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Executive Summary

Title: Points of Light Foundation September 11th National Day of Service and Remembrance

Summary information: As the world's leading volunteer organization, Points of Light has made a strategic commitment to engaging volunteers and supporting individuals and communities in disaster preparedness. The U.S. has experienced an average of 50 natural disasters each year in the last decade, yet experts estimate that only about 10% of households are prepared to respond to a disaster. We will provide families and communities with preparedness services in the form of training, resources and planning to at least 15,000 individuals in year one, on or around the 9/11 Day of Service and Remembrance. This program seeks to increase the knowledge and coordination of the nonprofit sector's response in times of disaster AND to significantly increase the number of families, especially those most vulnerable, who are prepared to respond in times of disaster. We will achieve these goals through direct engagement of children in education settings, and through direct community wide engagement at large public events. Sub-grants will target 10 communities that are at high risk for natural disasters from around the nation and drawn from Florida, Virginia, Georgia, Alabama, Texas, Louisiana, Indiana, Nebraska, Missouri and California. Grants will range from \$5K to \$15K, with opportunities for multiple grants within a given community for complementary preparedness efforts.

Program Design

Remembering 9/11

On September 11, 2001, many individuals on Flight 93, at the Pentagon and in the World Trade Center acted selflessly and put the safety and security of others ahead of their own. This spirit of service continued beyond that day and into the aftermath of 9/11, inspiring people from around the world to come together and perform extraordinary acts of service and volunteerism. From the 9/11 Memorial and Museum.

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Each September 11th we remember the selfless acts of the heroes who rose in service in response to the tragedy and in turn created a movement of dedicated to the well-being of fellow community members. The 9/11 Day of Service and Remembrance provides a unique opportunity to capitalize on the nation's reflective attention and commitment to community development, to address the critical need for preparedness in times of disaster.

CRITICAL NEED

Each day in this country our citizens face tragedy and disaster, from home fires, to floods, to medical emergency to natural disasters large and small. The United States has experienced an average of 50 natural disasters each year in the last decade, more than 560 in total, according to the Federal Emergency Management Agency (FEMA). Our nation's emergency managers, firefighters, law enforcement officers, EMT/paramedics, and other emergency responders do an incredible job of keeping us safe, but they cannot do it alone. We must all embrace our personal responsibility to be prepared & in doing so, we contribute to the safety and security of our communities as well (READY.gov).

While there are national and local emergency plans in place making the big picture response look satisfactory, experts say it's likely that most Americans themselves are not prepared to handle emergencies. It could be hours or days before help arrives. "It's really in the personal preparedness phase rather than the response phase that we need to be paying more attention," said Jonathon Links, director of the Johns Hopkins Center for Public Health Preparedness in Baltimore. Though nearly half of Americans say they believe a major natural disaster or terrorist attack is likely to occur in their area in the next five years, more than three quarters (77 percent) admit they are ill-prepared, according to

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a national survey conducted by Qorvis Communications, iQ Research & Consulting Practice and HOPE Coalition America, the emergency preparedness and response division of Operation HOPE (and partner with FEMA).

PROGRAM DESIGN

Our 2012 efforts will focus on communities that face a diverse set of disaster risks: earthquakes, hurricanes, tornadoes and floods. Our program will have a two-pronged approach focusing on both community preparedness and family preparedness. We will provide preparedness services in the form of training, resources and planning to at least 15,000 individuals on or around the 9/11 Day of Service and Remembrance. We will sub-grant to Points of Light affiliates within our network and qualifying nonprofits out of network in a total of 10 communities, as well offer the tools and resources described below to all of our 250 affiliates across the country. Grants will range from \$5K to \$15K, with opportunities for multiple grants within a given community for complimentary preparedness efforts. In each of the communities selected, family preparedness and community readiness will be addressed. For each individual grant or set of grants provided to a given community, the goals must address broadly the community's preparedness AND significantly increase the number of families who are both informed and equipped to address a disaster in their home, neighborhood or community.

Through our established national partnerships with leading disaster readiness organizations including the American Red Cross, FEMA, Ready.gov, the Federal Alliance for Safe Homes and others, we will provide significant training and technical assistance to sub-grantees, affiliates, and local service groups to ensure local activities meet the highest standards in the field.

Through this program we will increase the readiness of local communities for coordinated response in

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times of disaster, increase awareness and resources for responding to a future disaster, and increase the number of families informed and equipped to respond to a disaster in their home, neighborhood or community. We anticipate that at least 20% of program participants will also register and become affiliated with their local emergency management organization.

In addition to activities on or around 9/11/12, preference for grant awards will be given to organizations that demonstrate a capacity and commitment for continued disaster preparedness training throughout the year and who commit to registering these opportunities through the All for Good volunteer opportunity portal at serve.gov.

PROGRAM GOALS

This program seeks to increase the knowledge and coordination of the nonprofit sector's response in times of disaster AND to significantly increase the number of families, especially those most vulnerable, who are prepared to respond in times of disaster. The program will achieve these goals through direct engagement of children in education settings and through direct community wide engagement at large public events.

FIXED PERFORMANCE MEASURES

FPM D1: Number of individuals that received CNCS-supported services in disaster preparedness. This program will equip 15,000 individuals with knowledge, skills and resources in disaster preparedness.

Output: We will provide disaster preparedness training to 15,000 individuals.

Outcome: Training participants will report increases in disaster preparedness knowledge and skills, as measured by post participation surveys.

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PROGRAM ACTIVITIES

Our program will take a three-tiered approach to disaster preparedness, at the national, community and family level. The program will fund sub-grant partners to significantly increase communities' capacity to respond in times of disaster. Program Activities will include but not be limited to:

National Virtual Training Series:

250 affiliates and partners from across the country will be invited to participate in two virtual training series that reflect two distinct impact goals for this program: preparing the nonprofit organization (NPO) sector to respond in times of disaster and preparing families for disaster.

The first series will focus on preparing the NPO sector to respond in times of disaster. The training will include a series of related topics presented by partner experts from leading national disaster response organizations including American Red Cross, National Voluntary Organizations Active in Disaster (VOAD), FEMA, etc. This virtual training series will be a train-the-trainer model, preparing participants to host community wide, live person training events for their city or municipal region. Training topics will include: Spontaneous Volunteer Management, Volunteer Reception Center Exercise, Incident Command System Introduction, and Continuity of Operations Planning.

The second training series will focus on family preparedness and what will be implemented at the local level as a community wide day of preparedness events. Topics will include: Family preparedness curriculum and toolkits, preparedness exercises, activities, kit building, partner development, community outreach and securing in-kind donations.

Community Preparedness Training Events:

Participants in the national training series will be invited to compete for local sub-grants funds to

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support a community wide preparedness event for 100 or more individuals representing a wide range of local nonprofit staff and volunteers which may include the local or state VOAD, FEMA faith-based and community organizations and others. The preparedness event will include training on any existing jurisdiction specific plans and leadership relevant to that community. Local experts will be engaged to supplement the training offered by partners. Community wide events will include at least two of the following in a full day experiential learning event: Volunteer Reception Center Training (Virtual and in person); Red Cross Mass Care/Sheltering Training; First Aid/CPR training; Community Emergency Response Team training.

All those who participate in the community preparedness day will have the opportunity to engage in a country wide virtual disaster exercise that will simulate a disaster striking their community. The series of virtual exercises will address a diverse set of scenarios including earthquake, tornado, hurricane, flood and fire. The virtual exercises will be held in partnership with Disaster Resistant Community Group and held within three weeks of the 9/11 activities.

Communitywide Family Preparedness Events:

Good & Ready Events will be tied to Ready.gov's National Preparedness month, the Federal Alliance for Safe Homes' Kit Building initiative and the Good & Ready online initiative. The events will include both training and disaster readiness kit building. These large community wide events will occur with corporate partners to utilize large spaces like parking lots or dedicated store space, nonprofit community partners and/or military bases. The events will include education from a national partner like the American Red Cross, Operation Hope or a local FEMA (CERT or Citizen Corps) representative on preparedness and will include: the importance of creating a family plan; how to create a family preparedness plan; how to build a financial first aid plan; what each element of

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the kit is used for during or prior to a disaster; building a preparedness kit for self, family or neighbor; neighborhood planning resources including identification of vulnerable individuals and creating a neighborhood plan for their care; signing up to become trained through the American Red Cross or CERT; and train the trainer materials to replicate the information with neighbors, friends and colleagues.

Additional youth activation activities:

Veterans, first responders, corporate volunteers and other individuals will be engaged to provide training to youth in schools, places of worship, after school and community settings. Points of Light's youth activation division generationOn will lead the youth activation efforts through approximately 100 established school and community partnerships, as well as Kids Care Clubs. The youth will train in preparedness and will be activated as volunteers creating: a home/family disaster plan, resources to prepare their family to activate the plan, training and resources to serve as block leaders to identify vulnerable individuals within their neighborhoods, resources to empower adults in the community to create a response plan for those individuals. Students will be incented to return their completed family plans by earning essential readiness resources such as home disaster kits, smoke detectors, flashlights, etc.

SUBGRANT STRATEGY

The sub-grant strategy for this program model will include targeting 10 communities that are at high risk for natural disasters and geographically diverse from around the nation. These communities will be drawn from (FEMA Declared Disasters and Emergencies since 2008 noted parenthetically after each state): Alabama (Severe Storms/Tornadoes/Flooding/Winds/Hurricanes), California (Earthquake/Severe Storms/Flooding/Mud Flows/Wildfires), Florida (Severe

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Storms/Tornadoes/Flooding/Winds/Hurricanes), Georgia (Severe Storms/Tornadoes/Flooding/Winds), Indiana (Severe Storms/Tornadoes/Flooding/Wind), Louisiana (Severe Storms/Tornadoes/Flooding/Hurricanes), Missouri (Severe Storms/Tornadoes/Flooding/Snow), Nebraska (Severe Storms/Tornadoes/Flooding/Winds/Ice Jams/Snow), Texas (Wildfires/Hurricanes) and Virginia (Severe Storms/Snow/Earthquakes/Hurricanes).

Potential subgrantees will be identified by outreach to national partners, higher education institutions and faith based organizations. Seven subgrants will be provided to the field of our affiliate and non-affiliate grantees. Within each targeted community a competitive sub-grant process will be open to all eligible nonprofit partners who can address the disaster preparedness goals outlined above. Specifically one sub-grant per community will be awarded to support the Community Preparedness Training Event. Additional grants will be provided for Family and Community Preparedness activities including ¿Good and Ready¿ events and student preparation activities.

REVIEW PROCESS

HandsOn Network has strong review and decision systems in place for evaluating September 11th grant proposals and making award decisions. As with all grants disseminated through our network, we will run a balanced and fair process that involves recruiting a cross departmental team of reviewers who will be provided instructions on key elements to look for in a strong proposal and outcome measures that applicants must meet. We believe the RFP process and scoring rubrics and review materials are a best-in-class model.

APPLICATION SELECTION

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Proposals will be reviewed by an internal selection committee and ranked on their overall creativity, alignment with national goals and ability to advance the disaster preparedness performance. Projects that have a high likelihood of launching long term programming or that offer peer learning opportunities to others in and out of our Network will receive special consideration.

DIRECT ACTIVITIES

All program activities will occur on or around 9/11. Community wide NPO trainings will occur in the 2-3 weeks leading up to 9/11 so that the family preparedness events can occur in the 9/8 - 9/15 window.

9/11 AS A DAY OF REMEMBRANCE

The 9/11 Day of Service and Remembrance is a key moment in time for all Americans. Points of Light and HandsOn Network are uniquely prepared to commemorate the holiday with acts of tribute and remembrance as the key mobilization partner for the 10th Anniversary of 9/11 in 2011. Points of Light through its affiliates and partners activated more than 1 million individuals in tribute and service and ensured every act of service included appropriate moments of reflection, dedication and remembrance. In partnership with several 9/11 family organizations, including our primary partner MyGoodDeed, Points of Light provided training, technical assistance and templates for communities around the country, in vetted approaches to remembrance activities. These efforts will be replicated this year, providing these training and template resources not only to our sub-grantees but to communities throughout the nation via an open webinar series and downloadable resources. Each program sponsored through this program will include a remembrance and dedication activity at the start of each event.

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TIMELINE

June 2012

RFP to the field (pending federal funding)

July 2012

Grants reviewed, selected

MOUs established

First T/TA call with grantees

National Training Series commence

August 2012

T/TA continues

Community Wide Training event calendar established

Preparedness Events calendar established

September 2012

Community wide preparedness events occur between Sept 8-15

Preliminary impact report 9/17

Final impact report 10/11/12

GROWTH

Our growth strategy will take a two-pronged approach. First, this year's efforts will require sub-grantees to provide Train the Trainer education programs that allow and support participants to replicate both the preparedness information and the kit building information in their neighborhood, houses of worship and other community locations. Participants will be incented to register their events through the All for Good portal at serve.gov and sub-grantees asked to monitor the second generation training events.

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Second, the sub-grant process will give preference to organizations that commit to building a pipeline of ongoing preparedness trainings and events that will feed into the All for Good volunteer opportunity platform at serve.gov and that build the communities capacity for larger disaster preparedness activities in 2013. Grantees will be asked to report on progress quarterly following the 9/11 activities in order to be eligible for year two funding in 2013. We estimate in 2013 to provide preparedness activities to at least 20,000 new individuals.

Organizational Capacity

ORGANIZATIONAL STRUCTURE AND STAFF

Points of Light (POL) is the world's leading volunteer organization, with more than 20 years of history and a bipartisan presidential legacy. Our mission is to inspire, equip and mobilize people to take action that changes the world. We connect people to their power to make a meaningful difference, by providing access to tools, resources and opportunities to help volunteers use their time, talent, voice and money to meet the critical needs of our communities. HandsOn Network (HON) - an enterprise of Points of Light, is made up of 250 volunteer centers that extend to 16 countries around the world. These centers focus on helping people find and engage in volunteer opportunities in their local communities, partnering with more than 70,000 corporate, faith and nonprofit organizations. Annually, the network delivers 30 million hours of volunteer service valued at \$626 million.

Our national staff is defined by a strong and vibrant leadership team guided by co-founder and CEO Michelle Nunn, who has been a groundbreaking leader in the development of the service movement. Our September 11th National Day of Service and Remembrance will be managed by the director of civic engagement and the director of disaster services. There is cross-functional support from many

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departments within POL, which allows us to provide consistent, high-quality support to the field and complete effective data gathering and reporting.

Frank Brown is the director of civic engagement. Frank received his B.A. in History from Johnson C. Smith University and his J.D. from the University of South Carolina's School of Law. Prior to this role, Frank served as executive director of Oasis Community Corporation in Brooklyn, NY and as senior legislative counsel for Senator Arlen Specter (R-PA). Kellie Bentz is the director of disaster services and also serves as vice chair of the Volunteer Management Committee with National VOAD. Kellie previously served as director of development for the Bayou District Foundation and was the founding executive director of HandsOn New Orleans. Kellie is a graduate of the College of Charleston with a B.A. in Corporate Communications and Business Administration.

EFFECTIVENESS OF PAST INVESTMENT APPROACH

The MLK Day of Service has been a cornerstone of our work for more than 10 years, and POL has been a catalyst for growing MLK Day of service nationally. In 2012, with a grant of \$155,000 from CNCS, Points of Light inspired, equipped and mobilized more than 200,000 Americans to honor the legacy of Dr. King through on-the-ground community-based volunteer projects and dialogue through America's Sunday Suppers.

The 9/11 National Day of Service and Remembrance marks a moment that through tragedy brings together cultures, bridges differences and unites citizens of goodwill around the world in a spirit of service and commitment. We pay tribute to those who were lost and tens of thousands who rise in service every year on this day. For the 10-year anniversary of 9/11, we partnered with MyGoodDeed and the 9/11 community and other service organizations to organize the single largest day of

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charitable service in U.S. history. To achieve the goal of one million acts of service, large-scale volunteer service projects were organized by HandsOn Network affiliates in 24 major cities, each involving anywhere from 1,000 to 10,000 volunteers. Projects were held across the country including school transformations, park and monument revitalization, emergency preparedness trainings and more.

PROGRAM EXPERIENCE

To help individuals prepare for disasters, Points of Light provides training to its affiliates and partners to manage spontaneous volunteers and executes programming to educate and mobilize individuals and families to prepare their own homes and communities. During National Preparedness Month in 2011, POL piloted our Good & Ready campaign in partnership with the American Red Cross, Ready.gov and the Federal Alliance of Safe Homes. This campaign focused on emergency preparedness efforts and encouraged Americans to create individual and family emergency plans, build preparedness kits and get trained in emergency response. The website prompted visitors to pledge to create a family or individual plan, build a kit, host a kit building party and get trained. The website received more than 60,000 unique visitors, and 12,500 kits were pledged. These and other disaster efforts led by our affiliates in Tokyo, Japan and 17 U.S. states resulted in HandsOn Network receiving the VOAD Member of the Year Award.

POLI has strong management systems developed in collaboration with CNCS that ensure sub-grantees meet the federal compliance requirements and are provided ongoing training, monitoring, and oversight. We have received significant funding from CNCS through Challenge Grants for which we successfully raised more than \$2 million in new resources through a variety of corporate and foundation partnerships, exceeding the required 2:1 match of each grant.

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Through our HandsOn University, we provide training and technical assistance to the affiliates in our network, and also to numerous nonprofit and corporate partners. Annually, we provide trainings for thousands of people, both online through webinars, as well as in person. Among many other offerings are the 170 plus workshops provided to 4-5000 attendees at the National Conference on Volunteering and Service.

FEDERAL GRANTS EXPERIENCE

Over the past 16 years, Points of Light and HandsOn Network have partnered with CNCS to successfully engage a broad cross-section of volunteers for grants supporting our AmeriCorps National Direct and VISTA programs, Martin Luther King Day activities, Challenge Grants supporting Network Expansion and Hurricane Recovery efforts in the Gulf, Learn and Serve America grants and Training and Technical Assistance cooperative agreements. POL has managed more than \$30 million in federal grant funds since 2007. In 2011, our revenue totaled \$35M, with subgrants of \$19M, and we managed \$3.5 million in federal funds through 7 grants and cooperative agreements. Through these partnerships, we have mobilized hundreds of thousands of volunteers, created sustainable social capital by training volunteer leaders, and brought together citizens to tackle problems and revitalize the civic life of their communities. All of these programs successfully demonstrate impact and represent our continued capacity to effectively steward and leverage investments from the Corporation.

Our finance team is led by CFO Kristina Tecce, who has 17 years experience with nonprofits and government agencies. She has led 6 unqualified A-133 audits without findings, and her background includes regulatory, GAAP and financial analysis. She has developed finance systems in several

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nonprofit organizations and conducted workshops on responsible and efficient fiscal management. Since arriving at POL, she has made enhancements to our federal financial management system to ensure compliance, including fiscal management, subgrantee management and management of match requirements for applicable grants. Prior to joining POL, Kris led CNCS's Cooperative Agreement for Finance Training and Technical Assistance, where she provided training and technical assistance to CNCS grantees in federal grant compliance.

Cost Effectiveness and Budget Adequacy

BUDGET ADEQUACY

The overall budget for POL's 2012 September 11th National Day of Service and Remembrance is \$142,803. We are requesting \$100,000 from CNCS. Of the remaining \$42,803, \$16,071 will come from private sources, \$13,750 will come in the form of cash and in-kind match from our sub-grantees and \$12,982 will come in the form of in-kind support reflecting the balance of the ICR provided by Points of Light, which represents a 30% match.

We are requesting \$100,000 in year one of the grant cycle to provide services in disaster preparedness to 15,000 individuals on or around September 11, 2012. A total of \$55,000 will be provided in sub-grants. We request \$25,811 of the public share to support staff time for the director of civic engagement, the director of disaster preparedness, and the evaluation and performance management manager. This team will manage the program, subgrants, training and technical assistance, reporting and tracking. Staff time will support readiness training and technical assistance to not only our sub-grantees but partners throughout the nation.

Travel: We request \$4,433 to cover costs for national staff travel to key cities to support marketing and event logistics. Supplies: We request \$11,541 to cover costs associated with the development of

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readiness toolkits for the events.

Clarification Summary

Question 1: PERFORMANCE MEASURES

Category: Disaster Services

Measure: D1: Number of individuals that received CNCS-supported services in disaster preparedness

Self-Nominated Measure: Percentage of participants that report increases in disaster preparedness knowledge and skills. The year one target for this measure is 80%.

Activities that support the measure:

1. National Virtual Training Series: Two hundred and fifty (250) affiliates and partners from across the country will be invited to participate in two virtual training series that support two distinct impact goals for this program:

a. Nonprofit Preparedness: The first training series will focus on preparing the nonprofit sector to respond in times of disaster. The trainings will present a series of related topics designed by partner experts from leading national disaster response organizations including American Red Cross, the Federal Alliance for Safe Homes, and FEMA. The train-the-trainer series will prepare participants to host community-wide, live person training events for their respective cities or municipal regions.

Training topics will include: Spontaneous Volunteer Management, Volunteer Reception Center Exercise, Incident Command System Introduction, and Continuity of Operations Planning.

b. Family Preparedness: The second training series will focus on family preparedness and community-wide, day-of-preparedness events that will be conducted at the local level. Topics will include: Family preparedness curriculum and toolkits, preparedness exercises, activities, kit building, partner development, community outreach and securing in-kind donations.

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2. Community Preparedness Training Events: Participants in the national training series will be invited to compete for local sub-grants to support preparedness events for 100 or more individuals in their communities representing a wide range of local nonprofit staff and volunteers. These individuals may represent the local or state VOAD, FEMA, faith-based and community organizations, and others. Preparedness events will include training on any existing jurisdiction-specific plans and leadership relevant to that community. Local experts will be engaged to supplement the training offered by partners. Community-wide events will include at least two of the following in full day experiential learning events: Volunteer Reception Center Training (Virtual and in person); Red Cross Mass Care/Sheltering Training; First Aid/CPR training; and Community Emergency Response Team training. All those who participate in the community preparedness day will receive the opportunity to engage in a country-wide virtual disaster exercise that will simulate a disaster striking their community. The series of virtual exercises will address a diverse set of scenarios including earthquake, tornado, hurricane, flood and fire. The virtual exercises will be held in partnership with Disaster Resistant Community Group and held within three weeks of the 9/11 activities.

3. Community-wide Family Preparedness Events: Good & Ready Events will be aligned with National Preparedness month, the Federal Alliance for the Safe Homes Kit Building initiative and the Good & Ready online initiative. The events will include both training and disaster readiness kit building. These large community-wide events will occur with corporate partners to utilize large spaces like parking lots or dedicated store space, nonprofit community partners and/or military bases. The events will include educational seminars on preparedness delivered by one of our national partners -- e.g., American Red Cross, Operation Hope, or a local FEMA (CERT or Citizen Corps) representative. The seminars will address various topics, including: the importance of creating a family plan; how to create a family preparedness plan; how to build a financial first aid kit; the use of each piece of the

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disaster readiness kit during or prior to a disaster; building a disaster readiness kit for self, family or neighbor; neighborhood planning resources including identification of vulnerable individuals and creating a neighborhood plan for their care; signing up to become trained through a local response organization like the American Red Cross or CERT; and train--the-trainer materials to replicate the information with neighbors, friends and colleagues.

4. Additional youth activation activities: Veterans, first responders, corporate volunteers and other individuals will be engaged to provide training to youth in schools, places of worship, in after school and other community settings. Points of Light's youth service division, generationOn, will lead the youth activation efforts through approximately 100 established school and community partnerships and generationOn's network of Kids Care Clubs. The youth will train in preparedness and activate as volunteers to create the following: a home/family disaster plan; resources to prepare their family to activate the plan; training and resources to serve as block leaders to identify vulnerable individuals within their neighborhoods; and resources to empower adults in the community to create a response plan for those individuals. Students will be incented to return their completed family plans by earning essential readiness resources such as home disaster kits, smoke detectors, and flashlights.

Method of collection: Each of the trainings will have sign-in sheets used to substantiate participation. Additionally, following each training session, a survey will be administered to each participant to measure changes in disaster preparedness knowledge and skills.

Question 2: In preparation for the 2012 9/11 Day of Service and Remembrance, Points of Light (POL) has made a strategic commitment to engaging volunteers and supporting families and communities in disaster preparedness. POL will provide 15,000 individuals with disaster preparedness services in

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the form of training, resources, and planning.

POL recognizes that many individuals on Sept. 11th acted selflessly and put the safety and security of others ahead of their own. This spirit of service continued beyond that day and inspired people from around the world to come together to perform extraordinary acts of service and volunteerism. We believe that our 2012 9/11 Day provides a unique opportunity to capitalize on the nation's reflective attention to address the critical need for preparedness by delivering effective programmatic focus on community and family disaster preparedness, which honors the victims and heroes from that tragedy.

During our mobilization efforts last year, many of our POL/HON affiliates and partners requested guidance about appropriate ways to remember, honor and provide information about the 9/11 victims. We created a 9/11 Tribute guide in collaboration with MyGoodDeed.org, which is one of the leading organizations that represent the families of the victims of 9/11. MyGoodDeed.org helped activity organizers include appropriate forms of remembrance when implementing 9/11 Tribute charitable service activities.

POL is dedicated to creating a constructive legacy that forever honors the victims of 9/11 and the heroes who selflessly responded to the needs of others during this tragic day.

In order to receive a 2012 9/11 Day of Service and Remembrance grant from POL, the grantee will be required before their service project commences to organize a signature event or ceremony that accomplishes the following: 1. Begins with an opening statement that provides a quick history about the creation of 9/11 Day of Service and Remembrance and an explanation of the critical connection between charitable service and 9/11; 2. The event must respectfully honor the lives of victims and

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heroes of 9/11 with a moment of silence; 3. The event must provide a sufficient amount of time for reflection and civic dialogue; and 4. The event must promote cultural and interfaith understanding.

Question 3: The Director of Civic Engagement will provide programmatic oversight and leadership for the program. He will be responsible for the development of the RFP, selection criteria, review committee, scoring and decision making. He will develop and monitor MOUs with the sub-grant sites. In partnership with training staff he will develop the training plan, project development efforts and partnerships. He will be responsible for overall project development and management and will ensure that all projects meet activation goals and include important 9/11 remembrance activities.

The Director of Disaster Services will provide content expertise and engagement of national VOAD partners. The Director will oversee training and project efforts in the field to ensure they represent best-in-class disaster preparedness activities and help important local partners develop long term relationships that will support their communities in times of disaster. She will provide training content and identify other training resources in the NVOAD community that build the capacity of sub-grantees both to execute high quality projects and to become more involved in local disaster preparedness efforts.

The Manager, Performance Management and Evaluation will be responsible for the design and execution of the project assessment plan. The Manager will develop surveys and data collection instruments, develop the project assessment tool that will monitor for project development benchmarking to plan, and will provide the analysis for data collected on the project. The Manager will develop the evaluation report at the conclusion of the program.

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Question 4: We are working to identify funding partners to support a significant number of additional service projects on and around 9/11. We will engage affiliates and/or partnering organizations in each of the projects for which we secure funding as we have traditionally done during national days of service. We do not yet know the exact scale of this activity but we will share that information with CNCS as it becomes available. In 2011, on the 10th anniversary of the attacks, POL worked with 24 of our Hands On Network affiliates to organize service projects in communities around the country, through which we mobilized close to 700,000 individuals in service. While the scale of this effort will be smaller this year, given the extraordinary national focus around last year's 10th anniversary, we expect to work with a similar number of affiliates to mobilize a much larger number of volunteers than the goal of 15,000 individuals specified in this grant.

That said, the funding and activity associated with these additional projects falls outside the scope of the work detailed in our application (Application ID# 12BI138379) for the September 11th National Day of Service and Remembrance Grant competition. The results of these additional projects will not be included in the performance measures we identified in this application but will be reported in overall impact metrics provided to CNCS outside the grant reporting structures.

Required Documents

Document Name

Status