



**MOAA Foundation  
Community Outreach Grant Program**

**2022 MOAA Foundation Community Outreach Grant Criteria**

Through the Community Outreach grant program, The MOAA Foundation offers grants to MOAA councils and chapters providing services to local military and veteran families – either directly or through partnerships with other community organizations – in one of ten areas of critical military and veteran family need.

- **Critical Areas of Military and Veteran Family Need.** Foundation grant funds shall only be used to provide direct services to local military and veteran families in one of the following areas of critical need:
  - Housing
  - Food assistance
  - Employment
  - Health (including behavioral health)
  - Family support
  - Community reintegration
  - Financial assistance
  - Legal assistance
  - Transportation
  - Emergency relief

MOAA councils/chapters may deliver these services directly or through community partnerships with other organizations, however MOAA councils/chapters are solely responsible for ensuring all MOAA Foundation grant funds are disbursed in support of programs and services within one or more of the 10 critical areas of need listed above.

- **2022 Community Outreach Grant Program Grant Cycle**
  - **2022 Maximum Grant Amount:** \$5,000
  - **Grant Cycle:** May 1 – April 30 (365 days)
  - **Grant Application Period:** Dec. 1, 2021 – Feb 28, 2022
  - **Grant Scoring:** March 1 – March 31
  - **Grantees Approved/Announced:** MOAA 2022 Spring Board Meeting
  - **Funds Available for Disbursement:** May 1, 2022
  - **Grant Budget Reconciliation:** May 31, 2022

- **Grant Eligibility**
  - MOAA Foundation council/chapter community grants must support the IRS 501(c)(3) charitable purposes of The MOAA Foundation and The MOAA Foundation Board Expenditure Policy. *(Ex: Your MOAA council/chapter does not have to be a 501(c)(3) or 501(c)(19) in order to apply for or receive this grant. The organization that a MOAA council/chapter partners with must be a 501(c)(3) or any status that allows tax deductible donations.)*
  - MOAA councils/chapters must deliver foundation-funded programs/services either directly or through a community partnership or collaboration within which the MOAA council/chapter has approval authority over how foundation grant funds will be expended. Grant funding may not be used as a “pass through” grant to fund non-MOAA organizations in the local community offering programs/services within which the MOAA council/chapter has little or no active role.
  - “Military and veteran families” are defined as any person(s) identified by the collaboration as needing assistance and falling within at least one of the following categories:
    - currently serving uniformed servicemembers of all ranks or their family members;
    - veterans of all ranks or their family members;
    - survivors of a deceased uniform servicemember or veteran.
  - The MOAA council/chapter must provide proof of general liability (GL) insurance to receive grant funding. Note: This is not the same as “Directors and Officers” (D+O) or “Errors and Omissions” (E+O) insurance; D+O or E+O insurance will not suffice. Councils/chapters may submit a grant application without a GL insurance certificate, however in the event they are awarded a grant, the council/chapter must obtain insurance and submit an insurance certificate before funds will be transferred.
- **Grant Scoring Criteria.** Grant applications will be scored based on the following criteria:
  - **Community Impact: How Important is the Program to Your Community? (50 pts.).** How well does the program meet the community need it’s intended to address? How great is the impact on military and veteran families in the local community? Is that impact one time or continuing throughout the year? How many individuals or families has the program helped in the past or how many does it expect to help in the future? If measurable, what have been the long-term family outcomes? How much has the MOAA council/chapter supported



the program in the past with or without community grant funding? Has the MOAA council/chapter received MOAA community grants for this program in the past. If so, what were the results?

- **How Involved Will the Council/Chapter be in the Program? (25 pts.).** What role does the council/chapter play in administering the program? MOAA councils/chapters may play a leadership role (leader of a community collaboration, member of a community collaboration, sit on a steering committee, etcetera), a volunteer role (council/chapter volunteers deliver direct services to clients) or both. MOAA councils/chapters who serve in both leadership and volunteer roles will receive more points for this criterion.
- **What is the Potential for Positive MOAA Brand Exposure, Within the Local Community, from this Program? (25 Pts.)** MOAA brand exposure in the local community and, if possible, nationally is critical for the long-term success of this program. How much local or national MOAA brand/logo visibility is or could be likely as a direct result of the council/chapter's support of this program? What is the potential for visibility of the program within the community in local press or social media coverage? Has the council/chapter posted its program activities on its Facebook (or other social media) page and used the #MOAAServes hashtag to flag it for inclusion on the MOAA national Facebook page? If a new program, how will it use such a social media strategy? What is the plan to photograph council/chapter members in MOAA-logo apparel actually working with military and veteran families (NOT check presentations and with participants social distancing while wearing masks and other appropriate personal protective equipment)? Does the program afford opportunities to display the MOAA brand at public events and in media coverage?
- **Grant Application and Administration Procedures**
  - All MOAA councils/chapters may submit a grant application through the [grant application link](#), in accordance with the timeline established in the grant criteria.
  - The grant scoring and selection committee shall comprise select members of the MOAA program staff, MOAA Foundation staff, MOAA Foundation board members and any other MOAA participants deemed necessary by The MOAA Foundation Board.
  - Councils/chapters receiving foundation community outreach grants should include their grant-funded activities as part of their "Levels of Excellence" award submissions each year.



- Local MOAA councils/chapters are encouraged to issue a local press release within one week of the grant announcement.
- We expect everyone to abide by local safety guidelines when facilitating an event and/or working with other individuals
- Grant recipients should strive to obtain written testimonials and photos of military and veteran family members who have benefited from the program(s) supported by The MOAA Foundation community grant. Written family member testimonials are vital to sustain this program. Photo release forms will be included in the grant Memorandum of Understanding for grant recipients to use in obtaining a release from military/veteran family members to use their photos in the MOAA national marketing and communications programs. These releases should be signed by any military family member whose photo the chapter wishes to submit to help market this program. One-minute video segments of MOAA council/chapter members delivering services or of clients providing testimonials are highly desired and also require signed release forms from individuals in the photos or videos.
- MOAA councils/chapters must submit a mid-cycle status report and a final grant reconciliation. The MOAA Foundation may provide you with a grant reporting document or form to use for data tracking purposes and ease of visibility. Additional reports aside from the mid-cycle and final reports are welcome. These reports can come in any delivery format, so long as the direct services provided to military and veteran families and cost of services are provided, based on use of grant funds. Inclusion of a program overview and the results achieved are encouraged, and should provide a detailed reconciliation of how all grant funds were expended. Reports should include as many MOAA-branded photos as possible.
- Reporting dates:
  - Mid-Cycle report due: December 31
  - End-of-Cycle report due: May 31