

Wells Fargo/USCM 2020 CommunityWINS Grant Program

Process for Endorsement

Purpose: The purpose of this paper is to provide clear and transparent guidance for applicants seeking Mayor Jim Kenney’s support for the Wells Fargo/USCM 2020 [CommunityWINS Grant program](#). The CommunityWINS program, funded by Wells Fargo and administered by the United States Conference of Mayors (USCM), is designed to provide support to local nonprofits for neighborhood revitalization, economic development and job creation initiatives.

Awards will recognize outstanding mayoral-based initiatives that can assist a city in promoting economic growth and sharing best practices with other cities in developing local programs in their market. **All applications must be initiated with the full support of the Mayor.** Per competition guidelines, each Mayor can endorse up to three organizations only.

Wells Criteria:

Eligible programs must address **housing initiatives**, specifically projects designed to address housing affordability solutions to increase availability and affordability of rentals, transitional housing, and/or sustainable homeownership.

Philadelphia Criteria:

The City of Philadelphia issued its first Housing Action Plan (HAP) with a goal of producing and preserving 100,000 housing units within 10 years. Philadelphia seeks to highlight successful examples of programs that align with the HAP goals and priorities. The plan can be found [here](#).

The HAP key themes are:

- Housing our most vulnerable residents
- Preserving and protecting long-term affordability
- Providing pathways to sustainable homeownership and wealth creation
- Encouraging equitable growth without displacement
- Enabling efficient and innovative development and rehabilitation to promote greater housing choice

Within the HAP themes are specific examples of programs and policies that support these priorities. Philadelphia seeks to promote its work with local organizations who have taken on this challenge and highlight these successes in the Wells process.

Award: **Wells will provide** two awards to metropolitan cities (population 500k or larger): **one \$300,000 award** and **one \$100,000 award**. Award announcements will be made in January 2021 during the USCM 89th Winter Meeting in Washington D.C.

Process: Applications for the CommunityWINS Grant Program are due by **October 9, 2020**. However, in order to be considered for Mayor Kenney’s endorsement, prospective applicants must first submit a one-page Letter of Intent by **5:00 p.m. on September 22**,

2020. Letters of Intent should be **no longer than one page.** **Full applications are due October 2, 2020** and must include the following:

1. Executive Summary (no more than one page):

- Program/project description
- Targeted population served by the Housing Program
- Description of how the program aligns to and supports the goals of the HAP
- Program outcomes and anticipated programmatic impact (include measurable outcomes)

2. Brief description of organizational capacity and capability. Include examples of recent projects within Philadelphia. Also describe the potential for the proposed project/program to be used as a best practice to be implemented in other cities.

3. List of partners. Please note partners and the nature of the partnership that support the program and its implementation process.

Projects/programs that address two or more of the HAP priorities are strongly encouraged to apply.*

Timing:

September 22, 2020: Applicants must submit a Letter of Intent **by 5:00 p.m.**

September 25, 2020 –Applicants will be notified of the Department of Planning and Development’s decision.

October 2, 2020: Applicants must send the above requested information to CommunityWins@phila.gov **by 5:00 PM.** *Applications received after 5:00 p.m. will not be considered.*

October 9, 2020 - Full applications are submitted to Wells Fargo/USCM by midnight.

January 2021 – Winners will be announced during the USCM 89th Winter Meeting in Washington D.C.

The **City of Philadelphia’s Department of Planning and Development** will make its recommendations to the Mayor using the criteria of the CommunityWINS Grant Program and the responses to the questions outlined above. Up to three competitive applications will be endorsed.

For questions regarding this process, please contact CommunityWins@phila.gov.

* Philadelphia’s place-based initiatives include the West Philadelphia Promise Zone, the North Central Choice Neighborhood and the Youth Violence Prevention area of the 22nd Police District which also includes the Blumberg/Sharswood Choice Neighborhoods Planning area.