

EI Colectivo PROJECT
Small 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 of **\$25,000-\$35,000**. DHDC will provide trainings for the organization's part-time community organizer 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 their overall project, promoting training to provide for their members and staff and attending mandatory training, participating in monthly steering committee meetings, and completing all necessary reports. They will also agree to commit to the following goals:

1. Organize a minimum of 5-10 active Latino community members to take leadership organizing roles, linking them into a “leadership pipeline”
2. Engage 50 community members in at least 1 mobilization activity
3. Track leadership traits of participants (model attached)
4. Track leadership mobilization activities (Model Example attached)
5. Organizer should attend ALL organizing 102 and capacity trainings provided by DHDC (23 trainings)
6. Develop a community power building “practice” within your organization
7. 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.
8. Turn in Monthly report on progress of the project (Example is attached)
9. Demonstrate efforts for organizational sustainability such as applying for 1 or 2 other grants
10. Provide at least 1 service to Southwest Detroit (Ex: Trainings, workshops, etc.)
11. Organization must have 2-3 years’ experience in community organizing

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

1. 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 including receipts for past expenditures
4. Completing a half-way report and final report include progress towards goals and success and challenges
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. Bi-monthly check in (in-person or call) with Director of Community Organizing from DHDC

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, one-time small-grants between \$25,000-\$35,000.

DHDC will give 50% as startup funds to awardees at the beginning of the grant. Grantees will be responsible for submitting receipts and expenditure reports as well as a progress report. Second half will be given upon submission and approval of expenditure report and progress report.

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)*

***Must have been an awarded partner grant in 2015 from DHDC**

***OR Provide great need for organizing in a crucial situation**

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. If an organization is not incorporated and does not have 501c3 status, then they must designate a fiduciary and submit a letter from that entity agreeing to act in this role. They may also request for DHDC to act as their fiduciary. Two or more organizations may also propose to combine efforts and funding for this project.

Organizations must prove prior organizing has been completed. Must have participated in past DHDC organizing project.

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**.

Projects must be started by April 1, 2016 and be completed by November 30, 2016.

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
Small 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. Assessment Questions
6. 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) Describe your history of Organizing. How many years have you organized? How have you created leaders (Specific examples)? Describe a campaign you worked on. Did you win? If not, what did you learn? (2-3 Pages)
- 7) Did you participate in DHDC's small grant program in 2015? If yes, did you meet all of your goals for the project, if you didn't please explain why? If no, describe the crucial need for this grant? (1-2 Pages)
- 8) Who will be supervising this project? Describe their experience who will be the organizer for this project? Describe their experience. If it is the same person please describe their capacity to do both jobs. If they are different please describe a supervising plan for the organizer (2-3 Pages)
- 9) Provide a detailed description of capacity building in 2015 until now. How have you raised additional funds? (1-2 pages)

**Detroit Hispanic Development Corporation
 El Colectivo Project
 Small- 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.)	

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?