

EI Colectivo PROJECT
Mini Grant Program
February 18, 2016

REQUEST FOR PROPOSALS (RFP)

1. BACKGROUND

Through a grant from the Ford Foundation, Detroit Hispanic Development Corporation (DHDC) is currently accepting proposals from various Latino-led, Latino-driven partner organizations to implement a community mobilization plan that will also be in alignment with their core work.

DHDC will coordinate ***EI Colectivo Project***, which is designed to strengthen the Detroit Latino community's voice and the capacity for its leadership to mobilize its constituency in order to increase their participation in democratic processes; and increase resident capacity as agents of change and self-determination in their own families, schools and communities.

The goals of the project are to:

1. Increase our collective capacity to reach, inform and engage community residents in policy advocacy on issues impacting our community
2. Increase the ability of community residents to engage with the power structures in our city and state to create sustainable change, including school systems, CACs, government agencies, commissions and authorities, elected officials and other policy makers.
3. Build sufficient power in the Detroit Latino community needed to win agreed upon campaigns
4. Train community members in community organizing.
5. Engage community members in issue-based mobilization and power-building efforts.
6. Build enduring power for our partner organizations, coalitions, and residents of SW Detroit to disrupt inequality in the future.
7. Strengthen the collaboration between the Latino community and other communities.
8. Develop a community power building "practice" within each of the partner organizations so that they can incorporate civic engagement and community mobilization and advocacy into their work in order to sustain and increase impact, and to reflect internally the reduction of inequality in Detroit
9. Create a pipeline for emerging leaders

2. PROJECT DESCRIPTION

Sub-grants will be awarded to partner organizations ranging from **\$2,000-\$4,000**. DHDC will hire, train and assign part-time community organizers to each awardee that will focus on their organization's issues of concern, as well as work collectively with other sub-grantees on key issues identified and prioritized through a community engagement process. **Examples of issues that may be addressed:**

- Community Benefit Agreements/ Environmental Justice
- Education Rights
- Equitable Community Development/Gentrification
- Immigration Rights
- Voter Education

The Director of Community Organizing housed at DHDC, will manage this project across all partner organizations to ensure alignment with the identified collective work. The Director of Community Organizing will also assist the other organizations' Community Organizers to incorporate this work into

their services, lead and coordinate the mobilization efforts and assist in the capacity building for this work in the other organizations.

DHDC will provide training and consulting that will help the project partners develop effective strategies to build and gain power. This will include working with staff and leaders to develop issue campaign strategies, recruitment plans, and development of effective field organizing structures.

3. PROJECT REQUIREMENTS

The selected applicants will be responsible for supervising the overall project, promoting training to their members and staff, ongoing steering committee meetings, and completing all necessary reports. They will also agree to commit to the following goals:

1. Organize a minimum of 3-5 active Latino community members to take leadership organizing roles, linking them into a “leadership pipeline”.
2. Engage 10 community members in at least 1 mobilization activity
3. Track leadership mobilization activities (**Model Example attached**)
4. Develop a community power building “practice” within your organization
5. Collaborate with other grantees and partners and coordinate their work with the Director of Community Organizing to collectively reach and inform 500 community residents about key issues
6. Supervisor must attend Community Organizing 101 training
7. Focus on one single campaign
8. Organization must have some capacity and little to no organizing experience

The primary contact person for the organization will be responsible for the following:

1. Meet Monthly with the collaborative
2. Keep an excel sheet tracking line item expenses from budget. (Will receive a training and assistance)
3. Completing and turning in Expenditure Requests for requested funds.
4. Completing a half way report and final report.
5. Submitting any budget revisions for approval to the Director of Community Organizing prior to adjustments being made.
6. Notifying the Director of Community Organizing if any additional assistance is needed to complete the project.
7. Monthly meeting (in-person or call) with Director of Community Organizing from DHDC with updates of progression towards goals

Any funds used to purchase T-Shirts should include the El Colectivo logo. The Colectivo logo should also be included in any events/news releases funds are used to support. Provided T-Shirts through DHDC.

4. PROPOSAL GUIDELINES

DHDC will award 4 mini-grants in two cycles of \$2,000-\$4,000, expectation to award 2-4 organizations per cycle, of \$2,000 -\$4,000 and additionally an organizer for 10 hours a week provided and trained by DHDC. There will be 50% of start-up funds at the beginning of the grant and the other 50% at the half way check in upon approval. DHDC will act as fiduciary for these projects and will purchase the supplies as requested by the project supervisor.

Eligibility:

This proposal is open to Latino-led, Latino-driven organizations, including youth groups, whose primary focus is in Southwest Detroit. *“Latino-led” is defined as 51% of the board and/or membership are Latino, each member holds 1 vote and controls the board; and a Latino must be in control of “day-to-day” operations (CEO, ED, Director, President) (proof of this requirement should be noted in your completed RFP)*

Organizations that are not incorporated as well as those without a 501c3 status are eligible to apply, as well as established non-profit Latino organizations.

5. PROJECT SUBMISSION AND TIMELINE

Orientation Dates: Feb. 25th or Feb. 29th 6:00pm 2016 at 1211 Trumbull Detroit MI

We will conduct an orientation and give an overview of the project, the RFP and project requirements, and answer any questions you may have at this meeting.

Please complete the attached application cover sheet, proposal narrative and budget form and submit with all required attachments by **5pm EST March 15** via email to:

Samantha Magdaleno, Director of Community Organizing, Detroit Hispanic Development Corporation
Smagdaleno@dhdc1.org

Applicants will be notified by **March 18th**

1st cycle must be started by April 1st and end August 30th
2nd cycle must be started by August 1st and end November 30th

Questions may be directed to:

Samantha Magdaleno, Director of Community Organizing, Detroit Hispanic Development Corporation
313-967-4880
1211 Trumbull, Detroit, MI 48216
Smagdaleno@dhdc1.org



**DETROIT
HISPANIC
DEVELOPMENT
CORPORATION**

**El Colectivo PROJECT
Mini Grant Program
February 18, 2016**

Application Cover Page

GENERAL INFORMATION

Project Title:

Host Organization:

Street Address:

City:

State: MI

Zip Code:

Phone:

Fax:

Employer Identification # (EIN):

Website (if applicable):

PRIMARY CONTACT

Contact Name:

Phone:

E-mail:

AUTHORIZED REPRESENTATIVE

Name:

Phone:

E-mail:

Signature: _____

Date: _____

INSTRUCTIONS FOR SUBMISSION

Materials for Submission:

1. Cover Page
2. Grant Application
3. Budget and Justification
4. Letters of Commitment
5. Fiduciary Letter (if applicable)

Please e-mail the application by **5:00pm**
March 15, 2016 to:

Samantha Magdaleno, Director of Community
Organizing
Detroit Hispanic Development Corp.
Smagdaleno@dhdc1.org
313-967-4880 ext. 127

Please answer the following questions

- 1) Provide a brief description of the organization, its leadership (Provide their names and what percentage is Latino), and experience in SW Detroit. (1 page)
- 2) Provide a description of the rationale for the need for this project and describe its relevance to the Detroit Latino community and any specific sub-group involved. Proposals should clearly define how the applicant organization plans on **incorporating this work into their existing programming**. In addition the applicant should articulate how they believe this project will enhance or complement their current programming. (2-3 pages)
- 3) Provide a brief description of your proposed project goals (Should clearly articulate your action campaign and how you will track leadership traits of participants), objectives, activities and timeline (The timeline should include when you will recruit 10 active Latino community members taking leadership roles, when you plan on having your 50 community mobilization activity) (1-2 pages)
- 4) How will you know that your project is successful? (up to 1 page)
- 5) Budget and budget narrative (please use attached form)
- 6) Who will be supervising this project? Describe their experience(1-2 Pages)

**Detroit Hispanic Development Corporation
 El Colectivo Project
 Mini- Grant Program**

Budget and Justification Form

Budget Category	Support Requested (Amount)
*Personnel	
Community Organizer	
Other Partners/Staff	
<i>Sub-total: Personnel</i>	
*Non-Personnel	
Supplies	
Copying	
Meetings	
Mileage	
Other (please specify below)	
T-Shirts	
<i>Sub-total: Non- personnel</i>	
TOTAL Requested	
Narrative: Personnel: Please provide EXTENSIVE detail of position (ex: position title, \$/hr. x # hrs. x # weeks, need for position)	
Non-Personnel: (EXTENSIVE Detailed costs and need be as specific as possible Example: What supplies will you need and why, What meetings will you have etc.)	

Assessment Questions
El Colectivo Project

Name of your Organization:

1. Has your organization applied for the Detroit Hispanic Development Grant before? _____
2. How long has your organization been established? _____
3. Approximately what percentage of your board is Latino? _____
4. Approximately what percentage of your leadership is Latino? _____
5. Approximately what percentage of your staff is Latino? _____
6. Approximately what percentage of your members is Latino? _____
7. Is your Lead Community Organizer Latino? _____
8. Do you serve majority Latino? _____
9. Does your organization have bilingual staff/volunteers? Approximately how many? _____
10. Has your organization applied for Grants before? _____
11. Has your organization received a Grant before (not including this one)? If so, how many?

12. How long has your organization been doing Community Organizing? _____
13. Please explain your previous, if any, Community organizing campaigns?

14. Does your organization provide services to community members? If so, what services do you provide and how long have they been provided for?

15. Does your organization do advocacy? If so, please explain.

16. Does your organization have its own community organizer? How many organizers? _____
17. How long have they been a community organizer?

18. What skills do they have that make them a community organizer?

19. Does your organization have experience collaborating with other organizations? If so, please give an example.

20. Does your organization provide any community trainings? If so, please list them below.

21. Has your organization won a campaign before? If so, please explain.

22. Our grant requires that you use a spreadsheet on Excel to track your expenses, would you need training on that? _____

23. Does your organization have a Facebook account? _____

24. Does your organization have a twitter account? _____

25. Does your organization have an Instagram account? _____

26. Does your organization have a Snapchat account? _____

27. Does your organization know how to use Microsoft office? _____

28. Does your organization know how to use PowerPoint? _____

29. We are also providing Facebook training. Would you need training on how to do a paid advertisement or how to create an event on Facebook? _____

For Question 30 and 31 circle which best applies for each training: None, Some, A lot

30. Has your organization taken any of the trainings listed below? (Check all that apply)

- | | | | |
|---|-------------|-------------|-------------|
| <input type="radio"/> Community Organizing Training | NONE | SOME | ALOT |
| <input type="radio"/> Social Media Training | NONE | SOME | ALOT |
| <input type="radio"/> Traditional Media Training | NONE | SOME | ALOT |
| <input type="radio"/> Policy & Program Advocacy Training | NONE | SOME | ALOT |
| <input type="radio"/> VAN Training | NONE | SOME | ALOT |
| <input type="radio"/> Leadership Training | NONE | SOME | ALOT |
| <input type="radio"/> Individual Issue vs. Systemic Issue Training | NONE | SOME | ALOT |
| <input type="radio"/> Communication Tools Training | NONE | SOME | ALOT |
| <input type="radio"/> Analyzing the issue Training | NONE | SOME | ALOT |
| <input type="radio"/> Story of Self Training | NONE | SOME | ALOT |
| <input type="radio"/> Power Mapping Training | NONE | SOME | ALOT |
| <input type="radio"/> Evaluation of Feedback and tracking data Training | NONE | SOME | ALOT |
| <input type="radio"/> Personal and professional Development Training | NONE | SOME | ALOT |
| <input type="radio"/> Technology in organizing Training | NONE | SOME | ALOT |
| <input type="radio"/> Group Development Training | NONE | SOME | ALOT |
| <input type="radio"/> Ally Training | NONE | SOME | ALOT |
| <input type="radio"/> Prioritizing and Selecting your issue Training | NONE | SOME | ALOT |
| <input type="radio"/> Public Speaking Training | NONE | SOME | ALOT |
| <input type="radio"/> Event planning Training | NONE | SOME | ALOT |
| <input type="radio"/> Strategies and Tactics Training | NONE | SOME | ALOT |
| <input type="radio"/> Grant Writing Training | NONE | SOME | ALOT |
| <input type="radio"/> Fundraising Training | NONE | SOME | ALOT |

<input type="radio"/> Difference between Services, Organizing & Advocacy Training	NONE	SOME	ALOT
<input type="radio"/> Budgeting Training	NONE	SOME	ALOT
<input type="radio"/> Leading a Campaign Training	NONE	SOME	ALOT
<input type="radio"/> Shaping the Message Training	NONE	SOME	ALOT
<input type="radio"/> Cycle of Organizing Training	NONE	SOME	ALOT
<input type="radio"/> Roberts rule of Order Training	NONE	SOME	ALOT
<input type="radio"/> Working with Policy Makers Training	NONE	SOME	ALOT
<input type="radio"/> Collaboration Training	NONE	SOME	ALOT
<input type="radio"/> Fundraising Training	NONE	SOME	ALOT

31. Has your organization done any of the following:

<input type="radio"/> Petitions	NONE	SOME	ALOT
<input type="radio"/> Surveys	NONE	SOME	ALOT
<input type="radio"/> Phone Banking	NONE	SOME	ALOT
<input type="radio"/> Door-to-Door-Knocking	NONE	SOME	ALOT
<input type="radio"/> Written a press release	NONE	SOME	ALOT
<input type="radio"/> Written a press advisory	NONE	SOME	ALOT
<input type="radio"/> Organized a community Event	NONE	SOME	ALOT
<input type="radio"/> Had media at an event	NONE	SOME	ALOT
<input type="radio"/> Media Interview	NONE	SOME	ALOT
<input type="radio"/> Had a Fundraiser Event	NONE	SOME	ALOT
<input type="radio"/> Gotten letters of support from elected officials	NONE	SOME	ALOT
<input type="radio"/> Direct action organized by your organization	NONE	SOME	ALOT
<input type="radio"/> Testified at a public hearing	NONE	SOME	ALOT
<input type="radio"/> Organized an event with 100+ attendees	NONE	SOME	A LOT

32. **Other? Please list the trainings below with the amount of training given.**

33. Are there any trainings you feel your organization needs?