Shine Award Program Guidelines

Purpose of the program
The goal of the Shine award program (Shine program) is to build inclusive community collaborations and partnerships, provide equitable support to enhance neighborhoods and support our community-based nonprofit partners. With specific attention to physical, cultural, and social identities, we hope to strengthen the connections between quality of life for the people in our region and the sustainability of the places they share.

Eligible applicants
While the Shine program is designed to harness the ingenuity and leadership of forward-thinking individuals within our communities, all applicants must be incorporated nonprofit organizations within SMUD's service territory. These include but are not necessarily limited to community-based non-profits, chambers of commerce, property-based improvement districts, neighborhood associations and homeowners associations.

Individuals wishing to propose a project to SMUD's Shine program must work through an incorporated nonprofit organization to submit an application. Applications submitted directly by individuals will not be reviewed.

Municipal organizations (cities, counties, special districts, school districts, etc.) may apply as co-applicants in collaboration with an incorporated nonprofit organization. For projects in which a municipal organization is applying as a co-applicant, the application must identify an eligible nonprofit as the fiscal agent for the project. Awarded sponsorship funds will be disbursed only to a project's identified fiscal agent.

Eligible projects
To be eligible for funding, a project applicant must be able to demonstrate that the proposed project has a connection to SMUD's mission and business objectives and/or encourages economic development that benefits SMUD's ratepayers. Also aligning with the Sustainable Communities Department's four pillars of services, Social Well-being, Healthy Environments, Prosperous Economy and Mobility to make a greater collective community impact through partnerships

The project must also create critical mass for change in the community it is intended to serve; and/or, have a tangible and quantifiable impact on the community. This may include, but not necessarily be limited to neighborhood lighting to improve safety; greenhouse gas reduction; facility improvements to increase energy efficiency or promote economic development, increase equitable access to mobility and clean energy solutions. Service-based projects aligned with SMUD and the

Sustainable Communities pillars of service for disadvantaged communities will be eligible for funding. (see "Types of award funding available").

These awards are not intended to fund events. For event sponsorship information and applications, visit **smud.org/Sponsorships**.

Organizations and projects that are not eligible to apply
Based upon SMUD policy and regulatory requirements, there are a small number of organizations and activities for which the Shine program cannot provide funding. Examples of these are as follows:

- Political or individual lobbying activities
- Religious activities, in whole or in part, for the purpose of furthering religious doctrine (Faith-based organizations may be considered if they provide services to all clients regardless of denomination.)
- Organizations that discriminate on the basis of race, creed, color, sex, or national origin
- General operating support or travel expenses
- School-affiliated field trips, fundraisers, sports teams, graduations or performing arts events
- Organizations whose services are not provided in SMUD's service territory
- Donations of SMUD electric service for which a fee is normally charged

SMUD's mission and key values
SMUD is proud to give back to our community by supporting efforts that improve quality of life in our region. Through the financial support of programs such as Shine, we eagerly seek partnerships with eligible applicants that support projects that make a difference and align with our four key values:

1. Leadership
   a. Economic Development
   b. Civic Leadership
2. Integrity
   a. Environmental Stewardship
   b. Supplier Diversity
3. Ingenuity
   a. Education (focusing on science, technology, engineering and math)
   b. Innovation
4. Community
   a. Diversity & Culture
   b. Healthy and Sustainable Communities

Funding priorities
From among all eligible projects, SMUD will prioritize funding for those that include one or more of the following elements:

- Inclusive and equitable clean energy solutions
- Promotion of energy efficiency, energy conservation and greenhouse gas reduction
- New investment in renewable energy resources and technologies
- Community Education related to energy efficiency, renewable energy, health and safety, technology skills and STEM (Science, Technology, Engineering and Math) education
- Services provided to low-income electricity customers
- Community and workforce development, particularly for diverse and under-served communities
- Neighborhood revitalization and beautification
- Public transit and walkability access and safety

Types of award funding available
Through the Shine program, SMUD's community partners can access three (3) different types of award funding opportunities:

1. **Spark Award** - awards of $10,000 or less
2. **Amplifier Award** – awards – up to $50,000
3. **Transformer Award** – awards –up to $100,000

Spark Award: Spark Award is for smaller, short-term projects ready in 3-6 months that can spark immediate positive change for the community.

Amplifier Award: Amplifier funding will help launch projects that will be ready within 6 months and will have a measurable impact on the community. Projects of this type may include neighborhood lighting, STEM education, energy efficiency, greenhouse gas reduction, beautification, etc. They may also include service-based programs that encourage economic development, access and equity for underserved and underrepresented communities, such as workforce development, technology skills development, health and safety education.

Transformer Award: Transformer funding is for projects that address systemic community issues and generally occur over a longer-term timeline. In most cases, these projects will involve significant transformations of the community's infrastructure or other aspects of its built environment. Funds will not be awarded for service-based programs; however, facilities and other physical infrastructure that support service-based programs may be eligible for funding. Transformer funds are for projects that will generally occur over longer timelines and will be ready to launch within 12 months.

Matching requirements

The Shine program is a matching funding-program. Matching funds may be provided as cash, in-kind, or a combination of cash and in-kind. Matching requirements for each Award type are as follows:

- Spark Award = 50% (i.e., $2500 for a $5,000 award)
- Amplifier Award dollar-for-dollar (i.e., $25,000 for a $25,000 award)
- Transformer Award = dollar-for-dollar (i.e., $100,000 for a $100,000 award)

For Amplifier and Transformer Awards, the in-kind portion of the match may not exceed 50% of the match requirement.

In-kind contributions are defined as materials or labor that an organization commits to a project in-lieu of cash.

In the case of donated labor, the value of that time must be calculated as that person's hourly rate of compensation based on their specialty or field, multiplied by the number of hours that will be contributed over the term of the project's implementation. (e.g., Carpenter at a rate of $60/hour x 20 hours of labor.)

For materials, we request that applicants use the retail value of the goods or materials provided.

Funding disbursements

Funding disbursements will be lump-sum on the Spark Award. For the Amplifier and Transformer Award, there will be two disbursements based on project milestones.

Fiscal and performance reporting

All Shine program recipients will be required to submit quarterly performance reports that document progress toward accomplishing project milestones and achieving identified performance metrics. Timing and regularity of performance reports will be quarterly for each funded project and based upon that project's unique characteristics.

Program recipients receiving Amplifier Awards and/or Transformer Awards will also be required to submit fiscal reports documenting receipt and expenditure of Award funds, cash match, and in-kind match. Timing and regularity of fiscal reports will be determined individually for each funded project and based upon that project's unique characteristics.

How to apply

To apply for a Spark Award, Amplifier Award or a Transformer Award, visit **smud.org/Shine** and follow the instructions to complete the online submission form.

Please note: SMUD is utilizing Survey Monkey Apply- an online review system designed to help manage and review different types of applications such as grants, scholarships and awards – for the online submission form. Prior to accessing the online application form, applicants will be required to create a user account, with which application progress can be saved prior to submission.

Application submission is not a guarantee of a funding award. Applications submitted, but not funded in a given funding cycle, may be considered for a Shine award in a future cycle. However, to be considered, the application will need to be resubmitted, in accordance with the Shine program's most recently published program guidelines.