 

**Tennessee State University’s**

**Center for Service Learning & Civic Engagement**

**Presents:**

**The 2017 Martin Luther King Jr. Day of Service**

**&**

**HBCU Spread the Service Campaign**

**Mini Grant Competition**

**Request for Proposals (RFP)**

## SUBMITTAL DEADLINE: 5:00PM CDT Friday October 31, 2016

**BACKGROUND**

The MLK Day of Service and The Spread the Service Campaign will align with the motto of Tennessee State University, “Think. Work. Serve.” and focus on partnering with Historically Black Colleges and Universities (HBCUs), The Corporation for National and Community Service (CNCS), and the HBCU Community Development Action Coalition to increase volunteer engagement and service throughout the southeastern United States. The MLK "HBCU Spread the Service” proposals will be accepted until October 31, 2016 at 5:00 p.m. CDT. Award notifications will be announced by November 15, 2016.

**ELIGIBLE APPLICANTS**

HBCUs in the southeast region are eligible to submit proposals for the Spread the Service Campaign. Targeted States include: Alabama, Arkansas, Mississippi, Tennessee, Virginia, Kentucky, Georgia, Florida, Louisiana, South Carolina, North Carolina, Texas, and the Virgin Islands.

Through community service and capacity building initiatives, awards must strategically address one or more of the four (4) focus areas:

**(1) Disaster Preparedness and Services**

**(2) Economic Opportunity**

**(3) Education**

**(4) Capacity Building**

**GRANT OPPORTUNITIES**

Mini Grants ranging from **$1,000 to $4,400** will be awarded to develop and implement MLK Day of Service activities and will be made possible through support from **The Corporation for National and Community Service (CNCS).**

**MATCHING REQUIREMENT**

**There are no matching requirements for the 2017 MLK HBCU Spread the Service mini grants.**

**DEFINITION OF TERMS**

**Lead Agency:** Tennessee State University is the lead agency for The MLK Day Spread the Service Campaign. CNCS provides grants directly to the lead agencies, which distribute funds to sub-grantees.

**Sub-grantees:** An organization that receives a MLK Day Spread the Service mini grant from Tennessee State University (lead agency) is referred to as a sub-grantee.

**GOALS & OBJECTIVES**

Sub-grantees should create projects that are vibrant and significant by combining meaningful service, thoughtful reflection, and inclusion of a diverse cross section of community volunteers, including persons with disabilities. Sub-grantees should focus on the life and work of Dr. King providing volunteers with opportunities for sustained service and ongoing community involvement. Proposals must demonstrate a strong capacity to meet the following program goals and objectives for all projects.

**Goals**

Proposals are asked to help HBCUs throughout the southeast region meet the following goals:

1. Increase the number of HBCUs jointly participating in: (a) kick-off activities on the MLK Day Holiday, Monday January 16, 2017 leading up to, (b) the **HBCU Spread the Service** **Day** Saturday, January 21, 2017.

2. Expand **community partners** for sustainability through service learning activities (e.g. home repair; neighborhood beautification; community gardens; food collection campaigns; book fairs, etc.).

**Objectives**

Objectives should be presented in a SMART format, i.e., (SMART = Specific, Measurable, Achievable, Realistic/Relevant, Time-Based), and describe what will be accomplished in your proposed project. The overall objective for the regional HBCU Spread the Service Campaign is to: Mobilize **40,000 diverse volunteers** in meaningful service activities on the MLK Day weekend through collaborative efforts of at least 10 HBCUs in the southeastern U.S.

**ProPOSAL NARRATIVE AND GUIDELINES**

**Proposals must be submitted in agreement with the requirements of the RFP.**

Describe and outline service project activities, partnerships, community engagement, volunteer orientation, training and management activities, reflection activities, and project evaluation.

1. **Mini Grant Award Structure:** Successful proposals will demonstrate strategies to recruit large numbers of volunteers on the MLK Day weekend, the MLK holiday and Spread the Service Campaign. The grant structure is as follows:

* $1,000 Grant outlines a clear, concise and measurable strategy to recruit 500 plus volunteers and participants on the MLK Day weekend, the MLK Day Holiday kick-off, and Spread the Service Campaign.
* $2,000 Grant outlines a clear, concise, and measurable strategy to recruit 1,500 plus volunteers and participants on the MLK Day Weekend, the MLK Holiday kick-off and the Spread the Service Campaign.
* $2,500 Grant outlines a clear, concise, and measurable strategy to recruit 2,500 plus volunteers and participants on the MLK Day Weekend, the MLK Holiday kick-off, and Spread the Service Campaign.
* $3,000-3,500 Grant outlines a clear, concise, and measurable strategy to recruit 5,000 plus volunteers and participants on the MLK Day Weekend, the MK Holiday kick-off, and Spread the Service Campaign.
* $4,000-4,400 Grant outlines a clear, concise, and measurable strategy to recruit 7,000 plus volunteers and participants on the MLK Day Weekend, the MLK Holiday kickoff, and Spread the Service Campaign.

2. **Kick-off Event:** Projects must begin with a kick-off, on the Federal Legal Holiday (January 16, 2017) moving into the HBCU “Spread the Service” project activities on Saturday January 21, 2017. All activities should reflect the life and teachings of Dr. Martin Luther King, Jr. **Each HBCU will have the option of implementing MLK Day of Service events the Saturday prior to January 16, 2017.** This activity will increase the organizations capacity to engage more volunteers.

3. **Criminal Background Checks: BEFORE any grant monies can be utilized,** sub-grantees **must provide a criminal background check** for all staff that are salaried, on stipend, or receiving a living allowance.

**\*\*Any W2 employees paid with funds from the grant (or others such as 1099 Contractors) must have all three required background checks completed. These include:**

* **Sex Offender Registry Background Check**
* **State Criminal Background Checks**
* **FBI Criminal Background Checks**

4. **Project Sites and Media Relations Activities:** Each sub-grantee will select one site that demonstrates the most effective illustration of the objectives of the MLK Day of Service and the HBCU Spread the Service Campaign. This site will be the one that media will be invited to for publicity.

5. **Focus Areas:** Sub-grantees must choose and describe how projects will be developed and implemented focusing on one or more of the following areas:

* Disaster Preparedness and Services
* Economic Opportunity
* Education
* Capacity Building

6. **Sustainability:** Describe how your organization’s capacity to engage, retain, and sustain students, community partners and volunteers will be achieved and how the grant will lead to sustainability beyond the MLK Day of Service 2017.

7. **Organizational Capacity:** Proposals should demonstrate capacity and experience in implementing successful service learning and community service projects.

8. **Partner Engagement:** The planning process should include multiple partners from a variety of community stakeholders, with defined roles in the development and execution of the project.

**PROJECT MANAGEMENT**

1. Key Contact: Each proposal must identify an MLK Project Director to serve as the primary point of contact. The chosen MLK Project Director will be in close communication with the TSU MLK Day staff, the MLK Grant Manager and the HBCU Community Development Action Coalition.

2. Use of logos: The MLK Spread the Service Campaign, The Corporation for National and Community Service, the HBCU Community Development Action Coalition and additional national sponsors logos **must** be displayed at all project/event sites and on all materials relating to the project for which the funds were allocated. TSU will provide all funded organizations with these logos.

3. Data Collection: The MLK Program Director is responsible for data collection, pre-project training, overall project oversight, management, and reporting.

4. Project Registration: Each sub-grantee must register its project/s and volunteers in an assigned database. Once the award is made, the sub-grantee will receive this information during a series of orientation and other trainings or communications.

5. Sub-grantees will receive funds following award announcements. Once the funds are received it is expected that all trainings, conference calls and reports are completed and submitted according to project guidelines.

**REPORTING & TRAINING REQUIREMENTS**

TSU will require each sub-grantee to adhere to the following reporting requirements:

**Report #1 - Snapshot Report:**

This will be a brief 1-page report, outlining plans to engage volunteers and expectations of the project. Attach any media reports. TSU will provide a basic template.

##### Report #2 - Highlight Report:

This report will update the information provided in Report #1 and provide additional information about sub-grantee MLK Day of Service/HBCU Spread the Service projects; updated media coverage; photos with accompanying captions’ and testimonials from program volunteers and partners. TSU will provide a template for this purpose where most of your project details can be completed in advance of the program.

#### **Report #3 – Final Program Report:**

Update any MLK statistics and data including final results of the MLK Spread the Service Campaign.

**Report #4 – Financial Report with Receipts:**

This report will provide a final detailed report that includes all accounting information. All funds from the grant and in-kind match will need to be reported with supporting documents and receipts. Include clear details regarding sources of matching funds and provide clear indicators of how those matching funds and in-kind donations are tracked.

**All reports are to include:**

* Number of volunteers
* Number of volunteer hours completed
* Number of service projects completed
* Number of Elected Officials participating in the projects with their title and position
* Number of Media Reports and links to them

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| **MLK DAY SPREAD THE SERVICE TIMELINE** |  |
| **APPLICATION DEADLINE – 5:00 p.m. CDT** | **Monday Oct 31, 2016** |
| Notification of Awardees | **Thursday November 10, 2016** |
| Receipt and acceptance of mini grant and signed contracts | **Wednesday Nov 16, 2016** |
| Sub-grantee Online Project Registration (Details will follow) | **Thursday Nov 17, 2016** |
| Technical Assistance Calls | **TBD** |
| Award Funds Distributed | **Friday December 2, 2016** |
| MLK Service Activity (optional) | **Saturday Jan 14, 2017** |
| MLK Day of Service Kick-Off (All Sites) | **Monday Jan 16, 2017** |
| MLK HBCU Spread the Service Day (All Sites) | **Saturday Jan 21, 2017** |
| Report #1 Snapshot Report | **December 2016** |
| Report #2 Highlight Report | **Friday Jan 27, 2016** |
| Report’s #3 & #4 (Final Program & Financial Reports) | **TBD** |
| Final Conference Call | **TBD** |

**Failure to meet the reporting and documentation requirements can be cause for the sub-grantee to return all funds dispersed by Tennessee State University for non-compliance.**

**ADDITIONAL RESOURCES**

For information about the MLK Day of Service visit the Martin Luther King Jr. Day of Service Web site at: [www.mlkday.gov](http://www.mlkday.gov)

For questions contact Shirley Nix-Davis at [snixdavi@tnstate.edu](mailto:snixdavi@tnstate.edu); 615-963-5383

**PROPOSAL SCORING RUBRIC**

Proposals will be reviewed and scored using the following guidelines. **A maximum of 100 points will be assigned to each Mini Grant Proposal.** Use concise and straightforward language in the proposal.

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**Project Proposal**

**80% of Overall Score**

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| **RFP Content Area** | **Review Criteria** | **Point**  **Range** |
| Applicant Information | Completed all sections of the Mini Grant Application | 0-10 |
| Focus Area(s) | Named/listed specific focus area(s) | 0-5 |
| Organizational Capacity | Describes previous experience in service activities and managing projects | 0-10 |
| Goals and Objectives | Clearly states goals and objectives | 0-5 |
| Project Activities | Clearly list /outlines MLK project activities | 0-10 |
| Partners/Partnerships | Provides specific list/names of partners/partnerships for MLK Day of Service activities | 0-10 |
| Community Engagement | Describes how local communities, neighborhoods, groups will be engaged in MLK Day of Service projects | 0-5 |
| Volunteer Recruitment, Orientation, Training, Management | Specifically describes the number of volunteers to be recruited, how volunteers will be identified, oriented, trained, and managed | 0-10 |
|  |  |  |
| Reporting, Evaluation | Describes who will be responsible for reporting, data collection, and evaluation | 0-10 |
| Project Management | Adequately describes who will manage the project | 0-5 |
| **TOTAL SCORE** |  |  |

**BUDGET**

**20% of Overall Score**

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| **RFP Content Area** | **Review Criteria** | **Point Range** |
| Budget Form  Items 1-15 | Completed all sections of Budget Form and Justification | 0-10 |
| Line item Budget | Provides specific line item description of how funds will be used | 0-10 |
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| **TOTAL SCORE** |  |  |

**APPLICATION**

**2017 HBCU SPREAD THE SERVICE MINI GRANT**

(Example Only – Included in Online Application)

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| **Proposal Cover Page**  **2017 MINI GRANT**  **MLK Day of Service –**  **HBCU Spread the Service Competition** | | | | | | | | **For Internal Use Only:**  **Date Received:**  **Time Received:** | |
| **Name of Applicant College/University:** | | | | | **Legal Name (if different from Applicant College/University Name):** | | | | |
| **Address:** | | | | **City:** | | | **State:** | | **ZIP:** |
| **Primary Contact and Title:** | **Telephone:** | | **Fax:** | | | **Email Address:** | | | |
| **Secondary Contact and Title:** | **Telephone:** | | **Fax:** | | | **Email Address:** | | | |
| **Federal Tax ID (EIN) Number:**  **-** | | **College/University’s Website:** | | | | | | | |
| **College/University Mission and Description:** | | | | | | | | | |