



COMMUNITY HEART & SOUL GRANT GUIDELINES

GRANT PROGRAM TIMELINE

Application Cycle Open: Wednesday, April 11, 2024

Mandatory Applicant Introductory Webinar(s): April 11 and 25, 2024, 12:00 – 1:00 p.m.

Mandatory Applicant “Getting Started” Webinars:

1. Session 1: May 16, 2024 12:00 – 1:30 p.m.
2. Session 2: June 20, 2024 12:00 – 1:30 p.m.
3. Session 3: July 18, 2024 12:00 – 1:30 p.m.

Application Cycle Close: Friday, August 16, 2024

Grant Period: October 1, 2024 – August 31, 2026

Final Reports Due: September 15, 2026

PROGRAM DETAILS

Innovia Foundation launched the Community Heart & Soul® Program to help rural communities throughout its 20-county service area **BUILD COMMUNITY** through a resident-driven process and **TAKE ACTION** on what matters most to its residents. Hundreds of communities across the country have implemented the program and experienced outcomes such as:

- **Increased participation in local community-decision making**
- **Increased volunteerism**
- **Increased investment in community-supported programs and activities**
- **Increased economic development and downtown revitalization**
- **Community endowment funds**

Community Heart & Soul is a unique approach to community planning and development designed to increase participation and engage residents in shaping the future of their communities in a way that upholds the unique character of each place. Community Heart & Soul is based on three powerful principles: **INVOLVE EVERYONE, FOCUS ON WHAT MATTERS MOST, and PLAY THE LONG GAME.**

Community Heart & Soul is a bottom-up, resident-driven. The strength of the model lies in the design: there is no agenda being promoted, other than a genuine desire to improve community relationships, planning, and collaborative decision-making through engaging in the process. Community Heart & Soul must not be driven by any political, social, or religious agenda.

The Community Heart & Soul model was developed over ten years ago and it has been recognized nationally by the American Planning Association as a successful approach to community planning and development.

Innovia will award up to ten \$30,000 grants to support community-based project coordinators and actions in the selected communities for up to two years. Communities must provide a \$10,000 local match over the two-year grant period. Technical assistance, including program training and assigned certified coaches, will also be provided through the grant. The coaches



will provide capacity-building training and facilitation services for program coordinators and community leadership teams. Through this process, residents will learn how to create a network map, analyze demographic data, implement proven outreach and engagement strategies, build more authentic relationships with fellow residents, conduct community interviews, and develop a unique community plan. This support is free to the community and valued at over \$50,000 per year.

The Community Heart & Soul program is related to other Innovia-sponsored initiatives such as LaunchNW and the 5% Endowment Campaign. Communities may undertake these initiatives simultaneously or sequentially. More information will be provided during the webinars.

Interested applicants should download a copy of the “Getting Started with Community Heart & Soul Community Workbook” available on the Innovia website at www.innovia.org/communityheartsole.

NONDISCRIMINATION/ANTI-HATE POLICY

The Anti-Hate Policy at Innovia Foundation states: “Innovia Foundation will not make grants to organizations that Innovia knows or has reason to believe support or engage in hateful activities. activities that incite or engage in violence, intimidation, harassment, threats or defamation targeting an individual or group based on their actual or perceived race, color, religion, national origin, ethnicity, immigration status, gender, gender identity, sexual orientation or disability.”

Further, Innovia Foundation does not unlawfully discriminate regarding employees, volunteers, delivery of programs or services, or clients served based on age, religion/creed, race, color, national or ethnic origin, sexual orientation, gender identity or expression, disability, marital status, military or veteran status, pregnancy, or genetic information.

Applicants for Community Heart & Soul grants must adhere to similar anti-hate and nondiscrimination standards.

QUESTIONS?

Contact Jennifer Stapleton at 509.624.2606