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Executive Summary

As the nation's largest organization dedicated to volunteer service, it is Points of Light's mission is to inspire, equip and mobilize people to take positive action that changes the world. Dr. King was deeply committed to volunteer service as a means toward equality and justice for all. We would like to pay tribute to the life and legacy of Dr. Martin Luther King, Jr. by conducting national service projects on Martin Luther King, Jr. Day over the next two years. Points of Light is requesting a grant of \$135,658, which is 30% of the total proposed budget, for which we will generate matching commitments of \$324,057 (70%). With this grant, Points of Light proposes to engage 50,000 volunteers (25,000 each year) in 10 states across the nation in service projects that are designed to deliver tools that will contribute to improved educational outcomes for economically disadvantaged individuals, addressing the CNCS strategy focus areas of Education and Economic Opportunity. The states where these projects will occur have been carefully selected; they are locations where Points of Light has a deep concentration of HandsOn Network affiliates, or other previous grantees. These states are California, Washington DC, Illinois, Massachusetts, Florida, New York, Texas, South Carolina, Missouri and Maryland. Points of Light subgrantees will create projects that will take place on or near local commemorative memorial roads named for Martin Luther King, Jr., in addition to creating opportunities to serve beyond the King holiday. Through these efforts, POL will mobilize more Americans to observe the Martin Luther King Jr. Federal Holiday as a day of service in communities, and encourage them to serve on this day and make long-term commitments to serving others.

Program Design

After Dr. Martin Luther King Jr.'s assassination, the nation memorialized him by naming streets in his honor. More than 900 streets are named for Dr. Martin Luther King, Jr. These roadways were intended to celebrate a civil rights and nonviolent social justice pioneer; sadly, these streets are often time capsules of diminished economic opportunity, low educational attainment, persistent violence, disenfranchisement and general disrepair.

Nearly 50 years after Dr. King's passing, his messages are finding renewed importance. While communities surrounding the commemorative boulevards appear to be in distress, these neighborhoods are simultaneously seats of activism. Each community bordering a commemorative thoroughfare possesses the opportunity to firmly establish or spur new revitalization efforts. Over the next two years, through the MLK Day of Service, Points of Light (POL) proposes to mobilize 50,000

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volunteers (25,000 each year) in service projects designed to deliver tools that can contribute to improved educational outcomes for economically disadvantaged individuals. Points of Light's MLK Day programming will take advantage of that opportunity for engagement by 1) creating a service project (s) that will take place on or near the local commemorative boulevard, and 2) delivering tools that highlights the sub grantee's year round economic opportunity or educational attainment programming.

Goals and Objectives

TARGET COMMUNITIES

We will invite prospective grantees from 10 states where Points of Light has its deepest concentration of HandsOn Network affiliates, programmatic grantees or previous Day of Service partners to apply. Those states are California, Washington DC, Illinois, Massachusetts, Florida, New York, Texas, South Carolina, Missouri and Maryland.

STRATEGIC FOCUS AREAS: EDUCATION AND ECONOMIC OPPORTUNITY

Large percentages of American households are excluded from the financial mainstream as they struggle in low-wage jobs and are forced to rely on often high-cost financial services to make ends meet, according to The Corporation for Enterprise Development's (CFED) 2015 Assets & Opportunity Scorecard. Having a savings account or other assets means having greater economic stability and mobility; assets enable millions of Americans to plan for the future, prepare for retirement, send their children to college and weather unexpected financial setbacks. Education is an asset that benefits not only the educated individual, but also his or her family and community. Education is among the primary assets that contribute to long-term financial security through its effect on lifetime earnings.

EVIDENCE OF THE NEED

The CFED Assets & Opportunity Scorecard is a comprehensive look at Americans' financial security. The poverty rate, the percentage of households in each state that are living below the federal poverty threshold and reduced educational attainment two indicators tracked by the scorecard. These indicators not only align with POL's programmatic approaches, these two indicators help offer a snapshot of the larger community need that can be addressed during the MLK Day of Service. The statistical information listed below is sourced from a combination of the CFED and data supplied by existing partners.

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In California, 15.0% of households live below the poverty threshold while 13.8% of young adults are at significant disadvantage because they are both out of work and out of school. The Brookings Institution found that among the nation's 50 largest cities, San Francisco experienced the largest increase in income inequality between 2007 and 2012. Youth aged 16-24 in San Francisco make up the largest pocket of impoverished community members. Existing grantees and affiliates in San Francisco and Los Angeles report that 51% of the adults that have an 8th grade or less education; and only 2% of the adults have a college degree. Graduation rates are among the lowest in the Los Angeles Unified School District - fewer than 50% graduate with their class.

In Washington DC, 16.7% of households live below the poverty threshold and 18.3% of young adults are at significant disadvantage because they are both out of work and out of school. According to the Census Bureau, one-in-four DC children lived below the poverty line in 2012. Poverty was also high for residents with a high school diploma or less. More than one-in-three residents without a college degree live below the poverty line, and over 22% of residents with a bachelor's degree lived in poverty.

In Illinois, 14.0% of households live below the poverty threshold and 12.9% of young adults are at significant disadvantage because they are both out of work and out of school. 25% of households are paying over half their income every month on rent. Illinois has a food insecurity rate of 14.2% and an asset poverty rate of 23.5% (Poor by Comparison: Report on Illinois, 2014). According to a report issued by the Social Impact Research Center at Heartland Alliance, 33% of Illinoisans are hovering on the brink of poverty, and 7% of Illinoisans are already living in extreme poverty.

In Pennsylvania, 13.1% of households live below the poverty threshold and 13.3% of young adults are at significant disadvantage because they are both out of work and out of school. Philadelphia, which has a poverty rate of more than 28%, is the highest poverty rate among the ten largest cities in the United States. Individuals and families not in poverty may also be struggling according to the 2012 Self-Sufficiency Standard for Pennsylvania. The most recent report estimates that more than 42% of Philadelphia families and more than 20% of families statewide in Pennsylvania must earn at least 200% of poverty line to live without public or private aid.

In Florida, 15.6% of households live below the poverty threshold and 15.3 of young adults who are

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both out of work and out of school are put at a significant disadvantage. Based on the recent 2014 ALICE (Asset Limited, Income Constrained, Employed) Report commissioned by the United Ways of Florida, low income workers struggling to meet their basic needs and although many are working multiple jobs, they still need the support of the community to provide them with the skills and knowledge needed to improve their financial situation and minimize their struggle.

In New York, 15.0% of households live below the poverty threshold and 13.8% of young adults who are both out of work and out of school are put at a significant disadvantage. According to a report from the Center for Economic Opportunity, nearly half of the population of New York City is living near poverty levels. 45.6% of New Yorkers are barely making ends meet. The child poverty rate is 23% and 18.7% of jobs are low-wage.

In Texas, 15.7% of households live below the poverty threshold and 14.9% of young adults who are both out of work and out of school are put at a significant disadvantage. 88% of the students in Dallas' Independent School District are classified as economically disadvantaged. 31% of jobs are low-wage, and the food insecurity rate is 18.9%. Texas has the 7th highest income gap in the nation; the ratio of the share of income going to the top 20 percent of households and the share of income going to the bottom 20 percent of households is 16 to 1.

In South Carolina, 14.0% of households live below the poverty threshold and 15.2% of young adults who are both out of work and out of school are put at a significant disadvantage. The Charleston Promise Neighborhood is one of the most historically impoverished areas of Charleston. Generations of residents raised in the neighborhood have had limited access to opportunities in terms of quality education, housing, transportation, and employment. If the current generation of children follow in the footsteps of today's adults, 30% will not receive their high school diploma and only 10% will obtain a college degree. Without intervention, the low graduation rates of the Neighborhood's two high schools (67% and 54% in 2014) will continue.

In Missouri 15.2% households live below the poverty threshold and 12.9% of young adults who are both out of work and out of school are put at a significant disadvantage. Youth served primarily come from the St. Louis and Ferguson-Florissant school districts, the first of which was unaccredited through 2011 and 2012 and is currently only provisionally accredited, and the second of which has

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seen a significant drop in performance and is one of only five districts in the St. Louis area, alongside St. Louis City, scoring less than 75% on Missouri's Annual Performance Report. These youth's public schools are not fully meeting their needs in terms of college preparedness.

Nearly 10% of Maryland households live below the poverty threshold and 11.8% of young adults are disconnected youth, not working or in school. According to the Baltimore Neighborhood Indicators Alliance's Vital Signs 2010 Report, 24.6% of Baltimore City families with children younger than 18 years old is living in poverty. That is approximately 15 percentage points higher than the poverty rate for Maryland and 10 percentage points higher than for the United States. CFED has named Baltimore City among the Top 10 Unbanked Large Cities.

USE OF EXISTING COMMUNITY RESOURCES TO IMPLEMENT GOALS

To achieve our national objective of engaging 50,000 volunteers over the next two MLK Day of Service grant cycles, we will select sub grantees that are committed to the following mobilization and engagement principles with programs that: 1) engage new and diverse groups; 2) identify and invest in community solutions, especially solutions that address improving economic opportunities; 3) ensure that grant-supported activities focus on the Martin Luther King, Jr. holiday and provide opportunities to connect to service beyond the holiday; and 4) reflect the life and teaching of Martin Luther King, Jr., and expand the impact of Martin Luther King Jr. Service Day activities from one year to the next.

Each of 10 states in our selected footprint contains multiple MLK Day grantees from prior award cycles, HandsOn Network affiliates and/or national program grantees that deliver POL's economic opportunity and education programs. In addition, during the King Day of Service, our national service members will stage projects such as FAFSA workshops or college preparation fairs that will deliver skills and tools to youth and their families applying for college. Points of Light operates three VISTA AmeriCorps programs with a combined corps of 155+ members all of which will play leadership roles in local community activation for the King Day of Service. Our national service members will take a significant role in developing and implementing projects on MLK Day that can be continued year round.

MORE ABOUT PROGRAM DESIGN

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POL's Days of Service (DoS) events will borrow lessons from social justice movements to catalyze year round volunteer engagement. Social movements are successful because they balance the need for big wins gained during short-term public campaigns with incremental progress. POL's DoS program design builds-in those big wins by requiring sub grantees to create broad community events.

In keeping with the earlier mentioned mobilization and engagement principles, POL will direct grantees to create two Signature projects that align with the following:

1) Service project (s) that will take place on or near local commemorative thoroughfares - Sub grantees will be asked to create projects resultant from new or strengthened partnership and an investment in local leaders and local solutions. Ideally, these projects will be as diverse as the communities themselves and will be significant demonstrations of a community's priorities.

Projects on commemorative thoroughfares do not need to be restricted to those that honor Dr. Martin Luther, King Jr. Streets named to honor other local or national civil rights leaders are also applicable; projects taking place on Caesar Chavez Avenue, Harvey Milk Way or Nelson Mandela Highway are welcomed.

2) Opportunities to connect to service beyond the King Holiday - Sub grantees will be encouraged to create service opportunities that feature their year round projects focusing on economic opportunity and/or education. Service projects in this category must focus on providing tools for disadvantaged populations, such as on job readiness, housing, or financial literacy. For example, a sub grantee may choose to hold an EITC outreach event on MLK Day to build awareness for the Earned Income Tax Credit and free tax. POL will require that signature projects take place during the King Holiday weekend.

DESCRIPTION OF SUBAWARDING PROCESS

We will run a competitive sub-grant competition starting in late August 2015 that will conclude in September, allotting applicants six weeks to submit their applications. The process will be open to HandsOn affiliates and non-affiliate applicants. The grant making process will follow an RFP format open to our affiliates within our 10 state footprint.

POL will offer 16 sub-grants in three grant tiers for the 2016 and 2017 grant cycles. Volunteer opportunities can be combination of grantee-managed MLK Day projects and referrals to partner agencies.

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Tier One Sub grants - Two grants of \$25,000 will be given with the expectation that they will create projects that produce a minimum of 10,000 volunteers per sub grantee.

Tier Two Sub grants - Four grants of \$7,500 will be awarded to projects that generate a minimum of 1,000 volunteers per grantee.

Tier Three Sub grants - We will also offer ten mini grants of \$1,000 each for smaller projects that engage a minimum of 120 volunteers. These grantees will not be required to produce either of the signature projects mentioned earlier.

Points of Light will also stage a national signature project to underscore the importance of revitalizing communities along King commemorative thoroughfares. This signature project is likely to take place in Baltimore or the DC Metro area, providing opportunities to engage national leaders.

The sub grantees from within our 10 selected states will be chosen because of the strength of the year round programs that expand economic opportunity or increase educational attainment, the breadth of their community partnerships and the proficiency in organizing large community events.

Points of Light has strong review and decision systems in place for evaluating MLK 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-functional 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, scoring rubrics, and review materials are best-in-class models.

Proposals will be reviewed by an internal selection committee and ranked on their overall creativity, alignment with national goals, and ability to advance the mission of the MLK Day of Service platform. 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. The core of MLK Day is about bringing the message of social justice to diverse populations and partners. Applicants should creatively leverage partnerships and collaborations, including but not limited to, national service program partners, AmeriCorps Alums, municipal governments, faith and nonprofit partners and educational institutions.

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Our timeline:

July 2015- Begin edits and updates on the RFP. Review criteria, procedures, and team of reviewers are finalized.

August 2015-RFP is released to the public (pending funding) and is advertised through websites, newsletters, and listservs. A technical assistance call will be provided for potential applicants along with a call on how to build an MLK coalition.

September 2015- Applications are due and will be reviewed by the internal team. Program staff will select grantees based on scores and recommendations. Grants are awarded and grantee training begins later in the month. Two peer-led TA calls on planning large scale events and project templates. First installment of grant is sub-granted. First press released is finalized along with a media plan. Ongoing cross functional team meetings take place.

October 2015-Two peer-led TA calls on Federal Funds Management (required for grantees) and Media & Marketing. Ongoing cross functional team meetings.

November 2015-Two peer-led TA calls on evaluation and grassroots leadership. Ongoing cross functional team meetings.

January 2016- Two peer-led TA calls - one on story collection and one open-ended. Final cross functional team meeting is held. Marketing materials are created and shipped to grantees. Second press release sent out on MLK Day expected events and activities. MLK Day of service occurs. MLK Day of Service reporting from grantees due. Staff debrief occurs.

February 2016 -Final reports and budgets are due from grantees. Final grant installment payments will be provided to grantees. MLK Day wrap-up occurs. Send out press release on MLK Day results.

Organizational Capability

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

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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 their communities. Our Martin Luther King, Jr. Days of Service will be managed by a team of cross-functional support from many departments within POL, to ensure a meaningful volunteer opportunity for all participants. To ensure the project's success, this team will include: events support, education and economic opportunity program experts, community impact programs team and evaluation.

We have a track record of executing high profile and meaningful Days of Service in partnership with CNCS, both the 9/11 Day of Service and Remembrance and the Martin Luther King Jr. Day of Service. POL excelled in the prior grant cycle to serve military families, veterans and others who are economically disadvantaged. One of the goals of the prior grant cycle was to establish strong and sustainable partnerships that build upon the resources provided to achieve a community-wide activation of citizens and a year-round commitment to service. Grantees partnered with many organizations in their communities to plan and implement their MLK Day activities. In the last two years alone, grantees partnered with 1,666 organizations including government, nonprofit and faith-based organizations to point volunteers to year round service opportunities. For example, United Way St Louis will continue a partnership with The Mission Continues initiated as a result of the MLK Day grant to engage veterans and active military members to serve their community as platoon members who are dedicated to empowering at-risk youth through mentoring programs, sports and education. HandsOn Suncoast continued its partnership with Rebuilding Together Tampa Bay to provide volunteer engagement opportunities for active military and veterans to provide housing rehabilitation resources to residents. Finally, Hands On Birmingham will continue their relationships with the United Way of Central Alabama to support future financial stability and job readiness initiatives: Priority Veteran's canned food drive to provide food to local veterans and the Alethia House women and children's program to provide school supplies.

Over the years, the Corporation for National and Community Service (CNCS) has been a key partner in Points of Light's citizen engagement efforts. Time and time again, our collaboration has proven the power of service to create change in communities. Together, we have mobilized thousands of volunteers and we have created sustainable social capital by training hundreds of volunteer leaders and by bringing together citizens to tackle problems and revitalize the civic life of their communities. Points of Light is one of the largest grantees of CNCS, with a history of effective grant competitions

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and strong monitoring to ensure compliance with federal regulations. Our needs-based training and customized technical assistance are particularly effective, facilitating program replication and peer-to-peer learning. We provide funding and organizational development support, as well as training and technical assistance on volunteer recruitment, retention and management and how to link volunteerism with civic education and engagement.

Our national staff is defined by a strong and vibrant leadership team guided by President Tracy Hoover, who has 20 years of experience in the service movement. Points of Light believes that by effectively engaging people in addressing critical community problems, we create systemic change and foster compassionate and empowered individuals. Points of Light's Programs Division builds and scales signature programs to address critical needs and build stronger communities. Our Programs division develops best practices, tool kits and other resources to maximize the impact of volunteer interventions in five specific areas of need: Veterans and Military Families, Education, Environment, Emergency Preparedness, and Economic Opportunity. Malikah Berry serves as Points of Light's Vice President of Programs. She is responsible for the overall strategic direction, operational management and fiscal oversight for programs that apply the power of volunteer action to make measurable impact in communities. The programs she manages have an aggregate budget of \$2.9 million and include five federal grants and 80 AmeriCorps members. Malikah also provides leadership of POL's Days of Service. Terra Gay serves as Senior Director of Education Programs. Terra has 18 years of experience in National Service programs designed to impact youth, with a particular interest in youth leadership, in addition to experience in schools and with CASA. Kim Walker serves as Points of Light's Evaluation and Performance Measurement Manager. performing quantitative and qualitative analysis for evaluation, research, and reporting purposes. Over the past 13 years, Kim has brought passion to her work within urban school districts, institutions of higher learning, and nonprofit organizations such as HandsOn Atlanta, Spelman College, University of Illinois at Urbana-Champaign, and Points of Light. Gabrielle D. Gaston holds a B.S. in Economics from Auburn University and has recently earned a Masters in Public Administration from the Andrew Young School of Policy Studies at Georgia State University. She began her term at Points of Light as the Martin Luther King Jr. Day of Service 2013 Grant Intern, where she worked as the grant administrator. In addition, to managing the MLK Day of Service Grant, Gabrielle is the Financial Opportunity VISTA Corps staff Coordinator.

Points of Light's fiscal oversight is led by the CFAO Monique Saunders Patrick. Most recently, we hired

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Ruth Byrd as Grants and Contract Compliance Director. Ruth is an expert in non-profit management including grant and contract management with more than twenty years of experience providing leadership, technical assistance and training to non-profit and community-based organizations. She completed her undergraduate education at Franklin and Marshall and her JD at University of Maryland School of Law.

Points of Light has established a Government Grants Compliance Team to review program status, reporting requirements and grants progress; this team sits in the Finance Department. The team, which also includes program managers from each federally funded program, the CFO, President of Programs, and the VP of Foundation and Government funding, ensures compliance with CNCS rules and regulations.

Points of Light has managed more than \$30 million in federal grant funds since 2007, much of which has been used to scale successful programs within our funding portfolio. We consistently surpass match requirements for these funds, which typically range from 30% to 70% of the total project budget. In the case of our historical MLK Jr. Day of Service contracts, we have developed a system for tracking and verifying the in-kind match contributions of our subgrantee partners, who last year matched the federal resources 5:1.

We received a clean audit following our latest CNCS site visit. Based on this work together, Points of Light has developed strong systems as well as reporting and compliance expertise. We implement a preventative and proactive approach to program and fiscal oversight. We will begin by providing clear application and budget details that provide subgrantees with information on allowable costs for grants, compliance and programmatic requirements. Upon selection, we will provide an in-depth overview of the goals, expectations and responsibilities of being a federal grantee, including oversight and monitoring strategies, evaluation and reporting requirements, financial management requirements. Points of Light employs a standard monitoring process with four primary goals: assess progress toward meeting the goals; assess the compliance with applicable program and fiscal requirements; identify and address required corrective actions and specific concerns, noting any assistance that Points of Light can provide; and share best practices and highlight successes.

These systems, coupled with programmatic content excellence, make Points of Light a strong

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intermediary partner for the Martin Luther King Jr. Day of Service and Reflection. This award would represent less than 1% of Points of Light's annual budget.

Cost-Effectiveness and Budget Adequacy

The total proposed budget for Points of Light's 2015 Martin Luther King Jr. Day of Service is \$459,715. Our proposed budget total represents less than 1% of our overall annual budget. We are requesting \$135,658 (30%) in federal funds and will generate matching commitments of \$324,057 (70%) representing our grantee share. The budget for this proposal was carefully developed based on a design to achieve impact, reach goals and provide a meaningful and successful platform for elevating service as a way to commemorate the life and legacy of Martin Luther King, Jr. This budget was established based upon Points of Light's past experience to consistently and sufficiently support large scale, quality Days of Service programs. An investment of \$459,715 will allow us to mobilize 25,000 Americans through Martin Luther King, Jr. Day of Service projects in 2016 alone. The return on investment, given the value of the volunteer hour, will exceed 10:1, with invaluable impact on the lives of individuals, families and communities served.

Appropriately, subgrants comprise the largest subsection in the budget. Points of Light's proposed budget subgrants \$406,000 to community-level partners; these agencies will be selected through a rigorous review and held to federal compliance standards in their implementation and reporting. Staff time not funded by the subgrant, donated Tshirts, donated project supplies, cash support, and volunteer time, etc., will contribute in-kind to our match, with each subgrantee securing match resources valued at \$3.40 for every \$1 in CNCS subgranted funds. This will total \$306,000 in predominantly in-kind match. We know that this is achievable based on years of history in supporting and tracking the successful in-kind resource generation of our subgrantees, who last year matched federal investment in MLK Day by 5:1. As appropriate, Points of Light will share successful fundraising strategies with subgrantees to support any additional local match support they seek to secure - and also support ongoing volunteer engagement of this nature. A key to success of this project will be to establish the infrastructure to provide oversight and monitoring, grant administration and compliance, evaluation, and training/technical assistance. We are committed to making significant investments to ensure successful implementation and evaluation. Therefore, salaries and benefit subsections total \$35,241. The budget also includes a small amount of travel in order to support oversight and technical assistance for selected community-level partners who need significant support.

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Other

Clarifications - July 31, 2015

Points of Light is committed to mobilizing and engaging new and diverse groups in service as volunteers. During our sub grantee selection process, we will prioritize funding for applicants who share this priority and have demonstrated an ability to engage people with disabilities as volunteers.

We will invite prospective grantees from 10 states where Points of Light has its deepest concentration of HandsOn Network affiliates, programmatic grantees or previous Day of Service partners to apply. Previously in this application, we have misstated those 10 states. We would like to clarify that those states are California, Washington DC, Illinois, Pennsylvania, Florida, New York, Texas, South Carolina, Missouri and Maryland.