

GUIDELINES & ELIGIBILITY

Purpose

Advancing Macomb’s capacity building grant program is intended to provide financial resources to small and growing nonprofit organizations in low- and moderate-income areas or serving low- and moderate-income individuals in Macomb County. These grants of up to \$5,000 will directly fund capacity building endeavors to ensure that nonprofits can meet their mission, serve their communities, and face challenges with strength and resiliency. *Advancing Macomb acknowledges that funding for these types of activities is not typically available, particularly for small nonprofit organizations, and we are proud to establish this grant program to help meet this need in the local nonprofit sector.*

Capacity building refers to strategic activities, investments, or initiatives that enhance a nonprofit organization's ability to fulfill its mission effectively and sustainably. This can include strengthening internal systems, building skill sets and expertise amongst teammates, expanding resources, improving service delivery, and increasing organizational competency. By investing in capacity building initiatives, nonprofit organizations can not only enhance their current operations but also position themselves for sustainable growth and greater long-term success in addressing community needs.

Key areas of capacity building may include, but are not limited to:

- **Organizational Development** – Strengthening governance, leadership, and strategic planning to improve overall effectiveness.
- **Financial Management** – Enhancing budgeting, financial planning, and fundraising strategies to support long-term sustainability.
- **Technology and Infrastructure** – Investing in updated software, digital tools, or operational systems that improve efficiency and service delivery.
- **Staff and Board Development** – Providing professional development, leadership training, and board governance education to build a skilled and engaged team.
- **Program Development and Evaluation** – Strengthening or expanding programs, implementing impact measurement tools, or improving service models to enhance outcomes.

- **Marketing and Communications** – Developing branding, outreach strategies, or digital engagement tools to increase visibility and community support.
- **Collaboration and Partnerships** – Fostering strategic alliances or networks that amplify resources, knowledge sharing, and collective impact.

Learn more about capacity building from the National Council of Nonprofits:

<https://www.councilofnonprofits.org/running-nonprofit/governance-leadership/what-capacity-building>

Organizational Eligibility

Organizations must meet the following three criteria in order to be eligible to apply:

1. Organization has current 501C3 tax-exempt status
2. Organization is based in Macomb County
3. Organization has a service population consisting of at least 50% individuals or families defined as low-to moderate-income (up to 80% of area median income) – applicant will be asked to provide this information.

Use [these annual household income thresholds](#) as defined by the Michigan State Housing Development Authority as a reference (amounts shown represent 80% of area median income in Macomb County):

1 person	2 people	3 people	4 people	5 people	6 people	7 people	8 people
\$53,700	\$61,400	\$69,050	\$76,700	\$82,850	\$89,000	\$95,150	\$101,250

There are no restrictions on the programmatic focus or service type (i.e. arts and culture, human services, community or economic development, etc.). Priority will be given to organizations with 2025 operating budgets of \$250,000 or less, but all eligible organizations may apply.

Eligible Activities

- Professional and organizational development opportunities
- Strategic planning and Board development
- Equipment purchases to expand services or access
- Seeking expert support for technical or other challenges
- Other activities or expenditures which support the growth or development of the organization will be considered

Ineligible Activities

- Lobbying or influencing legislation
- Advertising or promotions
- Direct support of fundraising events or sponsorships
- Activities or expenditures which do not clearly support the capacity building intent of this grant program

Timeline

- Online application opens **Thursday, May 1, 2025 at 9:00am**
- Applications must be completed no later than **Thursday, May 15, 2025, at 5:00pm**
- Grant award determinations will be made no later than **Friday, May 30, 2025**
- Grant award period starts Monday, June 2, 2025, and ends Tuesday, September 30, 2025. Awards will be issued in two payments: 75% as an upfront payment upon completion of the Grant Agreement and the remaining 25% as a reimbursement payment upon completion of the final report. All grant funds must be expended within the grant award period; unspent grant funds must be returned to Advancing Macomb.
- Final reports due no later than **Friday, October 31, 2025, by 5:00pm**

Application Procedure

- Organizations may apply for a maximum of \$5,000; some awards may be less than requested and not all applications will be awarded
- Applications will be accepted until **Thursday, May 15, 2025, at 5:00pm**
- Submit your application online at <https://advancingmacomb.com/capacity-building-grant-program>
- A copy of the application questionnaire is included at the end of this document- review this document ahead of time to prepare your responses for the online application

Selection Criteria

- Organization meets the eligibility criteria stated in this document
- Capacity building activities are clear and eligible for support
- Both short- and long-term benefits for the organization are discussed and elaborated upon in application
- Benefits the activities will have for the organization’s service population are discussed

Reporting Requirements

- Final reports are due no later than Friday, October 31, 2025, by 5:00pm
- Any funds remaining unspent at the end of the grant period must be returned to Advancing Macomb
- A copy of the final report questionnaire is included at the end of this document – be sure your organization is prepared to compile and share this information with Advancing Macomb at the end of the grant award period

Contact

Questions may be submitted by email to grants@advancingmacomb.com.

Suggested Resources

Unsure where to start? This list of suggested resources might help point you in the right direction. Dovetail Detroit is a listing of service providers in a variety of topic areas, and the other links provided are nonprofit intermediaries who have a wealth of programming which would qualify for support through this mini-grant program. This is not a comprehensive list of service providers, nor are applicants required to select a provider from this list. If you need additional suggestions or have questions about what may qualify, contact us at grants@advancingmacomb.com.

Dovetail Detroit	https://dovetaildetroit.org/
Co.act Detroit	https://coactdetroit.org/
Michigan Nonprofit Association	https://www.mnaonline.org/
Nonprofit Network	https://www.nonprofnetwork.org/
Nonprofit Enterprise at Work (NEW)	https://www.new.org/
CultureSource	https://culturesource.org/
Michigan Community Resources	https://mi-community.org/

APPLICATION QUESTIONNAIRE

- Organization Information:
 - Organization Name
 - Address
 - Phone
 - Web address
 - Social media links
 - Tax exempt status – select one:
 - Our 501C3 status is current and active
 - We have a fiscal sponsor with a 501C3 designation (if selecting this option, input your fiscal sponsor’s Tax ID/EIN and 990)
 - Tax ID/EIN
 - Provide a link to the last 990 your organization filed, or please upload here. Use the [IRS Tax Exempt Organization Search](#) tool to find your organization’s 990 online.
 - 2025 Budgeted Revenue
 - 2025 Budgeted Expense
 - Is the organization BIPOC-led (Black, Indigenous, or other People of Color-led)? If yes, please share more details.
 - Number of employees; if all-volunteer, input 0.
- Contact Information:
 - Name
 - Title
 - Email
 - Phone
 - Add me to Advancing Macomb’s email list
- Organizational Service Population:
 - Affirm that organization has a service population consisting of at least 50% individuals defined as low-to moderate-income (up to 80% of area median income): How many individuals have you served in the last 12 months? How many of those are low- to moderate-income? Please use actual numbers if available, estimations are acceptable.
- Capacity Building Information:
 - Requested grant amount (up to \$5,000)
 - Total capacity building expense – be detailed in your discussion of expenditures, and include all expenditures being made as part of your capacity-building work.

- Describe your proposed capacity building activities. Provide as much detail as possible, including names of consultants, links to equipment, and any supporting information that will help reviewers understand the nature and scope of your request. Be specific and provide evidence of cost such as a quote/cost estimate, link to online purchase site, etc.
- Email supporting documents to grants@advancingmacomb.com; be sure to title any files submitted in the following format: Your Organization Name_document title
- How will these activities improve or benefit your organization in the short term and in the long term?
- How will these activities benefit or support your service population? Include discussion about who your service population is – where do they come from? How many are low- or moderate-income? Are there other key characteristics or demographics which can help us understand who you serve?
- Will these activities help your organization become more sustainable? If so, how?
- Who will be responsible for leading or spearheading the activities, and what role do they play with the organization? Describe how your organization is ready to implement these activities.

Email supporting documents to grants@advancingmacomb.com. *Be sure files you submit are saved with the following naming convention: Your Organization Name_document title.*

FINAL REPORT QUESTIONNAIRE

- Organization name
- Contact:
 - Name
 - Title
 - Email
 - Phone
- Please submit an expense statement or budget report in your own format showing the specific expenditures made with grant funds; the full grant award must be expended. Please keep supporting documentation for all expenditures on file; Advancing Macomb reserves the right to request documentation for expense verification. Please include the total amount spent on capacity building activities if it exceeds the grant award amount.
- Please describe your capacity building experience.
- Were you able to achieve the key activities in the original request for support?
- How have these activities strengthened your organization or improved your ability to meet your mission?
- How are these activities impacting your organization's service delivery and population?
- How will you use what you have learned or gained to inform future work?
- How many individuals have you served in the last 12 months? How many of those are low- to moderate-income? Please use actual numbers if available, estimations are acceptable.
- How many individuals do you anticipate serving in the upcoming 12 months? Select one:
 - Fewer
 - Same
 - More
- Please share any other information you think is pertinent or useful.