



# Office of Rental Assistance and Homeless Solutions

## **ESG-CV Application**

Round One: March 1, 2020 to September 30, 2022

Emergency Solutions Grant (ESG)

735 E Michigan Ave  
P.O. Box 30044  
Lansing, MI 48909



## General Instructions for Completion

To be eligible to receive ESG-CV funding, this document and required attachments should be completed in their entirety, then distributed for the required review and electronic signatures. This document and the required attachments should be submitted to your assigned Homeless Assistance Specialist by the deadline. Submissions will be accepted via email only. Your Homeless Assistance Specialist will send you an email to confirm receipt by the stated deadline. The email response you receive only confirms receipt of the submitted documents; it does not indicate a thorough review has been completed.

For further information, or if you have any questions, please contact the Homeless Assistance Specialist assigned to your region:

- Jenny Leaf – [leaf@michigan.gov](mailto:leaf@michigan.gov) – 517-241-6602 – Regions 1, 2, and 3
- Michelle Edwards – [edwardsm6@michigan.gov](mailto:edwardsm6@michigan.gov) – 517-241-1156 – Regions 6 and 10
- Nicole Schalow – [schalown@michigan.gov](mailto:schalown@michigan.gov) – 517-335-1852 – Regions 4 and 9
- Stephanie Oles – [oles@michigan.gov](mailto:oles@michigan.gov) – 517-241-8591 – Regions 5, 7, and 8

## Continuum of Care (CoC) or Local Planning Body (LPB) Information

**CoC or LPB Name:**

Lakeshore Housing Alliance

**Counties Included in CoC or LPB:**

Ottawa

**Coordinator Name:**

Lyn Raymond

**Title:**

Director

**Coordinator Organization Name:**

Lakeshore Housing Alliance of Greater Ottawa County United Way

**Coordinator Organization Address:**

115 Clover Ave., Holland, MI 49423

**Phone Number:**

616-368-9150

**Email:**

lraymond@ottawaunitedway.org

**(Co-)Chair Name:**

Anna Bednarek

**Title:**

Program & Community Development Coordinator

**(Co-)Chair Organization Name:**

Community Mental Health of Ottawa County

**(Co-)Chair Organization Address:**

12265 James Street, Holland, MI 49424

**Phone Number:**

616-393-9150

**Email:**

abednarek@miottawa.org

**(Co-)Chair Name:**

Beth Larsen

**Title:**

Executive Director

**(Co-)Chair Organization Name:**

Resilience

**(Co-)Chair Organization Address:**

411 Butternut, Holland, MI 49424

**Phone Number:**

616-494-1750

**Email:**

bethl@resilience.org

## Fiduciary Information

**Fiduciary Name:**

Ottawa County Community Action Agency

HARA

**Fiduciary MSHDA Organization Number:**

5826

**Fiduciary Tax Identification Number:**

38-6004883

**Fiduciary Physical Address:**

12251 James Street, Ste 300, Holland, MI 49424

**Fiduciary Mailing Address:**

Same as Above

<b>Phone Number:</b> 616-393-4433	<b>Fax Number:</b> 616-393-5612	<b>Email:</b> info.occaa@miottawa.org	<b>Web Address:</b> https://www.miottawa.org/Community/CAA/
<b>Executive Director:</b> John Shay		<b>Phone Number:</b> 616-738-4642	<b>Email:</b> jshay@miottawa.org
<b>Primary Contact:</b> John Shay		<b>Phone Number:</b> 616-738-4642	<b>Email:</b> jshay@miottawa.org
<b>Alternate Contact:</b>		<b>Phone Number:</b>	<b>Email:</b>
<b>Proposed ESG-CV Component(s):</b> <input type="checkbox"/> Street Outreach <input type="checkbox"/> Emergency Shelter <input type="checkbox"/> Homelessness Prevention <input type="checkbox"/> Rapid Re-Housing <input type="checkbox"/> HMIS <input checked="" type="checkbox"/> Administrative Costs			

**Current 2019-2020 Subgrantee(s)** (if Subgrantee will receive ESG-CV funding)

<b>Subgrantee Name:</b> Good Samaritan Ministries			<input checked="" type="checkbox"/> HARA
<b>Subgrantee Physical Address:</b> 513 E. 8th Street, Holland, MI 49423			
<b>Subgrantee Mailing Address:</b> Same as Above			
<b>Phone Number:</b> 616-392-7159	<b>Fax Number:</b> 616-392-5889	<b>Email:</b> info@GoodSamMinistries.com	<b>Web Address:</b> https://www.goodsamministries.com/
<b>Primary Contact:</b> Drew Peirce		<b>Phone Number:</b> 616-392-7159	<b>Email:</b> dpeirce@GoodSamMinistries.com
<b>Alternate Contact:</b> Laura Driscoll		<b>Phone Number:</b> 616-392-7159	<b>Email:</b> ldriscoll@GoodSamMinistries.com
<b>Proposed ESG-CV Component(s):</b> <input type="checkbox"/> Street Outreach <input type="checkbox"/> Emergency Shelter <input checked="" type="checkbox"/> Homelessness Prevention <input checked="" type="checkbox"/> Rapid Re-Housing <input checked="" type="checkbox"/> HMIS <input checked="" type="checkbox"/> Administrative Costs			

<b>Subgrantee Name:</b> Community Action House			
<b>Subgrantee Physical Address:</b> 345 W. 14th Street, Holland, MI 49423			
<b>Subgrantee Mailing Address:</b> Same as Above			
<b>Phone Number:</b> 616-392-2368	<b>Fax Number:</b> 616-392-2466	<b>Email:</b> info@communityactionhouse.org	<b>Web Address:</b> https://www.communityactionhouse.org/
<b>Primary Contact:</b> Scott Rumpsa		<b>Phone Number:</b> 616-392-2368	<b>Email:</b> srumpsa@communityactionhouse.org
<b>Alternate Contact:</b>		<b>Phone Number:</b>	<b>Email:</b>
<b>Proposed ESG-CV Component(s):</b> <input checked="" type="checkbox"/> Street Outreach <input type="checkbox"/> Emergency Shelter <input type="checkbox"/> Homelessness Prevention <input type="checkbox"/> Rapid Re-Housing <input checked="" type="checkbox"/> HMIS <input type="checkbox"/> Administrative Costs			

<b>Subgrantee Name:</b> The Salvation Army - Grand Haven			
<b>Subgrantee Physical Address:</b> 310 N. DeSpelder Street, Grand Haven MI 49417			
<b>Subgrantee Mailing Address:</b> Same as Above			
<b>Phone Number:</b> 616-842-3380	<b>Fax Number:</b>	<b>Email:</b> wmigrandhaven@usc.salvationarmy.usc	<b>Web Address:</b> https://centralusa.salvationarmy.org/GrandHaven/
<b>Primary Contact:</b> William Holman		<b>Phone Number:</b> 616-842-3380	<b>Email:</b> william.holman@usc.salvationarmy.org
<b>Alternate Contact:</b> Rebecca Lippard		<b>Phone Number:</b> 616-842-3380	<b>Email:</b> rebecca.lippard@usc.salvationarmy.org
<b>Proposed ESG-CV Component(s):</b> <input type="checkbox"/> Street Outreach <input checked="" type="checkbox"/> Emergency Shelter <input checked="" type="checkbox"/> Homelessness Prevention <input type="checkbox"/> Rapid Re-Housing <input type="checkbox"/> HMIS <input type="checkbox"/> Administrative Costs			

<b>Subgrantee Name:</b>			
<b>Subgrantee Physical Address:</b>			
<b>Subgrantee Mailing Address:</b>			
<b>Phone Number:</b>	<b>Fax Number:</b>	<b>Email:</b>	<b>Web Address:</b>
<b>Primary Contact:</b>		<b>Phone Number:</b>	<b>Email:</b>
<b>Alternate Contact:</b>		<b>Phone Number:</b>	<b>Email:</b>
<b>Proposed ESG-CV Component(s):</b> <input type="checkbox"/> Street Outreach <input type="checkbox"/> Emergency Shelter <input type="checkbox"/> Homelessness Prevention <input type="checkbox"/> Rapid Re-Housing <input type="checkbox"/> HMIS <input type="checkbox"/> Administrative Costs			

<b>Subgrantee Name:</b>			
<b>Subgrantee Physical Address:</b>			
<b>Subgrantee Mailing Address:</b>			
<b>Phone Number:</b>	<b>Fax Number:</b>	<b>Email:</b>	<b>Web Address:</b>
<b>Primary Contact:</b>		<b>Phone Number:</b>	<b>Email:</b>
<b>Alternate Contact:</b>		<b>Phone Number:</b>	<b>Email:</b>
<b>Proposed ESG-CV Component(s):</b> <input type="checkbox"/> Street Outreach <input type="checkbox"/> Emergency Shelter <input type="checkbox"/> Homelessness Prevention <input type="checkbox"/> Rapid Re-Housing <input type="checkbox"/> HMIS <input type="checkbox"/> Administrative Costs			

**NEW ESG-CV Subgrantee(s)**

<b>NEW Subgrantee Name:</b> Resilience: Advocates for Ending Violence		<b>County/Countries Served:</b> Ottawa	
<b>NEW Subgrantee Physical Address:</b> 411 Butternut, Holland, MI 49424			
<b>NEW Subgrantee Mailing Address:</b> Same as Above			
<b>Phone Number:</b> 616-392-2829	<b>Fax Number:</b>	<b>Email:</b>	<b>Web Address:</b> <a href="https://resiliencemi.org/">https://resiliencemi.org/</a>
<b>Primary Contact:</b> Beth Larsen		<b>Phone Number:</b> 616-494-1750	<b>Email:</b> bethl@resiliencemi.org
<b>Alternate Contact:</b> Teresa Schraudt		<b>Phone Number:</b> 616-494-1752	<b>Email:</b> teresas@resiliencemi.org
<b>Type of Organization:</b> <input type="checkbox"/> Government <input checked="" type="checkbox"/> Non-Government			
<b>Target Population(s):</b> <input type="checkbox"/> General Homeless <input type="checkbox"/> Chronically Homeless <input type="checkbox"/> Single Adults <input type="checkbox"/> Families <input checked="" type="checkbox"/> Domestic Violence Survivors <input type="checkbox"/> Veterans <input type="checkbox"/> Youth <input type="checkbox"/> Development Disabilities <input type="checkbox"/> Serious Mental Illness <input type="checkbox"/> Substance Use Disorders <input type="checkbox"/> Co-Occurring Disorders <input type="checkbox"/> Persons with HIV/AIDS			
<b>Proposed ESG-CV Component(s):</b> <input type="checkbox"/> Street Outreach <input type="checkbox"/> Emergency Shelter <input checked="" type="checkbox"/> Homelessness Prevention <input checked="" type="checkbox"/> Rapid Re-Housing <input type="checkbox"/> HMIS <input type="checkbox"/> Administrative Costs			

<b>NEW Subgrantee Name:</b>		<b>County/Countries Served:</b>	
<b>NEW Subgrantee Physical Address:</b>			
<b>NEW Subgrantee Mailing Address:</b>			

<b>Phone Number:</b>	<b>Fax Number:</b>	<b>Email:</b>	<b>Web Address:</b>
<b>Primary Contact:</b>		<b>Phone Number:</b>	<b>Email:</b>
<b>Alternate Contact:</b>		<b>Phone Number:</b>	<b>Email:</b>
<b>Type of Organization:</b> <input type="checkbox"/> Government <input type="checkbox"/> Non-Government			
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<b>Primary Contact:</b>		<b>Phone Number:</b>	<b>Email:</b>
<b>Alternate Contact:</b>		<b>Phone Number:</b>	<b>Email:</b>
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<b>Proposed ESG-CV Component(s):</b> <input type="checkbox"/> Street Outreach <input type="checkbox"/> Emergency Shelter <input type="checkbox"/> Homelessness Prevention <input type="checkbox"/> Rapid Re-Housing <input type="checkbox"/> HMIS <input type="checkbox"/> Administrative Costs			

**Fairness of Funding**

**Provide a complete description of the CoC/LPB funding decision-making process as it relates to MSHDA ESG funding.**

Several years ago, the Lakeshore Housing Alliance restructured its standing committees to include an allocation an accountability committee. The AAC is made up of only non-funded member agencies and individuals. The AAC is responsible for making decisions about the distribution of funds from various sources such as ESG, HUD, and local community foundations. The local application process begins when agencies are invited to submit applications via an online portal, eC-Impact. The COC implemented the on-line portal system last year to streamline the application process and to create a user-friendly platform for agencies to submit applications for grants. An orientation meeting is held usually online and facilitated by the COC Director to inform the AAC about the ESG grant process. Once the applications are completed and submitted through the online portal, the AAC members access the portal to complete evaluations of each application. The online portal also allows for AAC members to submit questions directly to agencies about their applications; agencies can answer the questions and submit them online. All evaluators can see each question and answers submitted through the online portal. Once the evaluations have been submitted the AAC meets together to review the average scores for each application. The AAC determines the funding distribution. A quorum of the AAC membership is required for approval of the funding recommendation so an email vote is conducted if a quorum is not present.

**Provide a complete description of how the CoC/LPB funding decisions are aligned with the community's plans around preventing or addressing COVID-19.**

Key philanthropic organizations - the Community Foundation of the Holland Zeeland Area, the Grand Haven Area Community Foundation and Greater Ottawa County United Way - seeing the shutdown on the horizon and the implications of the pandemic, met to establish a fund to meet the emergency needs of the at-risk residents of the county. This fund was distributed to local organizations who were working to address the needs of people immediately affected by the COVID-19 crisis, those facing housing and food insecurity. The priority of the community was to ensure residents had access to basic needs while waiting for unemployment, stimulus payments and dealing with health issues. A significant portion of the funding was distributed to organizations offering eviction prevention. The community as a whole has moved into a new phase, recognizing the greatest concern is the lifting of the eviction moratorium at the end of June and an increase of households seeking eviction protection. The CoC is currently connecting with the District Court to establish a process for eviction diversion. Through the allocation process, the CoC has approved 68% of the funding available through the ESG-CV to be used for homelessness prevention and rapid re-housing. This is a direct result of the community conversation around the potential for increased evictions in the coming months and years.

**Provide a complete description of the CoC/LPB allocation process and how it embraces fairness and avoids conflicts of interest.**

Because the ESG-CV process allowed for expanding the pool of eligible applicants, the CoC leadership distributed the NOFA widely, reaching out to agencies that already provide one or more of the eligible activities to gauge interest. This broad distribution of the funding opportunity was important to ensure all parts of the county are covered by the eligible activities.

It is imperative that the funding process be fair and transparent. Each applicant submits a local application which is scored using objective criteria. As mentioned above the Allocation and Accountability Committee (AAC) includes only representatives of unfunded agencies. The AAC members receive an orientation to each funding source, to the expectations of the AAC and to LHA priorities. In the event a sub-grantee disagrees with a decision made by the AAC, an appeals process is in place. The appeals process is available to any applicant who can:

1. show new data or information was obtained that did not exist at the time of the original application and changed information previously submitted during the application process or
2. the applicant agency can prove bias on the part of an Allocation and Accountability Committee member that adversely affected the agency's funding.

### Estimate of Number to be Served

If ESG-CV funding will be used to support any portion of the activities in the categories listed below, provide an estimate of the total number of individuals or households that will be served during the grant term in each category funded.

Note: These should reflect unduplicated counts. When administering both financial assistance and services, do not count twice, they are counted only once within the category.

Budget Component	Programs Serving Individual Adults and Youth	Programs Serving Families	
	Number of Individuals	Total Number of Households	Total Number of persons in families (including children)
Street Outreach	75	5	13
Emergency Shelter	0	20	72
Homelessness Prevention	23	42	146
Rapid Re-Housing	7	23	63

### Budget Information

Complete and submit the ESG-CV Budget attachment AND

Please provide expanded narrative as detailed below if the budget meets either of the following conditions:

1. Over 50% of the total budget is allocated to emergency shelter, OR
2. Less than 20% of the total budget is allocated to homelessness prevention (the combination of essential services and financial assistance).

Please detail what steps the CoC or LPB took to ensure that 1) allocations reflect efficient use of all available resources and 2) homelessness prevention services will continue over the next 6 months despite little to no allocation within round one ESG-CV funding.

Additionally, please include what portion of emergency shelter budget lines (essential services and shelter operations) represent costs incurred since March 1, 2020.

1. Less than 1% is allocated to Emergency Shelter.
- 2 Thirty-two percent (32%) is allocated to homelessness prevention.

### Other Funding Sources

Historically, ESG funding provides resources to prevent homelessness and to re-house people experiencing homelessness. This remains critical under the ESG-CV funding, with respect to emerging and evolving priorities in supporting those who are homeless or at risk of homelessness. This funding is not intended to be the community's entire funding source. ESG cannot supplant existing resources.

Detail any funding available to support the community's plan to prevent the spread of COVID-19 among those who are homeless or at risk of homelessness and respond to those already impacted by the pandemic. If receiving ESG or ESG-CV funding from other jurisdictions (city or county), outline current or anticipated allocation by component type (i.e. Emergency Shelter, Rapid Re-Housing, etc.):

Funding Source	Administering Organization	Amount of Funding	Project Type
Human Needs Fund	Grand Haven Area Community Foundation	\$900,000	Emergency Needs
CDBG	City of Holland	\$191,466	Homelessness Prevention, Food

### Additional Questions

How has the community worked collaboratively to prevent the spread of COVID-19 among those who are homeless or at risk of homelessness and to respond to those already impacted by the pandemic? Please include how the COC/LPB is connected with the local health department and emergency operations center.

In mid-March, Community SPOKE (a local collaborative responsible for creating a strategic, coordinated and systemic response to human service needs) and the Lakeshore Non-Profit Association established the Human Services Response Team which included members of the Emergency Operations Center (EOC), CoC leadership and representatives of member agencies. Dozens of community leaders were part of these daily virtual meetings to discuss how to address the emergency needs of residents of Ottawa County. The meetings were organized around several main categories including health, food, housing and senior needs. Through this forum the local shelters shared their needs for alternative housing. Collaboratively, the CoC was able to identify several alternate locations for shelter overflow and the local DV shelter continues to utilize an alternative location. Very early in March, the local shelters met with the Ottawa County Department of Public Health and maintains regular communication. The CoC leadership and the Street Outreach met with the EOC to inform the group about the higher than usual population of people living unsheltered including several new encampments. The Street Outreach team has a direct connection with the OCDPH in case anyone living unsheltered displays COVID-19 symptoms. Key housing service providers, not all members of the CoC, meet regularly to address housing needs specifically. The CoC is currently working with the District Court and Legal Aid to address the end of the eviction moratorium by creating an eviction diversion process. The IST has seen some significant success in connecting veterans and people experiencing chronic homelessness with housing resources during the pandemic. However, there are those individuals who haven't responded to traditional methods of engagement and the IST continues to brainstorm about ways to reach these individuals. The biggest challenge we face is the lack of available and affordable housing in Ottawa County.



**Provide a complete description of how the HARA and Coordinated Entry System remain accessible to those seeking housing support during this pandemic.**

The HARA and partnering coordinated entry agencies increased communication channels during the pandemic through the use of online weekly meetings to assess community gaps, address changing housing support needs, and continue prioritization efforts for households experiencing homelessness. The Interagency Services Team continued to meet, and in recent months, several chronic and veteran households were successfully rehoused due to their efforts. HARA staff continued to perform initial and full intake screenings via telephone, and case management appointments were also continued over the phone with 100% participation by current households. Although the HARA's main lobby was closed, the agency prioritized six in person appointments a week to meet with households experiencing homelessness, and utilized the best practice methods laid out by the Center for Disease Control in order to encourage a safe meeting environment, including but not limited to allowing for social distancing, providing face masks, minimizing numbers of contacts, and adopting a regimented cleaning protocol before and after all visits. HARA staff continue to receive weekly updates from local shelters and connect with case managers from other agencies when a housing unit has been identified in order to quickly rehouse individuals and families no matter where they presented initially to receive housing services. The Street Outreach Team formalized a commitment to sharing contact names for those who were unsheltered with the HARA to better streamline the coordination between the two services. HARA staff continued to complete HQS and Habitability Inspections at empty units, and rent payment processes were adapted while administrative staff worked from home to avoid any delays in landlords receiving rent payments for housing participants receiving financial assistance. In an effort to move more households out of local shelters where COVID-19 risks were higher, HARA staff worked with landlords to transfer larger housing units into Rent-A-Room units to help provide housing options for individuals (which is the largest need area in our community). The HARA also continues to provide housing search packets (in English and Spanish) electronically to households facing a housing crisis, and employs bilingual staff to promote greater accessibility. A new MOU was also signed between Arbor Circle and the HARA to further coordinate efforts for youth experiencing homelessness.

**Provide a complete description of the community's plan and practice for safe and accessible emergency shelter and isolation/quarantine space as needed.**

In early March, the local shelters began meeting with the Ottawa County Department of Public Health (OCPDH) to establish protocols for maintaining social distance among the shelter populations. OCPDH visited the shelters and helped orient shelter staff to CDC guidance for keeping shelter population and staff safe from infection. These protocols include masks, cleaning supplies and space within the shelters to isolate people with symptoms but who have not yet been tested for COVID-19. The shelters then defined a maximum population of each shelter and collaborated with the CoC and other community groups, like churches, to identify alternate locations. To date the shelters have been able to keep the populations at or below the maximum number of residents. The OCPDH and the EOC have identified several locations in the county that serve as isolation and quarantine spaces for people recovering from COVID-19 and people who have tested positive but do not need to be hospitalized. The plan going forward is to maintain a lower than usual population at the emergency shelters. The HARA and the Interagency Services Team will continue to prioritize diverting people from shelter to maintain a low population at Ottawa County's largest shelters. The challenge now is how to provide continued quality shelter with limited capacity.

## ESG-CV Application Certification

By electronically signing below, each individual attest that they have reviewed the completed application document and to the best of their knowledge all information provided is true and correct. By checking the boxes below, the Chairperson also certifies that the statements are true.

I, Anna Bednarek, attest that a copy of the ESG-CV Application has been made available to participating Continuum of Care (CoC) or Local Planning Body (LPB) members.

I, Anna Bednarek, attest that a copy of ESG-CV Application has been made available to community leaders that include the county/counties Director(s) of Health and Human Services, Director(s) of Mental Health, and the Chairperson(s) of the Community Collaborative, regardless of their regular participation in the CoC or LPB.

\_\_\_\_\_  
CoC/LPB Chairperson Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Fiduciary Signature and Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
CoC/LPB Chairperson Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature and Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
CoC/LPB Coordinator Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature and Title

\_\_\_\_\_  
Date

## ESG-CV Application Submission Checklist

In order to be eligible to receive ESG-CV funding, the following items must be submitted.

**Note: NEW Subgrantees cannot receive any ESG-CV funding from the fiduciary until all required documents are submitted to and affirmed by the assigned MSHDA Homeless Assistance Specialist.**

### All Organizations:

- ESG-CV Administrative Compliance Certification (Attachment)
- ESG-CV Conflict of Interest Certification (Attachment)

### CoC or LPB/Fiduciary:

- ESG-CV Application
- ESG-CV Budget
- ESG-CV Memorandum of Understanding

### NEW ESG-CV Subgrantee(s):

#### All Organization Types (Government & Non-Government):

- Proof of Liability Insurance
- Crime and Dishonesty Insurance
- ESG-CV Fair Housing Agreement (Attachment)
- Fraud Policy
- Indirect Cost Allocation Plan
- Organizational Mission Statement
- Board of Directors
- Organizational Chart
- Housing Employee Roster
- Target or Service Area Map
- Most Recent Completed Financial Audit
- Single Audit Certification (Attachment)

#### If Organization operates a Shelter:

- ESG-CV Minimum Standards for Emergency Shelter Certification (Attachment)

#### Additional Non-Government Items:

- Most Recent 990
- Current Fiscal Year Operating Budget
- Certificate of Good Standing, dated within last 12 months
- IRS 501(c)(3) Designation
- Articles of Incorporation
- Organizational Bylaws
- CHDO Authorization Letter for MSHDA CHDO
  - Subgrantee is Not a CHDO*
- CHDO Authorization Letter for Local PJ CHDO
  - Subgrantee is Not a CHDO*
- Employee Status (list indicating number of paid personnel working 35 hours or more per week and the number working less than 35 hours per week)