Funding Public Safety: A Complete Guide to the Grants Landscape

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Welcome and Introductions

Michael Paddock:

Hello everyone, and thanks for joining us for Funding Public Safety: A Complete Guide to the Grants Landscape. I'm Michael Paddock, CEO of Grants Office, and I want to welcome everyone to today's session. Before we get started, I want to very much thank our sponsor, Genetec, for making it possible for us to bring you this information and for sponsoring today's session — and actually not just today's session, but an entire series of public safety–focused webcasts that are intended to bring you timely and comprehensive information on the funding landscape, as well as some insights into some of the resources you can tap into to get additional help with grant funding. So thanks to Genetec for sponsoring today's session.

We've got a great session for you today. Public safety, of course, is a topic that's near and dear to my heart. I've been writing about public safety funding since 2002, and have sort of followed a lot of the trends that have occurred. Certainly we've seen a lot of changes in public safety funding, from homeland security standing up to the Edward Byrne Memorial Justice Assistance Grant, or JAG, kind of ebbing and flowing. We'll talk about some of these programs, but mostly today we're going to focus on the current state of public safety funding and how you can tap into it.

So let's get started here. We've got a quick overview on grants, and then how to tell if a technology-friendly grant is right for you. We'll talk a little bit about what a technology-friendly grant actually means and how to position technology in a grant application, if you haven't had a lot of experience doing that. We'll talk about some examples of public safety grants and some tips for making your proposal more successful. And then we'll talk with Jeanne about the Genetec Grants Support Team and how they can support you with no cost or obligation — it's a really great program that Grants Office is happy to be a part of. And then we'll take your questions.

I was just saying before we got on that we have a slightly different WebEx interface today. WebEx has shifted to a new format, and they seem to have gotten rid of the Q&A area, so if you want, you can just

send your questions into the chat, and we'll get to as many questions as we can during the course of today's session.

I mentioned Jeanne — I'm joined today by two great panelists. We've got Jeanne Smith, Program Manager for Grants and Contracts at Genetec, and — not Elizabeth Evans — we have Meghan Jacobsen, actually, Grants Development Associate here at Grants Office, who will be taking us through the grants piece of today's session. So welcome to both of our panelists, Jeanne and Meghan. And with that, I'm going to turn it over to Meghan to get us started.

An Overview on Grants

Meghan Jacobsen:

Thank you so much, Michael. Welcome, everybody, and thanks so much for being here today. I am going to start out today with a general overview of grants: What are grants? What types of grant funding are available for public safety agencies?

What Grants Are and Where They Come From

First, grants are funds given by an entity to another entity for a specific purpose linked to public benefit. Grants come from three sources: the federal level, the state level, and private foundation grants, which consist of corporate foundations, community foundations, or family foundations. Examples of what these will fund when it comes to public safety include what you can see on your screen — increasing emergency response time, community violence prevention, decreasing motor vehicle accidents — but other examples include, but obviously are not limited to, addressing domestic violence, mitigating and responding to terrorist attacks, and climate resilience.

There are very few grants out there whose primary purpose is to fund technology. So we're going to be talking a lot about that, especially in the next section. While most public safety grants will fund technology, the technology request in an application really needs to support initiatives such as these — community violence prevention, et cetera. An example of this is going to be a license plate reader being the technology that's going to support, let's say, anti-terrorist activities.

Federal Sources of Public Safety Funding

The primary sources of funding for public safety initiatives on the federal level are the Department of Justice, or DOJ, and the Department of Homeland Security, or DHS. Through those two agencies, you're going to find a bunch of different offices, and that's going to include offices such as the Office on Violence Against Women, the Bureau of Justice Assistance, the Federal Emergency Management Agency, or FEMA, under DHS, et cetera. The DOJ focuses funding on criminal justice initiatives, while

DHS provides funding for other first responder agencies, like fire and EMS, in addition to law enforcement agencies.

Other agencies that fund public safety include the Department of Transportation, which funds traffic and highway safety grants, as well as — surprisingly — the Department of Agriculture, which has the Rural Development office, which offers the Community Facilities grant, which will fund public safety facilities in rural areas. So the point is to not just look necessarily at those two main departments; there are other departments within the federal government that do fund public safety.

State Sources and Pass-Through Grants

And then there are state-level grants. Grant programs are going to vary widely by state, and that's just going to depend on what the state legislature prioritizes and funds. These grants tend to be less competitive, simply due to the fact that applicants are only competing with other applicants within their state rather than public safety entities across the nation. So while state-funded grants may vary, there are some grants that are federally funded but administered by states. These are called pass-through grants, and we're going to dive a little bit deeper into what those are.

Types of Grant Funding and How It Flows

The example here on the left shows direct funding, whereby funds go directly from the funding agency to the public safety organization. An example of that would be the Port Security and Transit Security Grant Programs through FEMA. Those are grant programs where, if your agency decided to apply for them, you're applying directly to FEMA. Those are direct grants, directly from the administering and funding agency to the recipient.

It's also possible to see funding flow through multiple agencies before it arrives to you. Those are what I just referred to as the pass-through grants. Pass-through grant funding originates at the federal level, gets allocated down to states, who will then subaward those funds to local applicants. This can be through a competitive process, such as the Justice Assistance Grant, or JAG, program. They have two different programs: they have a JAG State, which is competitive, and a JAG Local, which is entitlement. Other examples of pass-through grants include the State Homeland Security Grant Program, which is funded through FEMA but passed down to states, and then you would apply to your state administering agency for that grant. Same with the Emergency Management Performance Grant — that's another example of a pass-through grant, and these are grants that I'll discuss in a little bit more detail later on.

There are also direct entitlement funds, which in the Senate are called congressionally directed spending and in the House are referred to as community project funding. But you are probably going to know these as earmarks. These funds are earmarked directly from the federal budget for a specific project, organization, or location within a lawmaker's district. So these are kind of like projects that a lawmaker

is championing and earmarking funds out of the federal budget for. The process to obtain earmarked funding is different than applying for a traditional grant. Public safety agencies will request earmarked funding through their congressional representative. Usually about once a year, they will open up on their website a way for you to apply, and you go from there. They are allowed to submit, I believe, up to 20 of these requests to the Appropriations Committee. So what we would say is that you can fund your technology through earmarks. The best way to go about that, if you're interested in learning more, is to contact your congressional representative's office to get more information on how they go about that.

The Federal Public Safety Budget, FY23–FY26

I just want to take a minute to talk about the federal budget when it comes to public safety funding. This chart is a visual of the previous three fiscal years' federal budget spending on public safety. The public safety budget fell from $24.6 billion in fiscal year 2023 to $23.5 billion in fiscal year 2025, which was a continuing resolution. This is a drop of roughly $1.1 billion. Keep in mind, as I said, 2025's budget was a continuing resolution, which kind of served more as a holding pattern, but it's worth pointing out that even as total dollars fell, the public safety share actually increased, from 4.3% in fiscal year 2023 to 4.5% in fiscal year 2025.

You're going to see that fiscal year 2026 seems to represent a turning point — a big jump in funding. While this is promising, and it definitely shows a prioritization for public safety, it's important to also point out that when adjusted for increased inflation, those dollars don't necessarily go as far as they would have gone in fiscal year 2023. So just something to consider.

FY26 Earmark Funding by State

And then, when talking about earmarked funding, this map shows the fiscal year 2026 congressionally directed spending across the four programs that are public safety related: that would be the Byrne discretionary funding, the technology funding under the Office of Community Oriented Policing Services, or COPS, and FEMA Pre-Disaster Mitigation and Emergency Operations Center earmark funding. When looking at earmark funding across all 50 states, you're going to see that the amounts vary widely, with California, Texas, Florida, and New York receiving the most. A lot of that is just simply due to population size. But aside from those states, you will see that other states with lower populations are really punching above their weight when it comes to earmarked spending. It's worth noting that not all congressional representatives participate in earmark funding, and some smaller states might not have the staff power to even pursue these programs. So again, all of this is to say that it varies widely, and we would highly recommend that you check in with your representative in your specific state if this is a route you're interested in going.

How to Tell if a Technology-Friendly Grant is Right for You

Letting the Genetec Grants Support Program Do the Heavy Lifting

So, how are you going to know if a technology grant is right for you? I want to first say that if you work with the Genetec Grants Support Program, we here at Grants Office are going to do the heavy lifting for you when it comes to identifying the technology-friendly grant. Sometimes that can be difficult. Not all grants are technology friendly, so we take that off of your plate. We will identify the grants that are best for your technology needs and for your location, and we'll consider eligibility as well. We really look across federal, state, and foundation grants to choose what is going to be best suited for you. But before I dive into what you should consider when choosing a grant, let's first talk about some fundable Genetec solutions.

Examples of Grant-Fundable Genetec Solutions

Let's consider some of these solutions. Public safety agencies are burdened with expanding responsibilities and needs. Forward-thinking technology can provide a platform that facilitates communication and collaboration to improve public safety. The Genetec justice and public safety portfolio helps public safety agencies manage their physical security and digital evidence in one single platform. Optimize the way you gather and share evidence with Genetec Clearance, a digital evidence management system: quickly request, share, manage, and reference crucial evidence to aid your investigations. Handle cases and files from a single application, grant instant access to evidence at the click of a button, and ensure information is only shared with authorized stakeholders inside or outside of your organization.

Genetec Citigraf is a real-time situational awareness support system that unifies data streams and operations across city departments. This piece of technology disseminates timely information and provides greater situational awareness to law enforcement agencies. The Genetec AutoVu automatic license plate recognition, or ALPR, system can identify, track, and monitor vehicles of interest to your law enforcement agency by tagging suspicious behavior, so you can optimize your crime response and improve overall investigation time. The AutoVu automatic license plate recognition system captures and cross-references license plate reads and matches alongside video footage of incidents, contextual images, and GPS information.

Genetec Security Center is a comprehensive public safety platform that allows for the full unification of video surveillance, access control, automatic license plate recognition, intercom management, intrusion panel integration, mobile cameras, cloud storage, and more. With a platform that unifies your data, you can manage security policies, run investigations, and pay attention to what matters most. Currently, law enforcement agencies worldwide are using the Security Center platform to monitor public spaces and to

manage security and operations for internal systems, including interview rooms and holding cells. And then finally, Omnicast provides seamless control of all video operations and rapid response to emerging situations with a single modular platform. Reacting to emergencies is one part of the solution. Omnicast allows you to connect video with other data and be proactive, unifying video with other core security systems such as access control, ALPR, intrusion monitoring, and communications.

So those are some of the solutions, and while we identify the best-fit grants if you were seeking some of those solutions or other Genetec solutions, there are still some internal conversations that you'll need to have. A grant may on paper look like it's the best fit, but you know your organization best. You're going to know what your limitations are, what kind of bandwidth you have, whether or not you have a grants team. You're going to know best whether or not a grant is something that you should move forward with. So while we can give you all the information, you ultimately are in the driver's seat and need to be the one to decide.

Questions to Ask When Grantseeking for Technology

So what are some questions you should ask yourself when looking at a particular grant? First, we always recommend reading through the guidance of any grant you're considering. Grants are not just free money. Funders are going to expect a return on their investment in the form of outcomes, reporting requirements, and other expectations. Making sure you go into the process with your eyes wide open is going to ensure that there are no hiccups. Sorry, I know we lost that for a minute, but let me get back to where I was.

You'll want to look into the guidance to make sure the technology falls under the allowable costs. On top of that, make sure you understand the priorities and the allowable projects of the grant. You're going to want to make sure that those are in alignment with the needed technology. That's going to be something that's important for that grant funder to see, because they want to see that that technology is playing a pivotal role in you being successful in the project for which they are funding. You're also going to want to consider if the award size is going to cover what you need. Are there maximum IT costs? Also consider everything that is needed to implement a new technology — that's going to bolster the cost, potentially. Is the grant going to cover that as well?

And this is where you also want to make sure that you have IT staff involved in this grant process. They don't need to necessarily be in the nitty-gritty day-to-day of grant writing, but they should really be on your grants team — and I'll get more into a grants team later on — because they're going to know everything that's going to be involved in implementing this technology, and you want to make sure that you consider everything, so that if you do get grant funding for a new piece of technology, you're actually able to utilize it. We have run into that situation before, where an organization did get grant funding for something — I believe it was iPads. They got the iPads, but they didn't have another piece of

technology in order to actually deploy and utilize what they needed those iPads for. So consider all aspects of what's needed with your IT staff.

And then you'll also need to consider what's going to happen during the funding period and beyond. Are you going to be able to implement all the efforts within the grant's timeline? Grant timelines are usually anywhere from one to three years. But you're also going to want to consider how you're going to sustain that technology past that funding period. How are you going to be able to afford it? Are there going to be long-term subscription costs, and how do you plan on maintaining those? So those are other things to consider. If all these considerations come together in a positive way and everything is aligning, then this is likely going to be a really good fit for your agency and a grant to consider applying to, because you likely will also have a competitive proposal.

Public Safety Grant Examples

Edward Byrne Memorial Justice Assistance Grant (JAG)

With all that being said, let's talk about some specific grants and dive a little bit deeper into some popular public safety grants. First we have the Edward Byrne Memorial Justice Assistance Grant, known as JAG. JAG is the primary source of federal criminal justice funding provided to state, local, and tribal governments in the United States, and its main goal is to support a broad range of activities designed to prevent and control crime and to improve the overall criminal justice system. A huge feature of this grant is its flexibility. It really allows jurisdictions to direct funding towards what is their most pressing local need, provided that they fall within the overarching priorities that the federal government puts forth.

JAG is a formula grant program. Funds are allocated to the states and territories or counties and municipalities based on a formula that considers both population and proportion of the nation's violent crime statistics. A significant percentage of the total state allocation is then passed through directly to eligible units of local government who do not receive those direct allocations. So if your department or your agency is not receiving a direct allocation, then you would apply under your JAG State program.

State Homeland Security Program

Then we have the State Homeland Security Program. This is under FEMA. It is, again, a pass-through grant. Ultimately, the goal of this grant is to help communities prepare for and protect against terrorism and other threats to national security. The deadline on this varies by state, because, again, states administer this grant. I will say that it recently opened for states to apply to the federal government for their funding allocation. So if this is a grant that you're interested in, states are likely going to be rolling

out deadlines in the very near future. It's something to definitely start getting prepared for, and of course you can work with us to prepare for that.

You will see that every year they revise the priority areas. For 2026, it's really enhancing the protection of soft targets and crowded places, supporting homeland security task forces, cybersecurity, I believe about 3% towards election security, and then border crisis response. So those are going to be the priorities. I believe those are the same priorities from fiscal year 2025, but they are subject to change on an annual basis.

Emergency Management Performance Grant

And then, similarly, we have the Emergency Management Performance Grant. While the State Homeland Security Program largely goes to law enforcement, the Emergency Management Performance Grant is really kind of the bread-and-butter funding mechanism for state and local emergency management agencies. This was really created to help communities prepare for not only man-made disasters but also natural disasters, and for 2026, the priorities under this program are extreme weather resilience and readiness. Again, this one recently opened, too, for states to apply for their funding allocations, so, similar to the State Homeland Security Program, or SHSP, I would anticipate that your state will open their window for local applicants in the very near future.

Examples of State Funding

Many organizations may not want or necessarily need to apply for federal grants. You may consider state funding opportunities, and this slide shows an example of a few of those opportunities across the country. As I said, state grants do vary widely from state to state. It's important that you know that in many states, state-level funding is available. That's going to be funding that's funded at the state level — so not necessarily pass-through grants that come from the federal government, but things that are authorized by your state legislature. Finding grants for states can be a little bit more challenging than it is with federal grants, because federal grants have Grants.gov, the single one-stop shop where you can see all the federal grants. Some states offer that on a state level. Many do not. So it can be a challenge finding them.

What we recommend is starting with your state administering agency for those pass-through grants, like the State Homeland Security Grant Program or the Emergency Management Performance Grant program. A lot of those also administer state-level grants. Whenever you can, I definitely recommend that you sign up for email subscriptions. That's going to mean that you're going to be the first to find out about any grants that do open on the state level. Generally speaking, as I said, state-level grants are less competitive. They are a good place to start if you have never applied for a grant before. They're also a

good place to start if you maybe don't want to deal with the heftier reporting requirements that the federal government may require. So, things to consider.

Examples of Public Safety–Friendly Foundations

Here I have some examples of public safety–friendly foundations. These are the private, non-taxpayer-funded grant programs. I chose a few categories that are very public safety friendly, the first being Firehouse Subs, which is the restaurant — the sandwich shop — that has its own foundation that will fund fire departments, police departments, and EMT organizations. You do need to be located within 60 miles of a Firehouse Subs restaurant, but this is a very popular foundation grant program for first responders. In addition to that, there are also railroad foundations and gas and energy foundations, which are going to vary based on your region as to which ones are available to you, but they tend to be extremely public safety friendly. One caveat that I will give to these final two is that they are public safety friendly, but they're also very friendly to a lot of other nonprofits and community initiatives. So they're not necessarily solely focused on public safety — the entire pot of money isn't going to public safety — but they do usually have a little bit of a pot of money that will go towards public safety initiatives.

I will say about foundations that they are the lightest lift as far as applying for and receiving funding. It's going to really be an easier application process. It's going to be a quicker funding decision timeline, and quicker to actually see the funds. That is something to consider, especially if you're just dipping your toes into grantseeking and you don't know what you're doing. A really good place to learn is through foundations. But I will point out that you're just not going to get those large awards that state and federal grants can offer.

Tips for Success

Preparing a proposal can be daunting, so I really want to talk about how we can improve our chance of success, because even though it's daunting, I think it really shouldn't deter you. I can definitely say with a hundred percent certainty that you're not going to be successful in getting grants if you do not apply. Grantseeking is a process, and something that you are going to get better at with practice. But by engaging with the Genetec Grants Support Program, we will be here to guide you through the experience and do whatever we can do to help you put your best foot forward. More on what that entails later, but in the meantime, let's talk about some tips that are going to help you improve your chance of success.

Checklist for Grant Readiness

Let's start out with the basics. Prior to even looking at grants, you want to take some steps towards getting your organization grant ready. Here's a little bit of a checklist of things you should consider when getting grant ready. The first being that you should really know why you're seeking grants. Going into the process, you need to have a solid understanding of what the gaps are and what you need funding for. You can't go into the process simply because there's a budget shortfall. Instead, you really need to understand what your needs and challenges are that you want to address through grants, and how addressing those is going to further your organization's mission, because that's what the grant funder is looking for.

Second, you are going to want to form a grants team internally within your organization. This team should consist of folks across the board within your agency, from department heads to officers to anybody who's boots on the ground, IT, finance — anybody who's going to be involved in project planning and technology implementation and in reporting requirements post-award. Consider bringing those people onto your team. Like I said earlier, they don't need to be involved every step of the way, but you should have a broad range of people who are aware of what you're seeking and who have the chance to offer some insight into what it's going to take to bring a particular project or initiative to life and to be successful in it.

You're also going to want to have a little bit of a grantseeking documents folder. You want to have one place where the commonly requested documents that most grant applications are going to need can easily be found. That's going to include things like tax status information, incident and call data, financial documents — anything around what would be required as a supplemental in a grant application should be easily accessible. And most of you probably have this, but you want to make sure that you have a Unique Entity Identifier, or UEI, number through the federal government. That number is going to be required for any federal application and for a lot of state applications, and if you have not updated it in a while, it does need to be updated annually. And then finally, building a grantseeking calendar will give you and your team kind of a visual of when certain milestones need to be met in order to keep on track. It also ensures that everybody knows their role and deadline, and who you can go to when something is due or needs to be done.

The Stroll and the Sprint: Two Application Timelines

The next two slides, this one and the next one, give a little bit of an example of what a grant calendar can look like, and it also gives an example of what it looks like when you prepare either way far ahead, way before a grant is due, or when you're condensing that timeline. This first one is the stroll. It's preparing for an application over a period of nine months. I know that this seems like a long time, but keep in mind that most grants only open once a year, and they're usually open for about 45 days out of

the year. So the likelihood that you are waiting nine to ten months in advance for a grant you want to apply for — that's pretty common. And the sooner you can start preparing, the better.

One thing that I would definitely recommend if you have this much time, especially with federal grants and state grants, because they tend to be cyclical — same thing every year — is to look at the previous year's guidance. What's required? What forms are required? What's required as the narrative? You can start all of this very early on, and you can start pulling all of this together, because the likelihood of those application components changing is not great. They're likely to be the same, and if they do change, it's only going to be a little bit, and you're going to be far ahead of 90% of people if you start early. So this is what it looks like if you start very early, and then here's a more condensed timeline over six weeks. You can see that you'll need to form your team right away, and you will need to get working and very, very much keep on track. That's where a calendar is going to be important, because six weeks is really not a lot of time. But if you are organized enough, if you do have the bandwidth, and if you do have the manpower, it can be done for sure. It just takes a little bit more intentionality.

Tips to Justify Technology in Grant Proposals

Let's talk about tips for justifying technology in grant proposals. In the realm of grant applications, even those that are very technology friendly, there are still crucial considerations to bear in mind when justifying tech. Like I've said a few times before, simply lacking the funds or simply lacking the technology is not going to be the most competitive proposal for any grant, even if it's very technology friendly. You really want to start with the project and make sure that you justify the tech as a crucial component of being successful in that project or that initiative. You're also going to need to justify this in your budget narrative. I will talk a little bit about this again, but you want to make sure all of those things are in alignment — that your budget is in alignment with what you are saying you need for the project in your proposal narrative.

And then finally, the inclusion of vendors, such as Genetec representatives, alongside your IT staff and facility management throughout various project phases is going to be really important to ensure a successful outcome. So a valuable tip in this regard is to collect and retain quotes from Genetec and any additional vendors you may be using. This is going to be crucial when you are developing your budget. You want to make sure that you are asking for enough and that you're asking for everything that you need. That's definitely going to involve having all of these people involved from the get-go.

Making Your Next Grant Proposal More Competitive

Before I really dive into the next step, I want to talk about making sure your next grant proposal is more competitive. We've talked about justifying some of it, but there are other things that you can do to make your grant proposals competitive. The first one is reading the application guidance. I know I've

mentioned that before, but it is very, very important. Again, grants are not free money. They are investments in you and your project. We have seen it before where agencies realize that they don't have the bandwidth to complete the reporting requirements after the fact, after they've accepted the money, and it's a huge source of stress. We've also seen another agency realize that some of the stipulations didn't align with their goals as an agency, and they've had to turn down grant funding for that reason. So it's just vitally important that you understand that grant application guidance — that you go into the process fully aware of what you're getting yourself into.

And then you really want to, as I've said, lead with the need of the project — how it's going to impact the community, how it's going to better serve your jurisdiction — and then let the tech follow that. Let that project guide what you need as far as technology. Everything is going to need to tie back to the priorities of that particular grant. And then you're going to want to make sure that there is alignment among your project narrative, your budget, and your budget justification. You want to make sure, when you're talking about your goals and what you plan on doing, that when that funder is looking at your budget and your budget justification, it all kind of aligns together. That's going to make for a more compelling story. They're going to have more trust in you that you understand what needs to be done, and it's just going to go a lot further, making sure that it's all in alignment.

And then you're going to want to have very well-defined goals. We recommend using SMART goals while developing your grant proposal. In case you don't know what SMART stands for, it stands for specific, measurable, attainable, results-focused, and time-bound. You just really want to avoid being vague, and instead be clear and direct about how you intend to implement the project, what the outcomes are going to be, and how those outcomes will be measured. Those are the things that funders are looking for. And then finally, get a second set of eyes to review and edit your final proposal before you submit. That is another service that is provided by the Genetec Grants Support Program, so if you were to engage with us, we are here to be that second set of eyes — just making sure that you are meeting all the requirements set forth by the application guidance, and also reviewing for grammar and spelling, but content as well, making sure that you are absolutely coming in with the most competitive proposal that you can.

White Paper and Workbook

And then finally, I want to point out that along with this webinar today, we have created a white paper that's available for download. You can use this QR code on the screen to download it. It's a white paper on the public safety funding landscape, but we've also included with it a workbook to kind of guide you through the grant process, help you to consider project ideation, and what you need to consider before applying for grants. It's going to be a really great guide, especially if you're new to this, but even if you're

seasoned, it's going to be a great guide for you to sit down with your grants team and utilize this to brainstorm. With that, I will pass things over to Jeanne to talk about the grant support program.

More About the Genetec Grants Support Team

Jeanne Smith:

Thank you so much, Meghan, for that great information. Good afternoon, everyone. Thank you so much for attending. As Michael said at the top of the webcast, my name is Jeanne Smith. I am the Genetec Grants and Contracts Manager. I would like to say a special thanks to Grants Office for allowing us to be a part of today's webcast. Public safety is at the crux of everything that Genetec does, no matter the solution or the customer vertical.

I'd like to take just a few minutes to tell you a little bit about the Genetec Grants Support Program, which we offer free of charge to Genetec customers in partnership with Grants Office. Now, I know Meghan told you really quite a bit about the program, so I'm just going to give a little bit more detail. First of all, I'm really excited to report that in less than four years, our partnership has resulted in more than $30 million in grant awards for Genetec customers. That's just, to me, a really big deal. But nothing comes without a cost, and you will be required to put in work. Financially speaking, though, it will not cost you a dime. You'll have the very best in grants intelligence at your fingertips, as well as grant coaching, as Meghan talked about, help shaping your project, and proposal editing and review. We'll help you as much or as little as you need.

Who Is Eligible for Grant Funding

Your first question may be whether or not you're eligible, which is a good question. From the state level on down, as you can see, if you work in the public sector, you're eligible to apply for grant funding. If you're a nonprofit, you're eligible to apply for grant funding. Being eligible to apply doesn't mean you're eligible to apply for every grant, right? Universities might be eligible to apply for certain grants, and K-12 for others; just because it's an education grant doesn't mean that every school at every level is eligible to apply for every education grant. They're just in different buckets. Houses of worship and community organizations and public healthcare, as nonprofit organizations, might all be eligible to apply for the same grant funding, or they may not. So grants can be specific to all nonprofits, or they may be specific to healthcare; public sector grants may be for law enforcement, or maybe for any kind of government. It all depends on how grants are written as to what it is they are targeting. So figuring out which branch you're eligible for is one way that our program can assist you.

Services

Here are some of the examples of things that we can assist you with. Funder prospecting, right? That's one of the ways. Funder prospecting is something that's done through Grants Office. A grants development consultant will identify best-fit grants for you and for your project, using the Grants Office database of tens of thousands of available grants, doing research for you, and give you a customized report that you can use as a tool in your grantseeking and selection. They'll also provide grants readiness coaching for you, do consultation on specific grants for your project, and assistance with developing and strengthening your grant proposals.

The Step-by-Step Process

We'll talk to you a little bit about the step-by-step process. The first step of our process is something called the Information Collection Tool, or ICT. This is key. You can use this QR code right here to download the tool if you'd like, or you can send us an email at grantsoffice@genetec.com. The tool itself is really short and sweet. It takes about 10 minutes to complete this tool, and you provide information to us on who you are, where you are, what it is that you're seeking, your technology needs, and what problems you are trying to solve. Key to this is what's key to any grant funder: What outcomes are you trying to achieve? That's what grants target. It is not what technology you are seeking, per se. A public safety grant funder is really looking for outcomes, right? So what is the societal benefit? No one's really looking to fund technology solutions like cameras or access control for the sake of you owning that technology, no matter how cool the technology is — and Genetec does have some really cool technology, a lot of really great cutting-edge stuff — but it's why you need that technology in the first place. You need to show that, and that's your outcome.

So when you're filling out the Information Collection Tool for us, that's what you need to keep in mind. We will take that information, and we'll get that over to the grants development consultant at Grants Office. They will use that information — who you are, where you are, what it is you're trying to accomplish with your project. They will scan the grants landscape using that database I was talking about and create for you that funder prospecting report. That will help you identify what grants you're interested in. They will find those grants for you, as Meghan was talking about earlier. So if you're thinking, "What grants are out there for me?" this is how we assist you through our program.

Once that ICT is assigned to that grants development consultant, who is the expert in your particular area or industry, and they get that report to you, we'll send that over. We'll set up a consultative call with you and discuss that report. We'll help you refine your project ideas and talk to you about maybe different things that you hadn't thought about once you see the grants that are out there for you. We'll talk about ways that you might hone that project that you thought was the best fit for you. Once you look at what funding is available, maybe you'll expand your idea. Maybe you'll narrow your focus. That is

one of the great things about this program. There are things that you might not know are available to you that our program, with the experts at Grants Office on our team, can help you learn about and understand, and it just gives you a broader vision of things. So we'll help you learn what's out there and talk to you about next steps. As long as you are there with us to participate, we'll help you every step of the way and get you moving down the path to funding, for as many or as few grant opportunities as you're interested in.

Your support could begin and end with the report we hand you. You may be somebody with a lot of grants experience who just didn't have any time to find out what grants were out there. And that's fine. If that's all you need, we'll hand you the report, and you can say, "Well, we've got this and we'd like to take care of it from here." And that's fine with us. But if you need grants coaching and help selecting a grant, we're here for that. If you need assistance with responding to the different notices of funding opportunities, we're here for that. If you need assistance with maybe reviewing and editing your proposal, we're also here for that. So as long as you attend meetings with us, remain committed, and provide information when it's required, we will stay actively engaged with you as long as you stay actively engaged with us.

That brings us to application submission. Once you've gone through the application process, we will stay with you from beginning to end, if that's what you need. You as the applicant must submit your own application, but our team is happy to provide you with guidance from start to finish. If you need us to sit with you and help you virtually submit your application, we will do that as well, and we'll help track your application to award and hopefully be with you to celebrate when you get your award. Post-award, we'll turn you over to your new project officer and look forward to helping you with your next application. And that's it. That's our process. Michael, I'll turn it back over to you.

Q&A Session

Michael Paddock:

Thanks very much, Jeanne, and thanks, Meghan, for sharing your knowledge and insights with us here. We have a couple of questions that have come in, and we have a few minutes for questions. If you have additional questions, feel free to send those in through the chat.

Audience Questions

Q1: What range of project sizes has come through the Genetec Grants Support Program?

Michael Paddock:

The first question is for Jeanne. Jeanne, can you tell us a little bit about some of the range of project sizes that you've seen come through the program?

Jeanne Smith:

Sure. We have had projects as small as $30,000 and as large as $3.5 million.

Michael Paddock:

Nice. Quite a range.

Q2: When do partnerships make the most sense?

Michael Paddock:

This one's for Meghan. When do partnerships make the most sense?

Meghan Jacobsen:

I would say that, in my experience, there are usually two circumstances in which partnerships make the most sense. The first is if you are an agency or an organization that maybe is not directly eligible for a specific grant. The best example I have is early in my career at Grants Office, I worked with a lot of libraries. Libraries are not eligible for Emergency Management Performance Grants or the State Homeland Security Grant Program. However, a lot of libraries that I spoke to were in highly populated areas with high crime, and they were looking for, let's say, external cameras in their parking lots, or they were an emergency relief center in case of a natural disaster. That would be a time when it would make sense not only for the city law enforcement, or the sheriff's department, or the emergency management agency of the county to provide some funds to the library to support some of their initiatives, but it would make sense for the library to partner up with them, because they do not explicitly qualify for these grants. So that's one example.

There are also grants, especially on the federal level, that are just very large scale. I'm thinking of Safe Streets and Roads for All. That is a very large-scale initiative to create safer roads within communities. So that would be a time when it would make sense for there to be a partnership with maybe the city transportation department, with police departments, EMS, fire, to create those safer roads, because your project is going to have the largest reach with those partnerships, and the bigger — or the better, I suppose — of a result out of the project. So those are two examples I can think of. And if partnerships do wind up making the most sense to you, those are really relationships that you want to get started, or talks you want to get started, as early on in the process as possible, because obviously you'll need to

figure out who's going to be the lead applicant, your grants team then becomes larger, and you'll need to organize with an outside department and your own.

It can just get a little bit more complicated, but it's definitely sometimes worth it for some grants, because those funders, especially of larger initiatives, are looking for that wider reach with those wraparound-type services.

Michael Paddock:

Great, thank you. And I would say, too, just in my own experience, there's no better icebreaker if you're interested in making a connection with another organization within your community, or another organization that does the same kind of work that you do in another, say, county, than to say, "Hey, we're looking at applying for a grant. Would you like to come in on it with us?" I've been doing grants for a long time, and I can tell you I've never heard of anyone saying no, they really don't want to participate in that. So it's a pretty foolproof way of making direct connections with others within your community and other similar types of organizations elsewhere in your region and state. Partnerships are generally always a good idea. Grants, by their very nature, are often collaborative, but it's also just a good way for your organization to make connections with others as well.

Closing

Michael Paddock:

I'm going to advance to this slide here. You can scan this QR code if you're interested in what we've talked about with the Genetec Grants Support Program. If you'd like to engage with them, you can scan this QR code or send an email to grantsoffice@genetec.com. I also want to make you aware that the white paper, which Genetec has also sponsored and which will be available subsequent to this session, is also available for download right now, so you can get a lot more of a deep dive into some of the public safety funding that we've talked about and some additional resources that are available. I encourage you to check that out, and again, that's free, so feel free to download it and pass it around as much as you'd like.

With that, it looks like we don't have any further questions, so I want to very much thank our sponsor, Genetec, for sponsoring today's session, and also our presenters, Jeanne Smith and Meghan Jacobsen, for sharing your knowledge and insights with us today. And to all of you, I hope you found this a valuable use of your time, and we'll look forward to seeing you again on a future webcast. Have a great day, everybody.

— End of Transcript —

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