FULL VALUE POTENTIAL

The Project Fundability Checklist

15 questions that decide whether your project wins public money. Built for developers and nonprofit leaders in New York.

Public funders and agencies in New York decide quickly, and often on things you can fix before you ever apply. This checklist is the first screen we run in a paid Readiness Audit. Answer the 15 questions honestly, score each one, and you'll know whether your project is ready for public money or what to fix first.

How to score. For each question, give yourself **2** for a clear yes, **1** if it's partly true or in progress, and **0** for a no. Add it up at the end. About 10 minutes. Honest answers give you a real read.

SECTION A

Are you fundable on paper?

1. Is your organization or entity formed and in good standing in New York?

Funders want an active entity registered with the state. Nonprofits also need a current 501(c)(3) determination and an up-to-date Charities Bureau registration. A lapsed registration stops an application cold.

Score: _____

2. Are your financials clean and current?

Organized books, a budget that ties out, and reviewed or audited statements. Nonprofits over the state audit threshold need a current independent audit. Developers need a pro forma with clear sources and uses.

Score: _____

3. Do you control the site, or have a clearly defined project?

Ownership, an option, a lease, or a signed letter of intent, plus a scope you can describe in a page. Funders rarely back land you don't control or a project you can't pin down.

Score: _____

4. Do you have matching funds or other committed money?

Most programs expect you to bring something: a cash match, committed private capital, or other awards. A project resting on one ask reads as risky.

Score: _____

5. Can you point to a track record, or the capacity to deliver?

A past project like this, or a team and partners who have done it. Funders also check whether you can administer an award: reporting, drawdowns, and compliance.

Score: _____

SECTION B

Is there a real funding fit?

6. Have you named the specific programs you're targeting?

Not "grants," but named programs whose applicant type and purpose match yours. The reference map at the end gives you a starting point by project type.

Score: _____

7. Does your project actually qualify?

Geography, applicant type, project type, and use of funds all have to line up with the program's rules. Strong projects lose by applying to the wrong program.

Score: _____

8. Are you aligned to the funding calendar?

Many programs open once a year through a notice of funding availability or the Consolidated Funding Application. Applying off-cycle, or scrambling days before a deadline, costs you.

Score: _____

9. Does the project match what New York is funding right now?

Current priorities carry weight: climate and resilience, housing, water and infrastructure, workforce, and benefit to disadvantaged communities. A project that maps to a stated priority scores higher.

Score: _____

10. Have you talked to the agency or a program officer?

A short conversation before you apply tells you whether you fit and what reviewers want. Letters of support from electeds and community partners help. Cold applications are the weakest ones.

Score: _____

SECTION C

Will the project survive review?

11. Does your budget match your scope?

Line items a reviewer can defend, tied to the work, neither padded nor quietly underfunded. Budgets that don't match the narrative get marked down.

Score: _____

12. Have you defined the funding gap precisely?

The exact amount you need and what it pays for. "As much as we can get" reads as an organization that hasn't done the math.

Score: _____

13. Have you mapped the approvals and regulatory path?

Land use and ULURP, environmental review under SEQRA or CEQR, DEC permits, floodplain or wetland issues, and anything else between you and a shovel. Funders back projects that can actually get built.

Score: _____

14. Do you know how the project sustains itself after the money?

The operating model once the grant or capital is spent. Infrastructure and nonprofit projects get tested hard on this.

Score: _____

15. Can you handle the compliance that comes with public money?

Prevailing wage where it applies, MWBE participation goals, reporting, audits, and reimbursement timing. Public funding carries obligations that sink unprepared applicants.

Score: _____

YOUR SCORE

Add it up. Out of 30.

Score	Where you stand	What to do next
25 to 30	**Ready**	Your foundation is solid. The work now is targeting the right programs and writing applications that win.
17 to 24	**Close, with gaps**	You have a real project and a few missing pieces. Fix the gaps before you apply, or a more prepared applicant beats you to the money.
9 to 16	**Early**	The project is real but not fundable yet. Build the foundations first, then come back to this.
0 to 8	**Too early**	Put the basics in place before chasing public money. Applying now mostly burns time and credibility with funders.

BEFORE YOU APPLY

The 3 mistakes that sink strong applications.

- **No conversation with the agency first.** The application is not the place to introduce yourself. A short call first tells you whether you fit and what reviewers want.
- **A budget that doesn't match the scope.** Reviewers read the numbers against the narrative. Any gap between them costs points, and an unrealistic budget costs trust.
- **Ignoring the approvals path.** A project that can't clear land use or environmental review is money a funder won't risk. Map the path before you ask.

REFERENCE

Where to look, by project type.

A starting map of the program families New York projects most often overlook. Eligibility and availability change every cycle, so treat this as a place to start, not a guarantee of fit.

- **Housing, community facilities, and real estate:** DASNY capital grants and State and Municipal Facilities funding, Homes and Community Renewal programs, New York City capital and discretionary funding, and Regional Economic Development Council awards through the Consolidated Funding Application.
- **Water, wastewater, and environmental infrastructure:** The Environmental Facilities Corporation's Clean Water and Drinking Water State Revolving Funds, Water Quality Improvement Project grants, and DEC engineering planning grants.

- **Parks, open space, and cultural projects:** Office of Parks, Recreation and Historic Preservation grants, the Environmental Protection Fund, and DASNY cultural capital.
- **Nonprofit programs and operations:** City Council and borough president discretionary funding, state legislative funding, NYSCA for the arts, and blended foundation and government support.
- **Energy and climate:** NYSERDA programs and federal funds flowing through the state.
- **Workforce and economic development:** Empire State Development grants, the REDC process, and federal economic development funds.

NEXT STEP

What the score doesn’t tell you.

Your score shows whether you’re ready. It doesn’t tell you which specific programs fit your project, in what order to pursue them, and what each reviewer actually wants. That’s the work we do.

Funding & Growth Readiness Audit ($5,000). We run this screen properly on your project and hand you a written map of the public funding you’re positioned for, plus your highest-return next move. Two weeks.

→ **Purchase the audit at fullvaluepotential.com/work-with-us**

Free discovery call. Thirty minutes with Sam to talk through your project and where it stands. No cost, no obligation.

→ **Book a discovery call at fullvaluepotential.com/discovery-call**

General guidance, not legal or financial advice. Program names, eligibility, and deadlines change each cycle. Confirm current rules before you apply.