FY 2020 Volunteer Generation Fund Grant

Request for Applications

RFA Release Date: **Thursday, April 30, 2020**

Application Overview Session: **Monday, May 18, 2020 at 10:30 AM, EST**
https://dcnet.webex.com/dcnet/j.php?MTID=mb1261a1cf095fcd3a98698a00116682f

Grant Application Due Date**: Friday, May 29, 2020 by 5:00 PM, EST**
https://zoomgrants.com/gprop.asp?donorid=2343&limited=2814

Serve DC
Serve DC – The Mayor's Office on Volunteerism and Partnerships, is the DC Commission on National and Community Service as such Serve DC provides oversight and support to applicants selected as sub-grantees. Oversight includes monitoring and programmatic site visits, fiscal monitoring, and reporting requirements. Support includes trainings, program director meetings, and one-on-one technical assistance.

Serve DC was established by an Executive Order in 2000 and is housed in the Office of Community Affairs in the Executive Office of the Mayor. Serve DC is the District of Columbia Government agency dedicated to promoting service as an innovative, sustainable solution to the challenges we face as a community and a nation. Serve DC engages District communities by building partnerships and organizational capacity, serving as the local lead for national volunteer and service initiatives, and providing and promoting meaningful service opportunities throughout the year. This application applies to Single State applicants operating only in the District of Columbia.

Corporation for National and Community Service
Serve DC receives federal funding from the Corporation for National and Community Service (CNCS) to support National Service programs in the District of Columbia including the Volunteer Generation Fund. The mission of CNCS is to improve lives, strengthen communities, and foster civic participation through service and volunteering. Through AmeriCorps, Senior Corps, and the Volunteer Generation Fund, CNCS has helped to engage millions of citizens in meeting community and national challenges through service and volunteer action.

Volunteer Generation Fund

Volunteer Generation Fund grants are used to develop and/or support community-based entities to recruit, manage, and support volunteers. Serve DC seeks to fund effective approaches that expand volunteering, strengthen the capacity of volunteer connector organizations to recruit and retain volunteers, and develop strategies to use volunteers to effectively address city-wide priorities and challenges.

This year's VGF grant scope was informed by direct feedback from the nonprofit community captured by a volunteer assessment survey conducted by SDC to understand the current volunteer engagement needs and operations of nonprofits, in light of the District's current declaration of a public health emergency. The findings revealed:

- **Over 50% percent of our non-profit partners have suspended their volunteer operations in light of COVID-19**, and subsequent health and safety guidance.
- **52% of respondents expressed a need for communication strategies and tools to effectively recruit and retain volunteers** during these uncertain times.
- **100% affirmed that volunteers are vital** to their service delivery, outreach and operations.

Therefore, this year's allocation of VGF funding, will be awarded to directly support organizations with resetting, re-imagining and re-engaging their volunteers, as well as the developing and securing strategies, resources and tools to best position them to resume volunteer operations and prepare for recovery efforts, post our public health emergency.

Estimated Available Funds

Serve DC – The Mayor's Office on Volunteerism and Partnerships announces the availability of Volunteer Generation Fund grant funding for Fiscal Year 2019 – 2020 to eligible community-based organizations.

Serve DC will award a total of $75,000. No grant amount shall exceed $7,500 per individual award.

Project and Award Period

The project start date may not occur prior June 15th, 2020 and shall conclude by September 30, 2020.

Program Authority

CNCS's legal authority to award these grants is found in the National and Community Service Act of 1990, as amended, (NCSA) (42 U.S.C. 12653 et seq.)

Allowable Uses of Funds
- Personnel Expenses
- Personnel Fringe Benefits
- Project Staff Travel
- Equipment (Defined as tangible, non-expendable personal property having a useful life of more than one year AND an acquisition cost of $5,000 (five thousand) or more per unit (including accessories, attachments, and modifications). Purchases of equipment are limited to 10% of the total CNCS funds requested.)
- Supplies (Defined as consumable supplies and materials that does not fit the definition of Equipment).
- Contractual and Consultant Services
- Training
- Evaluation
- Other (Defined as utilities, telephone, and internet expenses that are specifically used for participants, directly involve project staff, and are not part of the organization's indirect cost/admin cost. In addition, these costs may include criminal history checks of staff).
- Indirect Costs

Prohibited Uses of Funds
- Entertainment Costs (e.g. food and beverage costs, unless justified as an essential component of an activity).

Funding Priorities

Sub-grants to community-based entities will be assessed and evaluated using the following priority considerations:

- Organizations and initiatives that specifically recruit, train, and engage volunteers as a strategy to position and prepare vulnerable communities to better recover from emergencies and disasters via the following focus areas:
  - **Mass food distribution**
  - **Mass shelter**
  - **Outreach and social services**
  - **Housing stability and economic security**
  - **Youth engagement/development**
  - **Mental health services**
- Organizations willing to apply the grant award towards the development of toolkits, multi-media, capacity building/training or CRMs or other platforms that directly support the attraction, recruitment, retention and amplification of volunteers.

In order to receive priority consideration, applicants must demonstrate through a high quality program design that the priority area is a significant part of the program focus and intended outcomes. Responses that propose programs for the purpose of receiving priority consideration are not guaranteed funding.

Deliverables

Sub-grantees must meet the following deliverables:

- Participate in three out of four capacity-building webinar trainings; dates TBD but slated for June – September 2020.
- Develop the following for sub-grantee award with guidance and advisement from a SDC identified intermediary capacity building entity:
  - A final project scope to be approved by SDC.
  - A final project budget with spend plan to be approved by SDC.
  - A final project timeline with milestones and deliverables to be approved by SDC.
  - A final list of vendors or products to be procured/purchased to support VGF deliverables to be approved by SDC.
- Sub-grantees are expected to select one of the following options to develop and produce of **(one)** of four approved volunteer engagement deliverables :
  1. A volunteer engagement toolkit: to include new guidance and resources to the public on you volunteer engagement practices during COVID19 and beyond;
  2. A volunteer recruitment toolkit leveraging multi-media and/or social media (digital marketing materials: video, graphics, digital toolkit) to recruit, reengage and retain volunteers;
  3. A virtual series to educate, inform existing volunteers and/or recruit new volunteers and share best practices and capacity building support/training to best serve your constituents and mission;
  4. Acquiring or expanding volunteer engagement databases, tools or platforms (i.e. Salesforce, Galaxy Digital, Volunteer Hub, etc.)

Type of Award

Serve DC will award the VGF grant on a cost reimbursement basis.

Eligible Applicants

The following non-federal entities (as defined in 2 CFR §200.69) that have DUNS numbers and are registered in System for Award Management (SAM) are eligible to apply:

- Nonprofit organizations (2 CFR §200.70)
- Prior Volunteer Generation Fund grantees that have participated in capacity building trainings and workshops are eligible to apply.

Application Submission and Information

Application Content

Complete applications much include the following elements:
- I.   Organization Name
- II.   Authorized Representative Name and Signature
- III.   Executive Summary
- IV.   Narrative Sections
  - a. Program Design
  - b. Organizational Capability
  - c. Cost-Effectiveness and Budget Adequacy

Executive Summary

Summarize your proposal in 2,000 characters or less.

Narrative Sections:

1. **Program Design**
   Clearly describe your approach to addressing the Funding Priorities described above. Demonstrate how the development of the volunteer engagement toolkit will best support and/or enhance your ability to recruit and retain volunteers.

2. **Organizational Capability**
   Describe your organization's capability to initiate and manage the proposed program in response to the Funding Priorities described above. Describe which external facing activation would best align with your organizational and programmatic capacity and priorities. Please speak to how your selection will align with the following considerations:
   a. Organization or departmental strategic planning and/or goals
   b. Staff/Volunteer background, staffing, capacity structures
   c. Volunteer based needs as captured through assessment data.

3. **Cost-Effectiveness and Budget Adequacy**
   Describe how the proposed program budget appropriately reflects the program's goals and designs.

Additional Documents
Please include the following documents in addition to the application:
- ☐ IRS tax-exempt 501(c)(3) non-profit organization designation letter.
- ☐ Clean Hands Form
- ☐ Most recent audited financial statements (including any management letter or other recommendation)
- ☐ Most recent Form 990, including all schedules, filed with the IRS
- ☐ Budget for the current fiscal year
- ☐ Board list, including affiliations
- ☐ Senior or management staff list or organizational chart

Application Overview Session
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Attendance is not required but encouraged.

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