SMUD®

Shine Award Program Guidelines
(05/13/24)

Purpose of the program
The goal of the Shine-Award program ("Shine program") is to create opportunities to build inclusive community collaborations, provide equitable support to encourage economic development in the Sacramento region and support our community-based nonprofit organizations. An overarching focus will be on achieving our 2030 Clean Energy Vision with a commitment to ensuring all cultural, and social identities share in the benefits of the Vision and with deliberate attention to the historically underserved. Together we will improve our local air quality, develop our local workforce, and create a cleaner and healthier region for all.

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 providing services 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 homeowner associations.

Individuals interested in proposing a project for inclusion in SMUD's Shine program must collaborate with, and ensure the application is submitted by and through an incorporated nonprofit organization. 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 project funds will be disbursed only to a project's identified fiscal agent.

Eligible projects
To be eligible for funding, an applicant must demonstrate that the proposed project has a direct connection to SMUD's public purpose, Strategic Directives, and the 2030 Clean Energy Vision and Zero Carbon Plan. Proposals should also align with the Sustainable Communities Department's pillars of service, such as Zero Carbon workforce, Inclusive Economic Development, Clean Energy and STEM Education, and Environmental Justice and Equity to ensure the award has a greater collective community impact.

Community Impact
The proposed 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, revitalization of business areas to increase customer and community engagement, improving air quality and tree canopy (Environmental Justice and Equity), STEM education and career exploration, regional zero carbon workforce development trainings and opportunities, environmental justice, equity with education, inclusive economic development, and equitable access and support for facility improvements that increase energy efficiency. Service-based projects aligned with SMUD and the Sustainable Communities pillars of service for under-resourced 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 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. (projects by faith-based organizations will be considered in regard to services provided to all clients regardless of denomination.)
- Organizations that discriminate on the basis of race, creed, color, sex, or national origin.
- General operating support, including labor or travel expenses.
- School-affiliated field trips, fundraisers, sports teams, graduations or performing arts events.
- Organizations that do not provide services in SMUD's service territory.

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 collaborations with eligible applicants that support projects that make a difference and align with our four key values:

1. Leadership
   a. Inclusive Economic Development
   b. Civic Leadership
2. Integrity
   a. Environmental Justice and Equity
3. Ingenuity
   a. Education (focused on science, technology, engineering and math)
4. Community Vitality
   a. Diversity, Equity, Inclusion, Belonging & Culture
   b. Healthy, Sustainable Communities

Funding Priorities
From all eligible projects, SMUD will prioritize funding for those that include one or more of the following impact areas:

- Promotes 2030 Clean Energy Vision by practicing clean energy behaviors and solutions, particularly in diverse and under-resourced communities.
- Promotes energy efficiency, electrification, energy conservation and greenhouse gas reduction, particularly in diverse and under-resourced communities.
- Involves clean energy education related to energy efficiency, renewable energy, or related Science, Technology, Engineering and Math ("STEM") fields.
- Offers Inclusive Economic Development practices for small businesses and opportunities for entrepreneurship.
- Advances inclusive Zero Carbon workforce development with our underrepresented and under-resourced communities.

Types of award funding available
Applicants can apply for 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. Projects may include seasonal time limited STEM education and/or career exploration, energy efficiency indoor lighting, or outdoor shade structure materials.

Amplifier Award: Amplifier funding will help launch projects that will begin and finish within 6 to 12 months and will have a measurable impact on the community. Projects of this type may include energy efficient lighting, STEM education, energy efficiency, and greenhouse gas reduction. They may also include service-based programs that encourage inclusive economic development, including equitable access for under-resourced and underrepresented communities to promote zero carbon workforce development, STEM education, and environmental stewardship projects.

Transformer Award: Transformer funding is for projects that meet the program funding priorities in a way 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. Transformer funds are for projects that will be ready to launch and finish within 12 months. Funding may be used by service-based programs for energy efficient equipment and other related physical infrastructure. Projects of this type may include a HVAC upgrade to an electrical HVAC system, water heat pump or induction stove upgrades.

Budget and Matching requirements
Shine Awards are funded with public funds. ***No portion of the Shine funding may be expended for any wages, salary, or labor related costs* for the proposed project.**

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 = 25% Match Required (i.e., $1,250 match for a $5000 award)
- Amplifier Award = 50% Match Required (i.e., $10,000 match for a $20,000 award)
- Transformer Award = 100% Match Required (i.e., $75,000 match for a $75,000 award)
- 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 two disbursements based on project milestones for all Award levels.

Quarterly Program and Fiscal Reports
All Shine program awardees will be required to submit quarterly performance reports that document progress toward accomplishing project milestones and achieving identified performance metrics, as well as fiscal expenditure of Award funds, cash match, and in-kind match. A link to the quarterly reporting platform will be emailed to the Shine Award Recipient Contact by the Sustainable Communities staff when quarterly reports are due.

Quarterly reports will reflect the deliverables in the previous 3 months.
- Q1: January to March. Report due in April 2025
- Q2: April to June 2025. Report due in July 2025
- Q3: July to September 2025. Report due in October 2025
- Q4: October to December. Report due in January 2026
    - The Q4 report will be a comprehensive end of year report on all deliverables from January to December 2025 due in January 2026.

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 using the Momentiv platform to manage the online submission form and application process. 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. Paper copies of the Shine application will be available by request.

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.

05/01/2024