
FACT SHEETS

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The fact sheets are designed to answer commonly asked questions about the grant program and to assist you with your application.

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GRANT PROGRAM

Fact Sheet #1

THE BASICS

- The grant program provides financial support for projects that divert from landfills materials generated within the MARC Solid Waste Management District.
- Funds are generated by a per ton tipping fee at landfills and allocated by the Missouri Department of Natural Resources.
- There are two types of programs: The Annual Grant Program and the Small Project Assistance Funds Project for requests up to \$3,500 (see Fact Sheet #11).
- The annual grant program has approximately \$600,000 available each year.
- To apply you must submit a pre-application and a full application. You may submit more than one pre-application/application.
- Local governments, schools, non-profit organizations, and businesses can apply
- Funding covers activities in Missouri only.
- Project periods are one-year with options for time extensions.
- Grants are on a reimbursement basis.
- Grant Review Committee may recommend partial funding.
- Must use MARC SWMD logo on any printed or public material paid for with grant funds
- If requesting \$20,000 or more that includes facility improvements or equipment, applicants will be required to share information on financial and organization capacity (see Fact Sheet #5).
- Letters of support are required including community support, local government engagement and material sources (see Fact Sheet #9).
- Depending on the project, you may be asked to list the MARC SWMD as additionally insured for the duration of the project period.

Application Timeline

March..... Call is issued
April.....Information Sessions
May..... Pre-application due
July.....Full application due
September.....Executive Board Approval
Nov./Dec..... Staff meets with those awarded
January.....Start Date for Projects

Fact Sheet #2

ELIGIBLE and INELIGIBLE EXPENSES

ELIGIBLE

- Collection, processing, manufacturing or hauling equipment which contribute directly to the increase of material recovery.
- Equipment installation.
- Salaries or stipends that support positions which contribute directly to the project activities (see Fact Sheet #6).
- Supplies that support project activities, such as signage.
- Professional services such as website development, graphic design, and consulting.
- Travel as necessary for project completion. Mileage in Missouri only.
- The grant review committee may choose not to fund operational expenses such as rent, storage, and replacement equipment.

INELIGIBLE

Items banned from the landfill in Missouri are:

- whole tires,
- leaves and brush,
- lead-acid batteries,
- white goods (large appliances),
- motor oil.

Therefore, projects that address the above items are generally not funded since they are already diverted from the landfill.

- Trash cans or litter clean up
- Swag items such as bags, coasters, t-shirts, water bottles and other giveaway items.
- Food
- Service fees such as composting or recycling pickup (see Fact Sheet #10 for exceptions)
- Sales Tax
- Legal Costs
- Land Acquisition

Fact Sheet #3

THE APPLICATION PROCESS

- To apply you must submit a pre-application and a full application.
- The pre-application requires a short description of your project idea.
- Application forms are on-line
- The Grant Review Committee will provide feedback on your pre-application.
- The full application form is available after the pre-application deadline. *Do not wait until the deadline to prepare your full application.*
- Deadlines are upheld. No late applications will be accepted.
- The *Authorized Official* is the person who signs the application, invoices, security interest agreements and amendments.
- The *Program Manager* is responsible for executing the grant project and signs the quarterly and final reports.
- The Authorized Official and Program Manager can be the same person.

Application Sections are:

- General Project & Organization Information
- Project Description
- Community Impact
- Administration
- Workplan and Timetable
- Project Finances-Budget
- Facility Improvements and Equipment Requests

Fact Sheet #4

THE BUDGET and FINANCES

- Provide a detailed budget
 - Anything less than \$300 can be considered as General Project Supplies.
 - Expenses over \$300 should be itemized.
- Line items of \$3,000 or more require a current quote.
- 10% match is required, cash or in-kind.
- Match must also be an eligible expense.
- If requesting salary, indicate number of hours and wage (see Fact Sheet #6).
- If requesting \$20,000 or more for facility improvements or equipment, applicants will be required to share financial information including cash flow to ensure project can be implemented successfully.
- For facility improvements or equipment, you will be required to provide information such as specs, quotes, permits and engineering plans in the application.
- If awarded, you must provide quotes for items \$10,000 or more and bids for items over \$50,000.

Fact Sheet #5

EQUIPMENT

- Collection, processing, manufacturing or hauling equipment necessary to increase diversion are eligible.
- Grant funded equipment over \$10,000 (request funds + match) will have a 5–7-year security interest agreement
- \$10,000- \$49,999: five-year agreement
- \$50,000 or over: seven-year agreement
- Equipment must be used as intended for the duration of the agreement.
- If grantee defaults on the agreement, grantee will owe MARC SWMD grant monies at a rate of 20% or 14.3% per year left on the agreement
- For the duration of the Security Interest Agreement, annual reports are required for the condition of equipment, tonnages diverted and proof of insurance.
- It is recommended the applicant provide cash match funds for equipment.
- If a vehicle is requested, it is recommended that a wrap be included in the budget.
- Equipment must be stored and used in Missouri.
- Equipment specs shall be included in the application.
- Vehicles, including pickup trucks and vans, are not for personal use; project use only.

Fact Sheet #6

SALARIES

- Salaries must support positions that specifically engage with project activities.
- Describe the work responsibilities and how it increases diversion.
- The application requests a job description for the position.
- Tell us how the position will be sustained after the project period is over.
- If requesting salary, indicate number of hours and wage.
- Stipends may be eligible for funding
- Eligible costs include FICA and Social Security up to 18%. If higher, explain.
- Proof of payments are payroll statements and time log with activities.
- E-Verify is required for salary requests of \$5,000 or more.
- If you are requesting salaries for an existing position you will need to make a strong case for funding.

Fact Sheet #7

K-12 EDUCATION

If your project is for K-12 student audiences:

- **Teachers' schedules** may already be full. Your project should be designed to fit into their class schedule or as an after-school activity.
- Your project should include **experiential learning** which is designed to help students connect classroom knowledge to real-world situations.
- Your project will have a higher likelihood of success if it's **innovative and engaging**.
- Consider approaching independent schools first as they have more curricular flexibility than public schools which follow strict **education standards**. If you are targeting public schools, your project must meet state education standards as set forth by [Missouri Department of Elementary & Secondary Education](#).
- **Don't reinvent the wheel**. There's no shortage of successful environmental curricula, lessons and projects which have already been developed. Be sure and do your research first. We suggest you have a look at what's already out there by visiting:
 - [Green Schools National Network](#)
 - [Kansas Association for Conservation & Environmental Education](#)
 - [Kansas City Environmental Education Network](#)
 - [Missouri Environmental Education Association](#)
 - [North American Association for Environmental Education](#)
- You must include **letters of support** from school principals and teachers who commit to participating in your project.

Fact Sheet #8

COMMUNICATIONS PLANNING

Every project requires that you identify how your audience is going to learn about and utilize your services. Use the following to develop an effective communications plan for your project:

Audience(s)

- Who is **your audience(s)**?
- What do you want them to **learn and do**?
- What are your **audience's needs**, and how will you meet them in a **convenient, cost-effective** way?
- Consider utilizing a **translation service** if your audience doesn't speak English or speaks it as a second language.

Strategies / Tactics

- How do you plan to **reach your audience(s)**?
- To get the most for your money, consider starting with these **low-cost options**: website, social media, email lists, press coverage and interviews, tabling, speaking engagements, and city news sources.
- **Paid media** will increase your budget but will also increase your reach. Consider online, audio (radio), social media, and outdoor (billboards).
- If you decide to utilize **printed materials** such as brochures, rack cards and post cards make sure their use is limited and well targeted.
- **Marketing agencies** are expensive. Unless they're offering their services pro bono, we don't recommend including them in your project

Measurement

- Consider the following **evaluation methods**:
 - **Surveying** project participants.
 - Utilize **web analytics** to analyze the behavior of visitors to your website.
 - Documenting your audience's positive **anecdotal** experiences with your project.

Talking Points

- What are your **three to five key messages / talking points** that describe your project? These could be used in media interviews or conversations with your audience(s).
- What is your **elevator pitch**? An elevator pitch is a short (30-60 second) description of your project that explains it in a way such that any listener can understand it in a short period of time.

Key Contacts

- Who is your **project spokesperson**? It may be you or someone else working on your project.

Fact Sheet #9

LETTERS OF SUPPORT

- Letters from feedstock partners are required. (One to three letters)
- If it is an education-only grant, the feedstock is your audience. Letters of support would show you have access to an audience.
- Letters from end-market partners are required. (One to three letters)
- A letter of support from the local government in which your project resides is required. This can be an elected official or your solid waste management council representative.
- Letters should be professional:
 - Include letterhead, date, and signature
 - Avoid emails
- Letters must be current

Fact Sheet #10

TERMS AND DEFINITIONS

Circular Economy: A circular economy is an economic model that prioritizes eliminating waste and using resources sustainably so that they're available for the future. It contrasts sharply with the linear economy, where resources are extracted, turned into products, and then discarded after use.

(Source: www.thereusepeople.org)

Communities: may include neighborhood, town, and/or demographics.

Diversion: materials that otherwise would be going to the landfill are diverted through waste reduction, reuse, or recycling.

End Markets: The final home for the materials collected or processed.

Equipment Inventory: Every two years district staff are responsible for photographing equipment that is under a security interest agreement.

Feedstock: Incoming materials that are being collected or processed.

MARC SWMD: Mid-America Regional Council Solid Waste Management District

MDNR: Missouri Department of Natural Resources

Security Interest Agreement: The agreement that is signed by the grantee and grantor that outlines the commitment to utilize the equipment as it was intended and to provide information annually on tonnages diverted, condition of equipment, and proof of insurance.

Workplan and Timetable: The application requires the applicant to indicate the tasks necessary to complete the project and the projected months those tasks will take place.



GRANT PROGRAM

Fact Sheet #11

SMALL PROJECT ASSISTANCE FUNDS

The MARC Solid Waste Management District offers funding up to \$3,500 for small projects.

There is no deadline. District staff will review all applications and present them to the MARC SWMD executive board for final approval at the following regularly scheduled board meeting.

Grant period for small projects is six months.

Funds are released on a reimbursement basis.

Potential projects ideas include:

- Recycling/composting containers (*no trash containers*).
- Service fees for composting or recycling for up to six months.
- Education (e.g., signage, printed materials, website development).
- Costs associated with a holding a “green” event. (No food or giveaways.)
- Neighborhood lending library.
- Repair event(s).
- Illegal dumping deterrents such as improving vacant lots.

Ineligible costs include (but are not limited to):

- Salaries
- Trash management or ongoing expenses related to litter collection.
- Partial funding toward a larger project.
- Projects outside Missouri
- Food and Giveaways
- Sales tax

If you have already received funds through this program, please consider applying through our annual grant program so that others may benefit from these funds.