



Community Based Organization Outreach Grant (CBO Grant) FAQ

Are membership organizations, such as chambers of commerce or other business associations eligible to apply?

Yes. All types of nonprofits or service-based organizations, as well as business membership organizations that have a track record of reaching low-income residents or small businesses are eligible to receive the grant.

Can we treat the CBO grant as a sponsorship for our current activities?

The purpose of this grant is to promote new and creative ways to engage hard to reach CPA customers. Your proposal must identify what approaches you will take to achieve this goal. We will not sponsor an organization's existing activities that lack a CPA focused outreach component.

How many targeted communities does our organization have to serve in order to receive a grant?

CPA prefers applications that cover more than one city/community but is receptive to smaller portions of our territory according to what organizations propose and would scale down the grant dollar amount accordingly. In order to receive the \$20,000 grant, organizations would need to meet a targeted reach of 5,000 residents and/or businesses.

What kind of activities is CPA looking for organizations to do with this grant?

CPA is looking for organizations to actively engage in-person with our customers. For example, creative, face to face engagement activities that reach target groups, such as holding an Understanding Your Energy Bill workshop, would count as active engagement. An example of a non-active engagement would be putting our logo on your website.

Can we include outreach event specific costs, such as event registration fees, food or mileage in our budget?

Yes, you can include those costs in your proposed budget for CPA outreach specific events (as opposed to events your organization would be doing that lack a CPA outreach component). Qualified costs include event registration fees, food and/or childcare services for events, live translation, and mileage to the event. If your organization anticipates any other costs not listed here, please discuss with CPA's Senior Marketing Manager, Allison Mannos at: amannos@cleanpoweralliance.org.