

PART I - FACE SHEET

APPLICATION FOR FEDERAL ASSISTANCE		1. TYPE OF SUBMISSION: Application <input checked="" type="checkbox"/> Non-Construction
Modified Standard Form 424 (Rev.02/07 to confirm to the Corporation's eGrants System)		
2a. DATE SUBMITTED TO CORPORATION FOR NATIONAL AND COMMUNITY SERVICE (CNCS): 03/13/12	3. DATE RECEIVED BY STATE:	STATE APPLICATION IDENTIFIER:
2b. APPLICATION ID: 12BI138423	4. DATE RECEIVED BY FEDERAL AGENCY: 03/13/12	FEDERAL IDENTIFIER: 12BIHGA002
5. APPLICATION INFORMATION		
LEGAL NAME: Habitat for Humanity International, Inc. DUNS NUMBER: 095849568	NAME AND CONTACT INFORMATION FOR PROJECT DIRECTOR OR OTHER PERSON TO BE CONTACTED ON MATTERS INVOLVING THIS APPLICATION (give area codes): NAME: Peter Rumsey Jr. TELEPHONE NUMBER: (800) 422-4828 3489 FAX NUMBER: INTERNET E-MAIL ADDRESS: prumsey@habitat.org	
ADDRESS (give street address, city, state, zip code and county): Habitat for Humanity AmeriCorps 270 Peachtree Street, Suite 1300 Atlanta GA 30303 - 1246 County: Fulton	7. TYPE OF APPLICANT: 7a. National Non Profit 7b. Faith-based organization	
6. EMPLOYER IDENTIFICATION NUMBER (EIN): 911914868	9. NAME OF FEDERAL AGENCY: Corporation for National and Community Service	
8. TYPE OF APPLICATION (Check appropriate box). <input checked="" type="checkbox"/> NEW <input type="checkbox"/> NEW/PREVIOUS GRANTEE <input type="checkbox"/> CONTINUATION <input type="checkbox"/> AMENDMENT If Amendment, enter appropriate letter(s) in box(es): <input type="text"/> <input type="text"/> A. AUGMENTATION B. BUDGET REVISION C. NO COST EXTENSION D. OTHER (specify below):	11.a. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT: Habitat for Humanity 9/11 Day of Service 11.b. CNCS PROGRAM INITIATIVE (IF ANY):	
10a. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER: 94.007 10b. TITLE: Basic Innovative Programs	12. AREAS AFFECTED BY PROJECT (List Cities, Counties, States, etc): 50 communities to be selected in the US: anticipated to have service projects in California, Georgia, District of Columbia, Texas, Washington, North Carolina, Miss	
13. PROPOSED PROJECT: START DATE: 07/01/12 END DATE: 06/30/14	14. CONGRESSIONAL DISTRICT OF: a.Applicant <input type="text" value="GA 005"/> b.Program <input type="text" value="GA 005"/>	
15. ESTIMATED FUNDING: Year #: <input type="text" value="1"/>	16. IS A APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS? <input type="checkbox"/> YES. THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON: DATE: <input checked="" type="checkbox"/> NO. PROGRAM IS NOT COVERED BY E.O. 12372	
a. FEDERAL \$ 125,000.00 b. APPLICANT \$ 48,421.00 c. STATE \$ 0.00 d. LOCAL \$ 0.00 e. OTHER \$ 0.00 f. PROGRAM INCOME \$ 0.00 g. TOTAL \$ 173,421.00	17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT? <input type="checkbox"/> YES if "Yes," attach an explanation. <input checked="" type="checkbox"/> NO	
18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAAPPLICATION ARE TRUE AND CORRECT, THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.		
a. TYPED NAME OF AUTHORIZED REPRESENTATIVE: Peter Rumsey Jr.	b. TITLE: Director	c. TELEPHONE NUMBER: (800) 422-4828 3489
d. SIGNATURE OF AUTHORIZED REPRESENTATIVE:		e. DATE SIGNED: 03/13/12

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Executive Summary

HFHI is marshaling its volunteer base and strong National Service ties to create a large scale 9/11 Day of Service and Remembrance that builds on our work with the veteran and military community. Collectively these events will pay tribute to those who lost their lives on that day and those who rose in service. HFHI is requesting a budget of \$150,000 to support more than 50 projects, 13 of them through sub-grants. Affiliates interested in receiving funding through HFHI to host a 9/11 event will go through an extensive selection process. Each sub-grant site must mobilize a minimum of 80 volunteers for this remembrance event. Project sites will be selected from a pool of 232 affiliates that are currently engaging veteran and military community as volunteers and /or partner beneficiaries of our housing solutions; many of those sites also currently host AmeriCorps members. Habitat's 2012 and 2013 events will rely on our expanding collaborations with national and local organizations that serve military and veteran families. HFHI also will support our network of 1,500 affiliates to host their own 9/11 service projects, offering resources and strategies for successful activities. Habitat's September 11 event in 2012 will be large-scale and provide critical evaluation data, the results of which will inform Habitat's largest remembrance event to date in September 2013.

Program Design

After last year's 10th anniversary of the terrorist attacks, Habitat for Humanity feels more strongly than ever that we need to continue to honor those that died that day and those that decided to engage in service because of that day. Habitat sees this as a way of continuing to honor those in the military and veteran community that risk their lives for us, as well as those that choose a different way of service in the form of AmeriCorps, while also remembering those who lost their lives on September 11, 2001. Through this National Day of Service and Remembrance we wish to honor those who chose service to their country as a way of life.

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As veterans return from Iraq and Afghanistan, attention is increasingly focused on ways to honor them and support their transition back home. This is especially challenging given the current economic circumstances that limit job opportunities and affordable housing. The veteran population in the United States is more than 23.4 million (Foster and Vince) with at least 2 million serving since 9/11. Approximately 50 percent of men and women in the military are married and 40 percent have children. Only one-third of the population lives on a military base; the remaining troops and their families live in thousands of communities across the United States. Since nearly half a million veterans spend at least half of their monthly income on rent, home equity is out of reach for many. In general, returning veterans struggle with personal finances. For example, they redeem food stamps at twice the rate of non-veterans.

These numbers are expected to grow significantly with a planned military drawdown that will result in 50,000 service members transitioning back to civilian life in the Army alone. With many veterans experiencing their greatest periods of crisis immediately upon returning home and five to seven years after leaving active duty, the demand for Habitat products and services from the veteran community is strong and likely to spike over the next 10 to 15 years.

While hundreds of organizations seek to help veterans and their families, a gap still exists. According to a survey conducted by Civic Enterprises in 2001, only 13 percent of veterans claim that their transition is going well. The report concludes that no single organization has the capacity to support veterans for a lifetime. The approach to veteran social reintegration must be holistic, seamless and combine the efforts of government, the public sector and the private sector.

A recent study conducted by Civic Studies, entitled "All Volunteer Force: From Military to Civilian

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Service," shows that civic engagement is a very effective means to successful social reintegration. Yet only 21 percent of military veterans say they have been asked to serve in their home communities. Furthermore, less than one-third of the veteran population reports being contacted by any sort of community organization, including a nonprofit or worship center, upon their return home. The survey also indicates that veterans are eager to serve in their communities. Ninety percent of surveyed veterans agree that service is a basic responsibility of each American citizen. In addition, veterans are particularly interested in volunteer activities that support other veterans. Almost every veteran (95 percent) indicated a desire to serve wounded veterans.

Habitat for Humanity International is a nonprofit, ecumenical Christian organization dedicated to eliminating substandard housing and homelessness worldwide and to making adequate, affordable shelter a matter of conscience and action. Habitat operates on the belief that a house is not just a shelter -- it is a foundation for stable life patterns. Habitat welcomes all people dedicated to the cause of eliminating poverty and providing simple, decent and affordable housing for all. Habitat builds partnerships and joins coalitions to revive entire neighborhoods, fostering job-training opportunities, sponsoring financial and legal literacy classes, and inspiring teams of impassioned advocates who are determined to bring about systemic change. Through its Veterans Initiative, Habitat is working to build partnerships with other key military support groups and help veterans' secure appropriate housing resources. Over the past two years, we have been expanding our capacity to serve veterans and active military as homeowner partners and volunteers. In addition, we have leveraged support to employ veterans at Habitat affiliates using resources that include: National Service programs; Local affiliate capacity grants to hire construction apprentices or community and family support coordinators; Veterans Administration employment programs.

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GOALS

The goals of the HFHI 2012 September 11 Day of Service and Remembrance are as follow:

- 1) To honor those who lost their lives on September 11, 2001 and those who rose in service as a result of that tragedy.
- 2) To establish the 9/11 Day of Service and Remembrance as an annual volunteer day across our national network of 1,500 affiliates with their communities.
- 3) To build Habitat's capacity to meet the unique housing needs of veterans and military families and provide opportunities for them to continue their service to country through volunteerism with Habitat.

In order to meet our goals we have the following objectives:

- 1) To organize 50 build events on 9/11 across the United States, 10 of which will be funded with sub-grants through CNCS, increasing the number from 27 events held in 2011.
- 2) Involve 80 volunteers at each of the 10 sub-granted sites; at least 50 percent will be veterans or military family members. The additional 40 affiliates engaged in this effort will mobilize over 2,000 volunteers.
- 3) Create lasting partnerships with 10 new veterans and military organizations, one for each sub-granted project.
- 4) Conduct training sessions for affiliates to better understand the military culture and the challenges veterans face when they return home.
- 5) Increase the amount of media mentions from approximately 250 for 9/11/2011 to more than 300 for 9/11/2012.

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6) Provide resources in support of the 9/11 Day of Service and Remembrance to Habitat's network of 1500 affiliates.

Habitat's 9/11 builds will do far more than honor those that lost their lives and those that rose in service. Selected affiliates will host build events on or near the 9/11 Day of Service, engaging community volunteers primarily from the military and veteran community, relying on our close partnerships with the American Legion, Grace After Fire, Iraq & Afghanistan Veterans of America, as well as those listed on in subsequent sections of this application. In anticipation of this grant, affiliates and HFHI have been in conversations with other organizations to join us as partners on this special day. This event will coalesce around the work affiliates are already doing with the military and veterans, as well as cement new partnerships. The build events also will promote the services and opportunities HFHI National Service programs offer while honoring those who lost their lives on September 11, 2001 and those who entered service as a result of that tragedy.

Planning has already begun for the 2nd year of HFHI's outreach and encouragement for the affiliates' participation in the 9/11 Day of Service and Remembrance. During the planning for last year's events, we developed and distributed a toolkit to affiliates and created national press releases, social media plans and additional resources that affiliates used for their own events. 2011 was a kickoff to HFHI's larger commitment to continue to honor the lives of those that died and those that choose a life of service. We fully anticipate that National Service host sites will be active participants in HFHI's 9/11 Day of Service and Remembrance. As one of the first organizations funded by CNCS in 1994, Habitat has hosted more than 7,000 AmeriCorps members who have served more than 15,000 families. In 2011, members serving at 154 sites contributed more than 1.2 million hours of service, mobilized more than 250,000 volunteers to build, rehabilitate or repair homes, and raised nearly \$5 million for local

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house building and community development efforts.

We welcome the opportunity to focus this strong partnership on addressing the needs of veterans and celebrating their many contributions. Habitat National Service opportunities are designed to permit on-the-job training to increase veterans' skill sets and bolster their community engagement through volunteerism. Home Depot has been an early supporter of our work and established the Repair Corps in partnership with HFHI. The program, created to repair and renovate homes with military veterans and their families, was launched in September 2011 with a goal of completing 50 homes by May 31, 2012. The Home Depot Foundation is funding the pilot with an \$800,000 cash and gifts-in-kind donation. Thirty-six Habitat affiliates in 21 states are participating in the first-year pilot program. Grants are allocated in amounts up to \$10,000 for each Repair Corps project. Thirty-two projects have been completed as of Jan. 31, 2012, and plans are underway to expand the program in 2012-2013. In addition to critical home repairs for veterans, the program enables more veteran, Habitat and Home Depot volunteers to become engaged locally. It also opens opportunities for veterans to serve with and for veterans.

Affiliates have begun to develop veterans' programs on their own, particularly those that are near major military bases. Some examples of this work include:

- 1) On MLK Day, in Orange County, CA, Habitat AmeriCorps members volunteered at Working Wardrobes, an organization that provides clothing to homeless veterans. Another 11 AmeriCorps members repaired the roof of the home of a surviving spouse of a World War I veteran.
- 2) HFH Southampton Roads, Norfolk, VA completed several construction and non-construction projects with four AmeriCorps National members in celebration of MLK week. While AmeriCorps

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members volunteered at a local food bank, active duty military volunteers built shelves at the affiliate's ReStore.

3) HFH Washington, D.C. created a partnership with Mission Services to host a Veterans Day celebration. Senator Lisa Murkowski joined General Stanley McChrystal and 50 Bank of America and Blue Star volunteers to construct four homes with six AmeriCorps National members. This work was part of the Mission Serve Initiative, which enlists civilians and military communities across America to join in service and volunteerism.

4) HFH Dallas (TX) worked with VISTA members to create policies surrounding the implementation of the Compensated Work Therapy (CWT) Program. CWT is a Veterans Administration vocational rehabilitation program to give veterans a chance to obtain gainful employment, increased independence and improved quality of life. Dallas HFH hired three CWT veterans in 2011 to work at the local Habitat ReStore. The experience has been extremely positive, and the affiliate plans to hire more veterans full-time.

Many veterans meet the income and socio-economic profile of families that Habitat affiliates target (30-60 percent of area median income and paying more than a third of income in rent). In order to be effective, affiliates must be aware of and have the capacity to address the specific needs of veterans and military families. Habitat's national Veterans Initiative strengthens the good work already happening, draws on successes and lessons learned from prior work with veterans, and supports effective advocacy and networking with government and veterans groups. We already have partnerships with more than 25 Veterans Service

Organizations and Military Service Organizations including: Student Veterans of America, I Support Veterans, Mission Continues, Team Rubicon and Wounded Warrior Project. Moreover, our efforts go far beyond one day of remembrance to full-fledged programs that prominently pay tribute to those

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who have served and those who continue to offer their lives to protect us. Habitat's Veterans Initiative offers veterans life-changing volunteer experiences that are ongoing and act as a gateway to economic empowerment and full-time employment.

PROGRAM PLAN

If funded, HFHI build upon the success of our 2011 9/11 Day of Service and Remembrance events and significantly grow the impact for 2012 and 2013 events. Funding from this grant will be divided accordingly: \$75,000 will be awarded to 10 sub-grant affiliates to fund event supplies including promotional materials, such as signage, t-shirts, meals and remembrance/tribute items. Much of the remaining \$50,000 will be utilized by HFHI for training, and support to the other 40 affiliates, as well as our large network of 1,500 affiliates. The 50 affiliates will receive two training sessions on how to work with active military and veterans and how to create partnerships with the military and/or veterans community. HFHI will also use a portion of grant funds to cover travel for two staff members to attend two CNCS planning meetings, as well as help underwrite travel by five staff, including a photographer and a videographer to cover various Habitat 9/11 events across the country. The photographs and video from these events will be used for promotion, outreach, education and fundraising in support of the 9/11 Day of Service and Remembrance. HFHI also will use a portion of the grant to offer additional support, resources and subject matter expertise to our network of 1,500 affiliates -- with the potential of adding hundreds of events to the 50 supported by the grant. To guide affiliates in creating a cohesive celebration, HFHI will coach participants in recruiting and retaining veteran volunteers more effectively, and give them a Remember & Pay Tribute toolkit (on-line at My.Habitat.org) that offers various methods and examples on the best ways to honor the victims and heroes of that day.

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SELECTION PROCESS

If selected as a grant awardee, HFHI immediately will contact the 232 affiliates that are known to be working on veterans issues or have expressed strong interest in engaging military and veteran families to invite them to apply as 9/11 Day of Service and Remembrance sub-grantees. This notification will outline the goals and objectives of Habitat's plan, clearly define the roles and responsibilities of sub-contract affiliates and provide the elements of a successful application. The full sub-grant application will be released in June 2012 and include several sections: program design, organizational capacity, and budget information. The selection process will be open for four weeks, closing in mid-July. This shortened time-line will allow us to get started immediately once we have received notice of the status of our funding.

Successful sub-grant affiliates will identify a compelling project design; demonstrate clearly their specific plans to host an event that honors those who lost their lives on 9/11/2001 and those who rose in service in response to that tragedy. Preference will be given to projects that engage veterans, military families, and make a connection to the service of volunteers and / or National Service members. All applicants will be scored on their ability to plan and implement a high-profile event that, honors and remembers the heroes and victims of September 11th, encourages veterans to volunteer and promotes the critical work of National Service programs. Points will be awarded for innovation, level of organizational capacity, and ability to attract veterans as volunteers and retain their involvement with Habitat after the 9/11 Day of Service ends. Designated sub-grant affiliates will be expected to accomplish the following:

- 1) Host an event that honors those who lost their lives on 9/11/2001 and those who volunteered in response to that tragedy.

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- 2) Create at least one new partnership with a veterans or military service organization.
- 3) Promote their service activity on habitat.org and through HFHI's social networks, which will be linked to the All For Good websites
- 4) Create and implement a local communications and social media plan.
- 5) Participate in four organizational conference calls and one evaluation call.
- 6) Attend two trainings on ways to work with and engage the military and veterans.
- 7) Develop a budget.
- 8) Complete reporting and provide HFHI with actual numbers as one marker of the event's impact.

Upon selection, the chosen affiliates will be required to attend four planning conference calls to report on their partners and planning progress. These calls allow HFHI to monitor the status of preparations, and encourage affiliates to engage with each other, share best practices and take ownership of their events. HFHI will support affiliates in several different areas, including the components of a successful communications plan, by developing sample press releases, PSAs, and social media plans that could be used as templates. We also will connect them with our partnering national veterans and military organizations and call upon them to promote and participate in our events.

After the 2012 Day of Service and Remembrance event, the selected affiliates, HFHI's National Service staff, the Advisory Committee and a sampling of veteran volunteers will assess the strengths and weaknesses of the event, using a variety of evaluation tools to help determine overall best practices and guide the activities and planning for a larger and more impactful event in September 2013. These findings also will inform our approach to other National Days of Service activities that HFHI organizes.

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REPORTING

We will report to CNCS on the following performance measurement:

V2: number of veterans engaged in service opportunities as a National Service participant or volunteer.

Affiliates will track and submit the other indicators listed below to HFHI so that we can continue to build a baseline, documenting our present involvement and future progress with Habitat's CNCS veteran members and veteran outreach activities. The affiliates must complete a summary report and provide us with actual numbers to help determine the impact of the event.

V1: Number of veterans that received CNCS-supported assistance.

V8: Number of veterans' family members that received CNCS supported assistance.

V7: Number of family members of active duty military service members that received CNCS-supported assistance.

V9: Number of active duty military service members that received CNCS supported assistance.

V10: Number of military families engaged in service opportunities as a National Service participant or volunteer.

G3-3.1: Number of community volunteers recruited by CNCS-supported organizations of National Service participants.

G3-3.2: Number of community volunteers by CNCS-supported organizations or National Service members.

In addition to creating a traditional day of building in partnership with a family in need, each affiliate will be responsible for making it a day of remembrance. Tribute activities may include, but are not limited to, selecting a victim or survivor of 9/11 and dedicating the event to that person's service, hosting a memorial throughout the day, and observing five moments of silences for each of the planes

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and subsequent building collapses. Other suggestions might involve recording veterans' stories and featuring them on our social media sites, coordinating support groups, and creating press releases that recognize the service and sacrifice of our military and encourage others to volunteer in their honor. The 50 selected affiliates, including the 10 with sub-contracts, will be expected to take on a leadership role in highlighting affiliates' engagement with veterans in the National Service programs, and Habitat's new initiatives to serve the critical needs of veterans as well as our growing network of new partnerships with the military community. They will have access to our partners who serve veterans and are expected to draw upon these and develop collaborations with organizations to help Habitat engage veterans and military families as a core volunteer force.

Organizational Capacity

Habitat for Humanity has the organizational and staff capacity to successfully manage all programmatic and fiscal aspects of this grant.

Habitat has a network of 1500 affiliates, each of which has deep experience in community engagement, event planning, and volunteer management. This is the pool from which we will develop strong project sites and sub-grant awards. Affiliates are engaged in neighborhood revitalization programs that work with residents, local nonprofits, businesses, local governments and communities of faith to identify, plan and implement projects that will result in a vibrant, stable, safe environment where families can live and grow.

HFHI, as the parent organization, has extensive experience providing resources and technical assistance to roll out national programs and events (like 9/11 Day of Remembrance) to our affiliate network, as well as a long history managing federal grants with well-established financial and program management structures.

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Our finance department has extensive federal government management experience. HFHI has managed the HUD Self-Help Homeownership Opportunity Program (SHOP) since 1996 and is the largest recipient of SHOP funding in the nation, having received over \$148 million to date. As part of the Office of Management and Budget PART Assessment, SHOP received an "effective" rating, which is the highest rating for a federal program. HFHI has also been a recipient of HUD Section IV Capacity Building Grant program since 1998 representing \$46 million to date. In addition, HFHI has received multiple grants and sub-grants of USAID funds from 1999 until the present for work in numerous challenging overseas locations. Since 1994, HFHI has managed more than 20 National, State and VISTA grants as the legal applicant.

Habitat's organizational capability also is reflected in our effective management of CNCS grants over the past 18 years. Combined with HFHI's extensive experience managing federal funds, as well as providing resources and technical assistance to its affiliates, this team has a record of accomplishment and production capacity to vastly improve the lives of veterans and military families. Our current year funding level is \$3.9 million for AmeriCorps National and \$512,820 for VISTA; these monies support 300 AmeriCorps National members and 120 AmeriCorps VISTA members. The National Service Department is managed by Peter Rumsey who has a long history of implementing CNCS grants.

To better respond to the needs of our military men and women and their families, over the past two years HFHI has created a Veterans Initiative focusing our efforts on five inter-related strategies to engage veterans and military families: affordable housing and home preservation, volunteer mobilization, employment and celebration. HFHI's Veteran Initiative task force, comprised of cross-functional leadership across the organization, will support the implementation of this project.

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This project will be lead out of HFHI's National Service Department but will draw upon resources from across the organization in the steering committee and planning team. The steering committee has two priorities: 1. Define broadly and simply the vision and desired outcomes for HFHI's engagement; and 2. Identify staff and resources that can support these desired outcomes. The planning team implements the desired outcomes as determined by the steering committee.

The steering committee consists of Peter Rumsey, director of National Service; Christopher Ptomey, director of Government Relations; Jose Quinonez, director of Advocacy; and Donald Bonin, senior director of Organizational Outreach. The steering committee, in addition to overseeing this effort, established the framework for the 2011 9/11 Day of Remembrance and meets at the beginning of each project to clarify the initiative's vision and organizational support.

The planning team consist of Peter Rumsey, Emily Stock, senior specialist, National Service; Elisabeth Gehl, associate director of Government Relations; Arlene Corbin Lewis, associate director of Communications/Government Relations and Advocacy; Graham Green, senior specialist, National Service; and Jessica Boatright, director of Brand Strategy and Special Initiatives. To ensure that the planning team effectively and efficiently implements the vision as defined by the steering committee, the planning team meets bi-weekly and provides updates defined by the project's plan. This project plan outlines each member's roles and responsibilities, clarifies due dates, and ensures that the required skills and knowledge are effectively represented for each team. A smaller version of the committee structure was created during the 2011 9/11 Day of Service and Remembrance to help affiliates get involved. Those resources included a toolkit and social media plan. The team also relies on an HFHI communication plan that offers advice and assistance with writing effective blog and

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social media postings and the consistent dissemination of a national press release.

To tackle the scale of our MLK Day events in 2012, HFHI created a more robust steering and planning team. The event proved to be a great success. It engaged all 109 Habitat affiliates that host National Service members, in 32 states and the District of Columbia. The 390 AmeriCorps National and AmeriCorps VISTA members participated alongside 5,346 community volunteers. The 47 National Service host sites organized events for 1,576 volunteers. HFHI worked with All For Good during MLK Day to link our affiliate opportunities on www.habitat.org directly to the All For Good sites including MLKday.gov. This expanded our audience to those who might not be aware of Habitat for Humanity volunteer opportunities. We will follow the same process to promote our 9/11 events, in recognition of its multi-state scope, the engagement of a multitude of partners and the careful balance between promoting volunteerism while never overshadowing the event's goal of tribute and homage to the men and women who selflessly protect us.

Clarification Summary

Clarification Question 1: Describe the proposed grant activities that support each measure or sub-measure and indicate how the information will be collected.

Through this grant we will support 50 tribute projects, 13 of which will be through sub grants to host tribute events on or around 9/11 Day of Service and Remembrance. These events will honor those that lost their lives on Sept. 11, 2001 and those who rose in service after.

The activities that will be supported by the grant for our sub granted sites include:

- 1) Partnering with 13 veteran and military service organizations.
- 2) Engaging veterans as recipients of Habitat for Humanity's various housing solutions.

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- 3) Engaging veteran or active military members and their families as volunteers.
- 4) Organizing a building event on or around Sept. 11, 2012.
- 5) Engaging the community in remembrance activities.
- 6) Implementing a communications plan
- 7) Performing outreach to congressional representatives to enlist their participation in local events and to educate them about housing and re-integration issues that veterans are facing and the work that HFH and CNCS is doing to address these issues.

All of the above activities will be done around planning and implementation of an event that will highlight the work HFH does in the community to meet the housing needs of veterans; engage veterans, active military and their families in helping to meet their housing needs; and reengage them in the community following deployments. The activities will also engage the community in remembrance activities that signify the importance of ongoing tributes to those that lost their lives on September 11, 2001 and those who rose in service as a result of the terrorist attacks. The sub granted sites will be required to host a public event that pays tribute and encourages active involvement in the community. The agenda for the day will be at the discretion of the site, however it must meet certain criteria to get awarded. Su granted sites will be required to submit an event plan that includes: building and non-building activities for community volunteers, remembrance and tribute events, and opening or closing ceremonies. We will provide examples of remembrance activities which will include, but are not limited to, moments of silence for the victims of the September 11 plane crashes and building collapses, dedication of the day to someone who lost their life, and reflection activities.

We will report to CNCS on the following performance measurements:

V1: Number of veterans that received CNCS-supported assistance. Our target for this performance

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measure is 13.

V2: number of veterans engaged in service opportunities as a National Service participant or volunteer. Our target for this is 1,000.

G3-3.2: Number of community volunteers by CNCS-supported organizations or National Service members. Our target for this is 2,000.

HFHI will collect other indicators, specifically V9, V10, & G3-3.1 to continue to build a baseline, documenting our present involvement and future progress with Habitat's CNCS veteran members and veteran outreach activities. The affiliates must complete a summary report and provide us with actual numbers to help determine the impact of the event. All sub granted sites will complete a survey that will include the performance measures and the grant supported activities.

This grant will allow us to expand our outreach to our larger network of 1,500 affiliates across the country, beyond our 13 selected sub-grantee sites. The documents that are created will be shared on My.Habitat, HFH's online information sharing site accessible to and used by all Habitat affiliates. We will also use various communication methods including but not limited to HFH monthly newsletter with an audience of 1,500 affiliates, blogs and other social media sites, to promote and encourage all affiliates to participate in this national day of service and remembrance. HFHI will survey affiliates on the breadth and impact of their 9/11 Day of Service and Remembrance activities.

HFHI partners with 124 affiliates through the AmeriCorps VISTA and AmeriCorps National grants. We will strongly encourage all of our host sites to participate in this day.

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Clarification Question 2: Describe the connection with the service you propose and an appropriate tribute that honors 9/11? Exactly what public activities will take place on or near September 11, 2012 that commemorate the National Day of Service and Remembrance? Explain why you chose these service activities and how they relate to needs that were uncovered or related to 9/11.

Since last year's 10th anniversary of the September 11 terrorist attacks, Habitat for Humanity feels stronger than ever that we all need to continue to honor those who died that tragic day and those who engaged in service because of that day. Habitat sees the National Day of Service and Remembrance as an important way to remember those who lost their lives on Sept. 11, 2001, and to honor those in the military and veteran community who risk and sacrifice their lives for us. This is also a time to commend those who choose a different way of service in the form of AmeriCorps.

Through its Veterans Initiative, Habitat is working to build partnerships with key military support groups and help veterans secure appropriate housing resources. Over the past two years, we have been expanding our capacity to serve veterans and active military as homeowner partners and volunteers. In addition, we have leveraged support to employ veterans at Habitat affiliates using resources that include: National Service programs; local affiliate capacity grants to hire construction apprentices or community and family support coordinators; and Veterans Administration employment programs.

As veterans return from Iraq and Afghanistan, attention is increasingly focused on ways to honor them and support their transition back home. The veteran population in the United States is more than 23.4 million (Foster and Vince) with at least 2 million serving since 9/11. Since nearly half a

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million veterans spend at least half of their monthly income on rent, home equity is out of reach for many

These numbers are only expected to grow with 50,000 service members transitioning back to civilian life from the Army alone. With many veterans experiencing their greatest periods of crisis immediately upon returning home and five to seven years after leaving active duty, the demand for Habitat products and services from the veteran community is strong and likely to spike over the next 10 to 15 years.

A recent study conducted by Civic Studies, entitled "All Volunteer Force: From Military to Civilian Service," shows that civic engagement is a very effective means to successful social reintegration, yet only 21 percent of military veterans say they have been asked to serve in their home communities. The survey also indicates that veterans are eager to serve in their communities. Ninety percent of surveyed veterans agree that service is a basic responsibility of each American citizen. In addition, veterans are particularly interested in volunteer activities that support other veterans. Almost every veteran (95 percent) indicated a desire to serve wounded veterans.

Through this National Day of Service and Remembrance we hope to meet the housing needs of veterans, engage the veteran and active military community in service and engage the participants in a day of service and remembrance. Sub-grantees will do this by hosting a community building event around one of Habitat's housing solutions.

The goals of the HFHI 2012 9/11 Day of Service and Remembrance are as follows:

- 1) To honor those who lost their lives on Sept. 11, 2001 and those who rose in service as a result of

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that tragedy.

- 2) To establish the 9/11 Day of Service and Remembrance as an annual volunteer day across our national network of 1,500 affiliates and the communities within which they serve and operate.
- 3) To build Habitat's capacity to meet the unique housing needs of veterans and military families.
- 4) To provide opportunities for veterans, active military and their families to continue their service to country through volunteerism with Habitat.

In order to meet our goals we have the following objectives:

- 1) Organize 50 build events on 9/11 across the United States, 13 of which will be funded with sub-grants through CNCS, increasing the number from 27 events held in 2011.
- 2) Involve 80 volunteers at each of the 13 sub-granted sites; at least 50 percent will be veterans or military family members. The additional 37 affiliates engaged in this effort will mobilize more than 2,000 volunteers.
- 3) Partner with 13 veterans and military organizations, one for each sub-granted project.
- 4) Conduct two training sessions, required for sub grant sites to help them better understand the military culture and the challenges veterans face when they return home. The training sessions will be recorded to promote to our larger affiliate network.
- 5) Generate more than 300 media impression
- 6) Provide resources that will allow affiliates to meet the goals of the event

The events that will be held on or around September 11 will have three key components: building, remembrance, and reflection. These components will be a part of all of the projects. The sample run of show below reflects building and non-building activities for community volunteers, opening/closing ceremonies, and remembrance activities.

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Sample Event Schedule:

8am- registration

8:30 Opening ceremony remarks

8:46- moment of silence for the first plane to hit world trade center

9:03- moment of silence for the 2nd plane to hit world trade center

9:05-Building and non-building activities begins

9:37- moment of silence for plane to hit Pentagon

9:59- moment of silence for first World Trade Center tower to fall

10:02- moment of silence for plane crash in Shanksville, PA

10:29- moment of silence for 2nd World Trade Center tower to fall

Noon-1:00 Lunch- Over lunch volunteers will be lead through reflection activities. Tribute cards will also be provided.

1:00-3:30 continue building and neighborhood cleanup activities

3:30- closing remarks, encouraging participants to continue to offer tributes to those that died and those that rose in service.

4:00 end of day

Clarification Question 3: Please describe the differences in the supplies listed in two separate budget categories. Describe the specific promotional and branding materials that will be produced.

For this grant we are requesting a budget of \$150,000. Part of the budget will go to supplies, for which we have placed in 2 different categories. The first category would be the cost of supplies HFHI incurs

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to manage the grant. These supplies include promotional and training materials, and signage as well as production costs for toolkits, signage and printed materials to promote the 9/11 Day of Service. Estimated costs include 100 affiliate toolkits at \$25 per toolkit; signage for 13 sub-grantees at \$150 per site; and \$1,040 for training materials. These supply costs will allow us to supply resources to not only the sub-granted affiliates but also to our larger network of 1,500 affiliates across the country.

We have also placed supplies in a contractual and consultant services category. This category covers the money that we will sub grant through an application process. The supplies in this category include items that the affiliates will purchase to host a local tribute event in their community. Supplies in this category include, but are not limited to, meals, staff salaries, additional tribute items not provided by HFHI, and local promotional items.

Cost Effectiveness and Budget Adequacy

This proposal represents a dramatic increase in the scope of our previous efforts around this national day of service. Building upon the documented success of HFHI's involvement in previous national days of service we propose to scale up our services to significantly expand habitat's participation in 9/11 and through our focus area of highlighting and increasing our work with the military and veteran community. By addressing this area and increasing our partnerships and volunteers, we will not only serve more families, but also have an impact on re-engaging our service members into the community.

A federal investment of \$125,000 will allow HFHI to increase our impact in the multiple communities on this day and will allow us to better honor those who lost their lives and those who rose to service.

HFHI and the sub granted sites will contribute approximately 30% of the budget in the form of a

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match in total to support the program. The match will come from a combination of our indirect cost rate as well as from the sub granted sites. We will require the sub granted sites to have a 25% match from our funds from local sources. These funds will come from a variety of non-federal sources, including community and faith groups, corporate partners, the service sector, foundations and individual donors.

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Required Documents

Document Name

Status

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