



NALCAB
National Association
for Latino Community
Asset Builders

Request for Proposals to Promote Asset Building in Predominately Latino, Low-Income Communities

September 2011

Summary

The **National Association for Latino Community Asset Builders – NALCAB** is a national nonprofit 501(c)(3) organization committed to serving a geographically and ethnically diverse group of Latino-serving asset building organizations, which include: affordable housing developers, micro-lenders, economic development corporations, and consumer counseling agencies. NALCAB's mission is to build financial and real estate assets, as well as human and technology resources, within Latino families, communities and organizations. NALCAB achieves this mission primarily by supporting the work of local non-profit organizations that have the capacity to deliver culturally and linguistically relevant asset building services and products. NALCAB's approach to supporting local asset builders is to combine grant making, technical assistance and leadership development training. NALCAB places a special emphasis on strengthening the capacity of nonprofits that pursue asset building work in emerging Latino communities in regions where there is a lack of non-profit and governmental infrastructure to meet the asset building needs of rapidly growing Latino population.

With the generous support of Sam's Club, the Open Society Foundation and the Northwest Area Foundation, NALCAB is able to release this Request for Proposals (RFP) to provide grants in amounts between \$5,000-\$20,000 to eligible organizations for a one-year period beginning on or about November 1, 2011. With a single application, organizations may apply for funding from one or more of the three pools of funds that are available, based on their specific eligibility requirement, as described below.

NALCAB es una organización bicultural y bilingüe. NALCAB tiene la capacidad de considerar aplicaciones escritas en inglés o español. Proveremos este documento en español si lo pide por correo electrónico a crodriguez@nalcab.org. Si tiene alguna pregunta no dude en llamar al 210-227-1010.

What is Asset Building?

NALCAB seeks to support local organizations that are engaged in, or seek to build capacity, in one or more of the following areas:

- Real estate development targeted to low-income people and communities including affordable housing, community facilities and commercial development
- Micro/small business development services
- Providing family wealth building products and services (including but not limited to financial education, homebuyer counseling, free tax preparation, IDAs)

1313 Guadalupe Street, Ste. 203 • San Antonio, TX 78207
Office (210) 227-1010 • Fax (210) 227-2014
www.nalcab.org



NALCAB
National Association
for Latino Community
Asset Builders

The Grant Pools

This Notice of Funding availability is made possible by the generous support of the three foundations as described below, each with a geographic or program area priority.

Sam's Club Charitable Giving – An award from the Sam's Club Charitable Giving Program will support \$160,000 in sub-grants to expand small business assistance programs in predominately Latino communities across the country. Eligible organizations are non-profit organizations that provide culturally and linguistically relevant training and technical assistance to small business owners and aspiring entrepreneurs. There are no regional restrictions on applicants for this pool of funding.

Open Society Foundation - A grant award from the Open Society Foundation (OSF) will support \$100,000 in sub-grants to build on NALCAB's existing efforts to support a cohesive, high-capacity infrastructure of Latino-serving nonprofits in the Northwest, Midwest, and South. NALCAB seeks non-profit organizations that deliver a range of culturally relevant asset building services to emerging Latino communities to cultivate strong local economies and equitable economic opportunity.

Organizations that provide culturally and linguistically relevant asset building services in the following states are eligible to apply: Idaho, Iowa, Minnesota, Montana, Oregon, North Dakota, South Dakota, and Washington, Kansas, Indiana, Missouri, Nebraska, Ohio, Alabama, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee. In addition, an organization not serving one of these states may make the case that they serve a community exhibiting rapid growth in the Latino community and where there is insufficient non-profit and governmental infrastructure to meet the asset building needs of that emerging community.

Northwest Area Foundation - The Northwest Area Foundation (NWAFF) awarded a grant to NALCAB to continue the implementation of an ongoing program of technical assistance and grant making to community-development and asset-building organizations serving predominately Latino, low-income communities in the Northwest Area Foundation's eight state region. With \$75,000 in sub-grants, NALCAB seeks to build non-profit asset building infrastructure across the Northwest that can competently serve Latino and immigrant communities and thereby bring equitable and enduring change to low-income Latino and immigrant communities across the region.

Eligible organizations are organizations that provide culturally and linguistically relevant asset building services in the eight state region that includes: Idaho, Iowa, Minnesota, Montana, Oregon, North Dakota, South Dakota, and Washington. Organizations that do not provide services in these states are not eligible to apply.



Amount and Duration of Award(s)

Sub-grants ranging from \$5,000 up to \$20,000 will be awarded for a one-year period beginning November 1, 2011. The intent of these sub-grants is to strengthen the organizational capacity of participating entities to measurably advance a specific asset building project already in process. In addition to grant funding, NALCAB will provide grantees with technical assistance in program/ project development and in leveraging other sources of funding for the identified project or program.

Application Submission Deadline

- Applications should be received no later than midnight on October 7, 2011.
- Applications may be submitted via email to: crodriguez@nalcab.org; or via U.S Postal Service. NALCAB will confirm the receipt of grant applications by email during normal business hours.

Application Procedures

The grant application should include a cover sheet (see attached) and a narrative response of not more than six single spaced pages. The narrative should include responses to the following questions.

1. *Statement of Purpose* - Please provide a brief summary of the purpose of this grant request. Please indicate which type of asset building activity the grant will support and a brief summary of the key impacts on individuals and/or the community that it will serve.
2. *Organizational Description* - Please provide your organization's mission statement and an overview of the organization's primary activities / programs. The primary focus should be on asset building programs and how your organization addresses poverty.
3. *Project Description* – Please describe, in greater detail, the specific asset building project that the grant will support and how this will build your organization's capacity. How does this project respond to a need in the community you serve?

How does this project connect to your organization's mission? How will this initiative/project take the organization to the next level and ensure its sustainability? What will be necessary to sustain this project into the future?

4. *Impact* - Please describe how this grant will improve the community your organization serves and build capacity within your organization. The impact should directly respond to the need you have described in the project description. Please describe the end results and how the success will be measured, quantified or verified. Applications that provide specific metrics to be measured and specific numerical goals will be scored more favorably. Examples of metrics include, but are not limited to:
 - Number of housing units created or rehabilitated
 - Number of financial education services provided (classes or individual)



- Number small businesses created or expanded
 - Number of jobs created
5. *Budget and Justification* - Please provide a line item budget for your request and a short narrative description of each line item. Please describe how this small grant will fit into an overall budget for this project. List any other funding that is either secured or anticipated to support the project.
6. *Technical Assistance* – NALCAB has the capacity to provide grantees with technical assistance support in order to help ensure the success of their proposed efforts. Please indicate whether your organization will seek technical assistance from NALCAB in connection with this grant request and what type of technical assistance will be needed.
7. *Additional Materials* – Please provide the following:
- A copy of your organizational budget for 2011 and a projected organizational budget for 2012.
 - A copy of your organization’s 501 (c) (3) determination letter from the IRS
 - Financial statements for the last two years (2010 and 2009).
 - Organizational chart and resumes for key program staff

Application Evaluation Process and Criteria

NALCAB will establish a review committee comprised of NALCAB staff, a NALCAB board member and independent reviewers. Each application will be scored by three reviewers and these scores will be averaged to determine the application’s final score. Awards will be made based on a ranking of the final scores for each grant pool. All funding applications will be evaluated based on a 100-point scale according to the following point allocation:

- Need for Assistance – 25 points
- Clarity of Request and Feasibility of Project – 25 points
- Impact - 30 points
- Budget & Justification – 15 points
- Capacity Building Impact for the Applicant Organization – 5 points



Grantee Requirements

Attending NALCAB's 2011 National Conference or Train-the-Trainer Event

- *Sam's Club Grantees:* Recipients of grants funded by Sam's Club will require two (2) staff members to attend the National Latino Entrepreneurship Train-the-Trainer Event.
- *Other Grant Recipients of \$17,000 or more:* Other grantees that receive \$17,000 or more are required to send one (1) staff person to the NALCAB 2011 National Conference, "Building a Better Economy for all Americans: Desarrollando Destinos Económicos", December 1-2, 2011 in Washington, DC. Participation in a pre-conference training November 29-30, 2011, National Latino Entrepreneurship Train-the-Trainer, is optional but encouraged.

The cost of transportation, hotel and a conference registration fee of \$350 should be reflected in the budget for a request of \$17,000 or more. For additional information regarding conference agenda and registration please visit <http://www.nalcab.org/summit-national-2011.html>.

Communications

NALCAB will provide template press releases for grantees, which they will be expected to customize and send to local media. NALCAB can assist in the distribution of these press releases.

Grantees under the Sam's Club grant pool will be expected to conduct an event or concentrated outreach effort to small businesses in their target area at least once during the grant period.

Reporting

Reports are required for all grants and reporting deadlines will be included in grant agreement letters. Reports should be no longer than 3 pages in length. Recognizing many organizations work with limited staff, NALCAB makes every effort to minimize the reporting burden. Basic report elements will include:

- *Project Objectives-* Monitoring progress through grant period and methods used to achieve goals.
- *Project Outcomes* – Monitoring modifications to original program design and accomplishments achieved; measuring the impact/project outcomes of the funded project for the organization and client base.
- *Capacity Building Impact* – Participation in staff/leadership development, funding and programmatic partnerships formed, curriculum produced or acquired as a result of NALCAB grant
- *Media Recognition/Exposure* – Special coverage where project or program was featured



NALCAB
National Association
for Latino Community
Asset Builders

A schedule for midpoint and final reports will be included in the organization's grant agreement. Templates for both reports will be emailed to sub-grant recipients two-months prior to the report due date.

NALCAB Contacts/Information

For additional information, please contact:

CAROL RODRIGUEZ

Senior Program Manager

O: (210) 227-1010 Ext. 1013

F: (210) 227-1014

Email: crodriguez@nalcab.org

NALCAB Sub-Grants Calendar

September 12 – October 7, 2011	Call for grant applications. <i>Deadline to submit proposals is October 7, 2011</i>
October 21, 2011	Applicants will be notified of their application status. Grant recipients will receive award notification and letter.
October 24 – November 10, 2011	NALCAB Sr. Program Manager and Program Assistant introductory phone calls will be made to organizations.
November 1, 2011	One year grant period begins.
Nov. 29 – Nov. 30, 2011	Required Sam's Club grantee entrepreneurship training: <i>National Latino Entrepreneurship Training Summit</i>
December 1 – 2, 2011	2011 NALCAB National Conference " <i>Building a Better Economy for all Americans: Desarrollando Destinos Económicos</i> ", Renaissance Mayflower Hotel, Washington, D.C
October 31, 2012	Grant period ends