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Executive Summary

Title: In Observance of 9/11, MyGoodDeed Partners With Military Veterans to Address Homelessness and Families in Need.

Description: In support of the 2012 federally recognized September 11 National Day of Service and Remembrance (9/11 Day), MyGoodDeed will implement volunteer service projects in at least five major cities, in collaboration with The Mission Continues and possibly other veteran military serving organizations. Designed to meet Tier One priorities, all volunteer projects will be staffed by military veterans in training to become nonprofit leaders, along with representatives of MyGoodDeed, Volunteers of America, and other groups in local communities. All of the events will be designed to activate from 200 to 500 volunteers each, which will include in some cities military veterans and other personnel.

Performance Measures: This program will deliver a minimum of 5,000 comfort kits (including personal hygiene supplies) to homeless families, provide restoration of regional shelters in some cities, include training in at least one city to help military veterans improve their job search and interview skills, as well as provide important training opportunities to military veterans assigned to help lead each of these projects. We expect to engage 1,500 - 2,500 volunteers across all projects, which will include 20 military veterans in training as project leaders, 40 veterans participating in employment skills training, and a total up to 500 military personnel and their families working as volunteers.

Program Design

To effectively and innovatively respond to the stated objectives of the FY2012 National Day of Service and Remembrance Grant program, MyGoodDeed has created a special partnership with The Mission Continues and Volunteers of America. The Mission Continues (TMC) supports military personnel transitioning from active duty by providing fellowships and other opportunities for these individuals to train to become nonprofit leaders. Volunteers of America (VOA) is one of the nation's longest standing

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volunteer service organizations with chapters in many cities around the nation, including in the communities we are targeting. Working with these respected organizations and others, MyGoodDeed will implement high impact volunteer service projects and related activities in New York, Chicago, Los Angeles, Minneapolis, and Washington D.C., designed to provide aid to those who are homeless and disadvantaged in urban communities, including military veterans, while also providing opportunities through this program for other veterans through The Mission Continues Fellowship program to further their training to become nonprofit leaders, thereby expanding capacity.

Program Elements. Our 9/11 Day Service Projects will involve the following elements.

1. Mobilizing Volunteers to Help Disadvantaged Populations. Each 9/11 project would include transformational, high impact activities, aligned with specific community interests and needs. In most cities this would include: (1) assembling "comfort kits" for those in transitional homeless shelters, (2) revitalizing and beautifying facilities and shelters; (3) writing cards and letters to military personnel; (4) and in some cases assembling backpacks with school supplies for disadvantaged students. Other activities may be added as well. Veterans serving in The Mission Continues' Fellowship program will lead these important projects, in collaboration with local VOA chapters. We anticipate that from 200 to 500 or more volunteers will be activated in each community, depending on the scope of the activities we can comfortably stage, and larger projects will be implemented in two shifts on 9/11 -- one in the morning and another in the afternoon. To meet our non-federal matching share, we will deliver a minimum of \$25,000 in materials needed for these projects, to include school supplies for backpacks, and personal hygiene items for inclusion in comfort kits.
2. Employment Training for Military Veterans. In collaboration with The Mission Continues and other private sector partners, we also plan to stage in New York City a special workshop for military veterans to help them acquire and enhance skills needed to secure quality employment, including interviewing techniques, job search methods, and other skills. This workshop, also to be held on 9/11,

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will accommodate up to 40 veterans.

3. Leadership Skills Training for Military Veterans. One of the key goals of our program is to provide hands-on training on running large scale service projects for military veterans who are preparing for leadership positions in the nonprofit sector, as part of The Mission Continues Fellowship program. Under this Fellowship program, participating veterans are required to implement at least one major project. For 9/11, in each city TMC Fellows will serve as project co-leaders, coordinating details, managing volunteers, and measuring and reporting outcomes. We also will capture behind-the-scenes video of these projects as they are planned, for use as subsequent training tools for TMC program, and possibly other veteran serving initiatives.

4. Public Education and Awareness. Our goal is for these projects to be platforms for engaging the media and public generally in broader conversations about the issues and needs facing our nation's returning military and present veterans. Accordingly we will actively support all events with comprehensive public relations, social media and public service announcements to extend awareness to as many as a quarter million people overall. This effort will include TV, print and radio interviews focused on the topic of empowering military veterans as business and nonprofit leaders. We also would work with our local radio partners to promote online project registration to the general public, while delivering key messages around these themes. Additionally, at each project we will distribute informational handouts that help educate participants on this important national topic, and provide suggestions on how after 9/11 they can continue to make a difference in supporting military veterans in their communities over time.

Program Goals/National Performance Measures:

1. V1: Provide aid to homeless and disadvantaged populations within inner cities, which include in some communities military veterans living in transitional homeless shelters. Deliver up to 5,000 comfort kits to those in homeless shelters, while also providing transformational "before and after"

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revitalization of selected venues.

2. V2/V9: Create meaningful, impact oriented opportunities for up to 20 military veterans to actively organize and help lead volunteer service projects, as part of an organized training programs to help military veterans develop skills as nonprofit leaders, thereby increasing overall nonprofit capacity. Also engage up to 500 other veterans and military personnel as volunteers assisting as coordinators or project participants.

3. G3-3.1/3.2: Provide opportunities for individuals from the general public to become volunteers under this program, connecting them with local organizations and causes and encouraging them to remain engaged in service after 9/11. Recruit at least 1,500 volunteers in total.

Grant Specific Objectives. Help to increase public awareness of the need to support the development of military veterans as business, nonprofit and civic leaders; engage the American public more broadly in the 9/11 Day of Service and Remembrance; generate 250,000 impressions around our regional projects and programs, building broader awareness and understanding of the needs and issues facing our military personnel as they transition from active duty.

Geographic Focus and Need. The geographic focus of our volunteer projects supporting military veterans will be on at least five cities in states in the West, Midwest and East. Our targeted communities all have large numbers of residing military personnel and veterans, with sizable homeless populations which include some veterans.

Issue Focus and Need. Our program will provide outstanding leadership training opportunities for military veterans, create high impact opportunities for veterans to engage in meaningful community service, and deliver valuable, transformational assistance to local organizations that play a key role in serving homeless and disadvantaged populations. With many American military personnel leaving active duty, as our nation winds down its military presence, there is a tremendous need for programs

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that properly and accurately position military veterans as leaders within our community; provide training to help them ascend into leadership roles, as well as serve those veterans who are facing challenges as they proceed through what can be a difficult transition process.

Our Capability to Meet Our Program Goals. One of the proven strengths of MyGoodDeed is our ability to create powerful partnerships with impact organizations, and to bring these associations together in unique ways specifically around 9/11 that produce powerful results. We demonstrated that approach in historic fashion in implementing the 10-year anniversary of 9/11 Observance, under which we brought together and leveraged an extraordinary partnership of government, nonprofit, marketing, and media entities, to deliver remarkable awareness, participation and impact. For 2012 and beyond, our vision is to continue to lead the way in assembling innovative partnership-driven programs that offer broad impact in terms of volunteer engagement, public education, awareness and growth. We are highly confident that in collaboration with our outstanding sub-grantees, The Mission Continues, and Volunteers of America, we will deliver on the exact focus envisioned here, target and reach the communities of interest, and achieve all of the goals of our intended program.

Focus on Sept. 11 National Day of Service. All of our projects will be implemented on 9/11 itself, and will be positioned as part of the official 9/11 Day program in tribute to the 9/11 victims and the many who rose in service in response to the attacks. Additionally, through our strong marketing capabilities, we will leverage pre-9/11 communications around these events to build awareness and momentum leading up to 9/11, to drive broader participation in the 9/11 Day Observance, as well as support activities and events on, and around 9/11 itself. We have learned that it is very important to promote participation, to stage some events earlier than the day itself to generate awareness that converts to incremental participation on 9/11 itself. All events will carry the important I Will Join the 9/11 Tribute graphic brand elements, launched and used so successfully in 2012, alerting all participants that the activities under this program, regardless of exact date, are tied to the Sept. 11 Day of Service

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and Remembrance. These events will also be part of MyGoodDeed's broad, nationwide I Will campaign to build awareness of, and participation in 9/11 Day activities and events across the nation. Individuals will also be able to sign up for our projects on our national website at 911day.org, which also will be listed in the AllForGood database.

Appropriate Reflection on Remembrance of the 9/11 Victims and Those Who Rose in Service in Response to the Attacks. As the principal nonprofit groups created by the 9/11 community to assist in organizing the annual Sept 11 Day of Service and Remembrance, MyGoodDeed possesses a very special and unparalleled understanding of the key sensitivities that accompany this observance. We are directly accountable to the 9/11 families, volunteer, first responders and others who support our organization and activities each year. Therefore, we understand very well how to incorporate remembrance in all of our activities. One of our key goals in our entire program is to promote the concepts of Service in Memory. We will provide partners with specific training to ensure that each event includes appropriate forms of remembrance including upfront mentions of the 9/11 service inspiration that lead to the creation of the 9/11 Day Observance. MyGoodDeed also has a unique application on our website that enables those who post service pledges to also dedicate them to 9/11 victims by name, or to others who rose in service. We plan to promote this application at all events, urging participants to visit 911day.org and dedicate their service to the victims and heroes of 9/11.

How We Will Grow Participation in the Sept 11 Day of Service. One of the unique benefits of our program is our powerful marketing communications capabilities. Our vision is that all events have two purposes. The first of course would be to serve the intended purpose of delivering educational information, engaging volunteers, and expanding support for military veterans in the targeted communities. The second is to provide a vehicle through which MyGoodDeed and its partners will generate incremental impact and awareness of 9/11 Day, and issues facing military veterans, through strong local and in some cases national public relations, promotion and marketing. MyGoodDeed will

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leverage its unique public relations capability (which generated one billion impressions in 2011) to maximize exposure for this program, and inspire others to participate generally in 9/11 Day. Local VOA chapters and The Mission Continues affiliates also will deliver added PR assistance in local markets, as well as help deliver prominent officials and others to participate. MyGoodDeed also will work with its existing media partnerships to secure where possible PSAs, and other elements to significantly amplify the impact of our on-the-ground activities.

Post 9/11 Engagement. After 9/11, all participants will receive information on how to remain involved in supporting the needs of military veterans and their families, supporting the continuing goals of groups like The Mission Continues and VOA, and encouraging national service in general. In 2012, we also plan to launch an expanded effort to reach out to those who sign up to participate at 911day.org, and provide them later in the year with additional information on other service opportunities including Make a Difference Day, MLK Day, National Volunteer Week, and Global Youth Service Day.

A. DIRECT ACTIVITIES

Competitive Sub-grant Selection Process. In selecting its partnerships with The Mission Continues and VOA, MyGoodDeed already engaged in a careful screening process to ensure that these groups were best suited for this project, and could deliver the highest value at the lowest cost. As we progress in selecting other services and suppliers we will utilize fair competitive processes to help make decisions as needed.

Identifying Sub-Grantees that Meet the Requirements of this Notice. Because of the high quality nature of The Mission Continues and VOA, their respective experience as leaders in serving military veteran field and mobilizing volunteers to serve disadvantaged populations, we believe our sub-grant plan utilizing these organizations provides the best opportunity to deliver this program cost-effectively and under uniform quality standards.

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Proposed Timeline. The following is our anticipated timeline, which we consider reasonable and feasible for the program proposed. Because of the short time frame, we would start initial work at our investment cost contingent upon approval of our grant application.

Finalize plan with all partners June

Begin planning for 9/11 events June/July

Engage CNCS in planning (if selected) June/July

Order all supplies and materials July

Begin event planning and implementation July/August

Kick off local volunteer recruitment August 1

Kick off local PR support August 15

Stage all other local events September 11

Engaging New and Diverse Groups. One of the responsibilities of our local event coordinators will be to explore partnerships with other groups in their respective regions, and where possible engage these groups as partners in connecting with individuals representing diverse audiences.

Post 9/11 Engagement. All of our programs, including those implemented on the local level, will include elements and materials designed to inspire and invite participants and others to remain involved in service, and connect with and support the nonprofit service organizations that will be helping to implement our programs locally. We also will promote regional and national awareness of CNCS and other military veteran assistance and training programs of interest.

B. TECHNICAL ASSISTANCE AND SUPPORT

Providing technical assistance and support for sub-grantees. MyGoodDeed already has considerable experience managing sub-grantee relationships, including overseeing a \$1.2 million sub-grant to HandsOn Network in 2011. For this assignment, we will provide strong and ongoing support to our

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primary sub-grantees in a number of important ways.

1. Detailed Upfront Planning. Our intention is to detail all program activities in advance of funding, prepare written guidelines that include specific expectations, budgets, and reporting.
2. Training. We will provide each sub-grantee with specific training on the 9/11 Day Observance in general, including information on remembrance, local PR and marketing support, and best practices from 2011.
3. Single Point of Contact. All sub-grantees will receive support from an experienced MyGoodDeed staff member who will act as a single-point of contact for sub-grantee coordination.
4. Collaborative Coordination with National/Regional Affiliates. The regional lead representatives of the VOA and The Mission Continues, under this program, have pledged to provide collaborative technical support to their own local chapters and affiliates.

Supporting Sub-Grantee Capacity Development. Each of the sub-grantees we select will have already been required to demonstrate existing capacity and show experience in working to expand their capacity to meet the needs of this project. However, we also plan to provide assistance and guidelines in leveraging other partners to enhance capacity and reach on this program. Of specific importance will be the VOA chapters' abilities to work closely with and fully leverage the special skills and experience of the military veterans from The Mission Continues who will be called upon to work side-by-side with the VOA on local implementation, volunteer recruitment and program management. We also will work with the sub-grantees to explore ways to engage community based faith organizations and leaders to help us reach diverse populations in some communities.

Monitoring Sub-Grantee Activities. We will implement a detailed and specific plan to guide, monitor, oversee and assess the work of our sub-grantees under this program. This will include:

1. Detailed upfront review assessment of sub-grantee's proposed program plan, venue selection, volunteer recruitment strategy, involvement of public elected officials and agencies, timeline, proposed

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handout materials, and sub-grantee's internal budget monitoring/tracking system.

2. Weekly progress meetings to review program progress against the agreed upon plan, timeline, and budget.

3. Review and approval of all materials for distribution to the public, opinion leaders, public officials, or the media.

4. Media and social media monitoring throughout the project.

5. Coordination with CNCS to maintain ongoing dialogue and updates.

C. EXPECTED GROWTH

MyGoodDeed is uniquely prepared to help CNCS oversee implementation of its federal mandate to support the federally designated September 11 National Day of Service and Remembrance. We have the resources, staff experience, partnerships, funding, and special relationship with the 9/11 community needed to help CNCS continue to grow participation in 9/11 Day in 2012. For nearly a decade MyGoodDeed has represented the interests of the 9/11 families, first responders, and others in the 9/11 community, working in close partnership with them, along with many other groups, to establish September 11 as a day of service and remembrance. In 2011, MyGoodDeed led efforts to organize one of the single largest days of charitable service in U.S. history in observance of the 10-year anniversary of 9/11. In this capacity, MyGoodDeed brought together an outstanding partnership of organizations, including program co-leader HandsOn Network, to implement a wide ranging campaign that resulted in more than 33 million Americans engaging in charitable service for 9/11. We directly managed and oversaw a multi-million dollar budget, of which \$1.2 million was sub-grants to other partners; we led development of the overall strategy, monitored on a weekly and often daily basis the activities of sub-grantees, and produced historic results, while remaining on budget throughout the course of the effort. We utilized both our staff and the staffs of our partners and suppliers in highly cost-effective ways. Without question, MyGoodDeed is well prepared and uniquely

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qualified to help CNCS implement its 9/11 mandate this year. We are ready to provide fresh ideas, powerful partnerships, social innovation, and a close relationship with the 9/11 community.

Organizational Capacity

Our Organizational Structure. MyGoodDeed maintains a lean and flexible operational and cost structure geared specifically for implementing the annual 9/11 Day of Service and Remembrance. We are not encumbered with additional staffing or overhead related to non-9/11 related volunteer service projects. Consequently, we are highly cost effective when it comes to providing 9/11 Day related activities. 2012 will be no exception. Our staffing structure is tightly and smartly designed to support our activities this year. David Paine will act again as lead Project Manager, overseeing all activities related to the proposed program. Jay Winuk will act as Assistant Project Manager. We will assign a dedicated staff leader to act as Program Coordinator, serving as the principal liaison with our sub-grantees and partners. All program-related financial and budget matters will be managed by this individual, with direct oversight from our Finance Director, a CPA and former CFO.

Examples of Effectiveness with Prior Projects. Besides our agile operating structure specifically designed for 9/11, MyGoodDeed has also been highly effective over the years at securing sizable donations of in-kind services and media support, and building other very powerful in-kind partnerships. Last year we secured more that \$35 million in donated assistance, while raising \$3 million in cash. For 2012, we will again be able to contribute to this effort the benefits of key in-kind partnerships already in place with such organizations as Viacom, Clear Channel, NASCAR, AOL, Google, and many others. Few groups can match the same level of in-kind support that we are able to generate for 9/11 Day projects as the principal private sector leader of the Sept 11 Day of Service and Remembrance.

Our Experience. As previously addressed, MyGoodDeed is uniquely prepared to help CNCS oversee implementation of its federal mandate to support the federally designated September 11 National Day

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of Service and Remembrance. We have the resources, staff experience, partnerships, funding, and the special relationship with the 9/11 community needed to implement this program effectively and with the utmost sensitivity. MyGoodDeed's efforts to organize the 10-year anniversary of 9/11 included many of the same required elements requested in this Notice. MyGoodDeed assembled, managed and monitored an outstanding partnership of organizations, including a major sub-grantee, HandsOn Network. We provided training and technical assistance, including webinars and toolkits, to all of our partners and to many employer groups as well. We have already worked closely with The Mission Continues.

Our Experience in Managing Federal Grants. Although this is the first year MyGoodDeed would participate in and help implement a federal grant program, we do have the benefit of our many years' experience working closely with CNCS as a strong and collaborative partner. We have a solid understanding of CNCS's priorities, systems and people, and we have enjoyed a fine relationship with CNCS for many years. We are very organized operationally, and we have years of experience being accountable to major grant funders in the private sector, including American Express, Target, and Chase. Bottom line, we understand the importance of compliance, measurement and systems. We especially understand that as a grant recipient, our responsibilities include the appropriate stewardship of federal funds entrusted to us. We already maintain a strong financial management system, including sophisticated software, written policies, and procedures and cross training, which together enable us to deliver an accurate, current, and complete disclosure of the financial results of our program. We already adhere to Generally Accepted Accounting Practices (GAAP) including internal controls, audit trails, and cost allocation procedures. Consistent with the spirit of OMB Circular A-133, Audits of States, Local Governments, and Nonprofit Organizations, we presently engage in our own independent audit of our finances each year, and we will fully comply with any and all other audit requirements and standards mandated under this section.

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We also understand and thoroughly embrace our responsibilities to ensure that our programs and activities including those of sub-grantees are conducted, and facilities operated, in full compliance with the applicable civil rights statutes and their implementing regulations. We will review the procedures and policies of our sub-grantees before approving our written contracts with them.

We also have carefully reviewed requirements as specified under section 198K of the National and Community Service Act of 1990, as well as other important information including 2 CFR Part 230, Cost Principles for Non-Profit Organizations (OMB Circular A-21). Additionally we have explored and reviewed valuable information already provided through the CNCS Resource Center, including relevant eCourses and Webinars.

Cost Effectiveness and Budget Adequacy

A. Budget and Program Design. In developing our budget plan, our goals were to:

1. Include diverse, non-Federal resources for program implementation and sustainability, such as leveraging innovative efforts to secure and apply meaningful in-kind services, and the allocation of non-federal match funding by MyGoodDeed.
2. Create a program that would lend itself potentially to incremental private sector funding, which would be used to exceed the minimum required share (match) of the costs of the program and expand the program's scope and impact.
3. Support and sustain a program that can serve areas that are underserved philanthropically.
4. Provide a sufficient level of combined funding from federal and non-federal sources to implement the program based on our years of experience creating and implementing volunteer service projects around 9/11.

B. Match Source. MyGoodDeed already has reserved sufficient cash funds and secured in-kind services that meet, or will surpass the minimum 25 percent share of the total \$100,000 budget for this program. If possible, we will also work in expanding the scope of this program by raising additional

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funds from private sources.

Clarification Summary

We have revised the overall narrative section to reflect the specific requests of CNCS reviewers.

Required Documents

Document Name

Status

Budget Documentation Calculations

Already on File at CNCS