

**GEORGE B. HENDERSON FOUNDATION**  
**c/o Hemenway & Barnes LLP**  
**75 State Street, 16<sup>th</sup> Floor**  
**Boston, MA 02109**  
[www.thehendersonfoundation.com](http://www.thehendersonfoundation.com)

## **Proposal Deadlines**

The Designators meet at least once per year to review and award grants. The schedule for grant deadlines is set in the first quarter of each year. Funding decisions are usually made six to eight weeks after deadlines.

## **2020 Application Deadlines**

The Designators will hold two grant rounds in 2020.

The Spring 2020 grant round will focus on requests for projects which can be completed and for which reimbursement funding can be sought on or before December 31, 2020.

Applications are due by 5:00 pm on **Friday, May 1** and will be reviewed at a meeting in early June.

The Fall 2020 grant round will accept requests for projects whose projected completion is on or before December 31, 2021. Applications are due by 5:00 pm on **Friday, October 9** and will be reviewed at a meeting in early December.

Most grants awarded will be in the \$20,000-\$40,000 range, but the Designators will consider all projects that fulfill the Foundation's goals and offer outstanding benefit to the community. Grants larger than \$40,000 are more rare exceptions. If you are requesting more than \$40,000, please provide justification for a larger request.

The Designators will host an applicant forum before each grant round. Potential applicants are invited to attend to learn more about the review process and the Foundation's current priorities. Pre-registration is required and open to all applicants. Please register [here](#).

**Spring Forum, Wednesday, April 1**, 1:00-3:00 pm.

This forum has occurred. Please see details for our Fall Forum below.

**Fall Forum, Wednesday, September 9**, 1:30-3:30 pm.

This forum will now be held virtually using Zoom. Please pre-register using the link above and you will be sent the dial in information.

## **Policies for Grants**

- Grants are made by the George B. Henderson Foundation in accordance with the Indenture of Trust by Mr. Henderson dated May 21, 1964.
- The Trust directs that Foundation funds shall be devoted solely to the enhancement of the physical appearance of the city of Boston including projects concerning parks, city streets,

buildings, monuments, and architectural and sculptural works. Each project shall be visible by the public, preferably from a public way. If funds are expended for work on building interiors, the building shall be open to the public a reasonable number of days in each year.

- The term "physical appearance of the city of Boston" includes all neighborhoods in all parts of the city and includes their identity, sense of place and quality of life.
- Highest priority is given to requests for grants that would make the most significant and lasting enhancement of the physical appearance of the city of Boston.
- Future maintenance is an important consideration, including durability of design and materials, who will be responsible for ongoing maintenance, and how maintenance will be funded.
- Any requests for public art must be for permanent public art. Requests for temporary or time limited installations will not be considered. Any public art projects on property owned by the City of Boston are required to have secured *final* approval from the Boston Art Commission before being considered by the Henderson Foundation. Projects which have secured *preliminary* approval require the Henderson Foundation's approval before applying and will be considered on a case-by-case basis, in consultation with the Boston Art Commission. More information on their process can be found at <http://www.publicartboston.com/content/how>.
- The Trust stipulated that a Board of Designators to make grants be composed of the Director of the Museum of Fine Arts in Boston; the Dean of the School of Architecture and Planning at MIT; the Director of SPNEA (now Historic New England); the Chairman of the Board of Arts Commissions for the City of Boston; plus three other members, one of whom is a landscape architect and two additional members who reside in the Commonwealth and are not architects or landscape architects. Selection of Designators who are leading figures in the design, artistic, and preservation professions in Boston makes clear the intent that the selected projects must be of highest professional and design quality.
- Grants are made for capital improvements that would not ordinarily be undertaken by public or private bodies. Targeted grants may be made to identifiable elements within a project in circumstances where that element could be a Henderson Foundation project.
- Grants are typically reimbursement funding and are payable upon completion of work for which the grant is made.

- Recognition of the Foundation's contribution will be expected if your project is funded. The George B. Henderson Foundation expects to be recognized through usual marketing and promotion efforts and, where appropriate, permanent signage or markers. Proposals should outline how the applicant will recognize the Foundation on its web site, through social media, in electronic and print communications or other relevant public materials. Final grant award letters will specify the recognition parameters jointly agreed to by both the Foundation and the grantee.
- Grants that have been made but not expended within three years after the grant award date are cancelled.
- Grants are made for preservation and restoration as defined in the National Park Service Technical Preservation Service Standard, but not for routine care or maintenance of distinctive and significant buildings, objects, or features.

PRESERVATION IS DEFINED AS the act or process of applying measures necessary to sustain the existing form, integrity and materials of an historic property. Protection, maintenance and repair are emphasized while replacement is minimized.

RESTORATION IS DEFINED AS the act or process of accurately depicting the form, features and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period.

### **Eligible Applicants**

Applicants, unless a municipal agency, must be an exempt organization under IRS Sec. 501(c)(3) and must submit a copy of a determination letter from the Internal Revenue Service. Projects must be within the city of Boston.

### **Exclusions**

Grants are not made for general fund drives, endowments, operating or staffing costs, planning or design studies, or construction of playgrounds or tot lots.

## How to Apply

Given recent developments with Covid-19, please submit your application via the Hemenway & Barnes eGrants portal at <https://hembar.egrant.net/> The online application form includes a brief cover sheet as well as requires a series of attachments as noted below.

Proposals must include:

### 1. Proposal Narrative and Budget – 5 page maximum

**Please note in the online application, you will fill out the cover form for sections a-c of the outline below. The proposal narrative file upload should include sections d-h and k-n of the outline below. The program budget may be uploaded as a separate file and include sections i and j of the outline below.**

- a. Personnel/contact
  - i. Name, address and web site of applicant organization
  - ii. Name, address, phone and email of Executive Director and/or primary contact person
  - iii. Name and affiliation of your project supervisor if known at the time of your proposal
  - iv. Identify the specific architect, landscape architect, or other design professionals, artists, fabricators, or restoration specialists responsible for or involved in your project. Include resumes or bios if available.
- b. Name of project for which support is requested, along with a one sentence summary of the project;
- c. Amount requested;
- d. Project description including specifics of proposed project;
- e. Description of entire project if requested amount is part of larger project;
- f. Significance of proposal project to the community and the city of Boston;
- g. Schedule
  - i. Anticipated completion date of project overall, and/or specific project element for which funds are being requested;
  - ii. If you are awarded a grant, indicate how soon after an award you will begin to incur costs for your project.
- h. Plan for maintenance and maintenance funding (submit a copy of the maintenance plan if available);
- i. Budget
  - i. Include a line item breakdown showing expense details of requested amount (and full project expenses if part of a larger project) and what specifically the George B. Henderson Foundation will be funding.
  - ii. Include a funding plan and amount raised to date
- j. Indicate all other funders who are reviewing your proposal at the time of

- submission to the Henderson Foundation and the amount they are considering.
- k. Indicate how the contribution of the Henderson Foundation will be credited for the project, in media and other acknowledgements, both during the work phase and following project completion. Please include information about permanent recognition if applicable.
  - l. Indicate any public approvals your project has received or is pending. For public art projects on land owned by the City of Boston, you must demonstrate that you have secured *final* approval for the project from the Boston Art Commission. If you have secured *preliminary* approval from the Boston Art Commission, please contact the Henderson Foundation staff before submitting your application.
  - m. Please detail whether you own the property or building where the project is to take place. If you do not own the building, please indicate whether you have site control for the project and if not, when control is expected. Please submit a copy of the lease or other agreement, as appropriate.
  - n. Indicate any previous grants your organization or project has received from the Henderson Foundation.
2. **Proposal Exhibits:** Exhibits must include visual representation of the proposed project and/or site, including but not limited to plans or other visual materials directly relevant to your project, sufficient to give reviewers an understanding of the current conditions at the site and what will be accomplished and changed through the proposed project.
- a. Provide images of existing conditions at the project site, including its surroundings to show the site and explain the neighborhood context, including how the neighborhood will be affected by the project.
  - b. Provide plans, elevations, and renderings, or if these are not yet available, concept sketches showing what the project will look like. Include information on materials to be used.
  - c. Provide at least one but not more than three letters of support from community leaders, organizations, or affected individuals. Letters should address the specific benefits of the proposed project, not a general statement about the applicant organization.

In the online application, you may upload three proposal exhibits, and one document containing up to three letters of support.

### 3. **Proposal Attachments**

- a. The most recent audited financial statement for the applicant organization, including that of any parent organization if the applicant is a subsidiary or support group of a larger nonprofit. If the organization does not conduct an audit or financial review, please submit a copy of the organization's IRS Form 990 or a Profit & Loss statement from your most recently completed fiscal year

- b. The most recent organizational budget with year-to-date financials;
- c. List of Board of Directors including affiliations and city of residence.
- d. Philanthropy Massachusetts Diversity Data Form (click [here](#) for a copy of the form)

You may upload these attachments in the noted attachment section of the online application portal.

## Application Tips

- If any of these materials are challenging to develop in the current shut down and remote work environment (March 2020), please contact the Henderson Foundation's administrator to discuss. If completing the grant application via the online portal presents a barrier, please contact the Foundation's administrator for alternative arrangements.
- Applications need not be elaborately presented or formatted. Do not assume that your organization, the project, or project location are known to reviewers; all requested information and attachments should be provided, even for repeat applicants.
- If your organization or project has been previously supported by the Foundation, please discuss your efforts to expand your fundraising from other sources.
- The need for the project should be clearly stated, and the case for how the proposed project will meet community needs or aspirations should be succinctly presented.
- In order to better understand the project and its neighborhood context, illustrations or renderings that show the project from the pedestrian point of view are welcome.
- If there is a specific or noteworthy history to your building or facility, please share that history in your application.
- The Foundation requires projects to be "visible to the public, preferably from a public way." Applicants should provide detail as to the level of public access to both the building in question as well as to the specific project component.
- The Foundation expects that professional planning for the project will have taken place prior to the application. The professional expertise of those responsible for the project is an important consideration that will be evaluated. For example, a preservation project is expected to involve a qualified preservation architect; a conservation project is expected to involve a well-qualified conservator; a landscape project is expected to be designed by a qualified landscape architect; contractors performing the work should have prior experience with similar professional projects of recognized high quality.
- Project funding sources must be identified, whether received or proposed. Reviewers will consider whether the funding plan is thorough and realistic given the Foundation's knowledge of funding sources, the applicant's budget and resources, and the history of fundraising by the applicant.
- Project expenses should be clearly delineated in the project budget. A contractor's estimate does not substitute for a line-item budget.
- Maintenance of the project after completion is a key component of proposal evaluation. State who will maintain the project, how annual and long term maintenance and repairs will be funded, and whether any endowment will exist for the care of the project.
- The Foundation welcomes applications from nonprofits of all sizes. The Designators will hold an Applicant Forum before each grant cycle so that applicants may meet with the Foundation and learn more about its giving priorities. Should you need assistance with proposal writing, there are many resources available in Boston, including but not limited to Philanthropy Massachusetts ([www.philanthropyma.org](http://www.philanthropyma.org)) and the Massachusetts

Nonprofit Network ([www.massnonprofitnet.org](http://www.massnonprofitnet.org)).

- Recognition of the Foundation's contribution may be made in newsletters, press releases, media announcements, annual reports, on the organization's web site or through social media channels; by invitation of the Board of Designators to attend project events; and on plaques or other long term recognition if those are planned for the project. The level of recognition is expected to be proportionate to the scale of the Foundation's contribution to the full project budget. Grant expectations and guidelines will be sent with the award letter.

Applications must be received electronically by 5 pm on the day of the proposal deadline.

Please direct any questions to Ms. Gioia Perugini, Foundation Administrator at [gperugini@hembar.com](mailto:gperugini@hembar.com) or 617.557.9777.