENT?

**If requesting reimbursement for any of the following categories, please include specific items for which you wish to be reimbursed.**

## Estimated Costs By Category

(Optional: if desired, provide a proposed budget.)

SELECT ALL THAT APPLY, PROVIDE APPROXIMATE TOTAL COST IN US DOLLARS. PLEASE INCLUDE ADDITIONAL DETAIL BELOW, IF APPLICABLE.

- ☐ DIGITAL/PRINT MARKETING $
- ☐ PROGRAM MATERIALS $
- ☐ STAFF SUPPORT $
- ☐ SECURITY / OTHER $

## Advertising

HOW WILL THE PROGRAM BE PROMOTED?

WHAT WILL IT COST TO ADVERTISE?

ARE YOU PLANNING ON USING ANY NEW FORMS OF MARKETING IF YOU GET AN NCEJ GRANT?

## Program Materials

WHAT PROGRAM MATERIALS ARE NEEDED? WE ENCOURAGE YOU TO PROVIDE THE APPROXIMATE PROJECTED COSTS, IF KNOWN. WHAT PROGRAM MATERIALS WOULD THE GRANT ENABLE YOU TO PURCHASE (OR ENABLE YOU TO PROVIDE AT LOWER COST TO STUDENTS)

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# ESTIMATED COSTS BY CATEGORY

## Staff Support

(In some cases, we provide partial reimbursement for a program coordinator's time, facilitators, and speaker honoraria.)

WHAT TYPE OF STAFF SUPPORT ARE YOU SEEKING FOR REIMBURSEMENT? IF KNOWN, PROVIDE THE APPROXIMATE PROJECTED COSTS.

## Other

Some examples that may be covered are room rental, security, and curriculum development (for funded programs only). In some cases, we provide reimbursement for some software / hardware / technology costs (for funded programs only).

PLEASE PROVIDE ADDITIONAL DETAILS FOR THIS, IF APPLICABLE. PLEASE PROVIDE THE APPROXIMATE PROJECTED COSTS, IF KNOWN.

# ADDITIONAL INFORMATION

Optional: Please use this space to add any additional details, including a description of your program, that you think will strengthen your application. Please attach additional pages if needed.