Narratives

Executive Summary

Youth Service America proposes to have 35,000 K-12 student volunteers who will serve in school-based projects addressing local community needs in Atlanta/State of Georgia, Dallas/State of Texas, Phoenix/State of Arizona, and Baltimore-Washington, DC/State of Maryland, and nationwide on Martin Luther King Jr. Day of Service. On the MLK Day of Service, 35,000 volunteers will be responsible for participating in projects organized by educators and student leaders and reflecting on the meaning of MLK Day of Service. This program will focus on the CNCS focus area(s) of economic opportunity and health. For MLK, the CNCS investment of $136,060 will be matched with $352,556, $0 in public funding and $352,556 in private funding.

Program Design

Our Schools of Service program supports K-12 educators across the country as they create a culture of service in schools that engages students to find their voice, take action, and make an impact in their community. Participating teachers, student leaders, administrators, and mentors use YSA’s programs to authentically and meaningfully engage students on national days of service (9/11 Day of Service, MLK Day of Service, and Global Youth Service Day) and help them learn, lead, and achieve.

GOALS & OBJECTIVES

1. Partner Engagement: Call on America’s K-12 schools to become Schools of Service, reaching 300,000 educators through a custom resource hub on Scholastic.com, YSA’s partner network, and 10 Schools of Service Ambassadors.

2. Capacity Building: Train 10,000 K-12 educators from a minimum of 300 Schools of Service who will commit to engaging students on one, two, or three days of service throughout the school year (9/11 Day, MLK Day, Global Youth Service Day).

3. Subgrant Program: Support 150 school-wide service events organized by Schools of Service on 9/11 Day, MLK Day, and/or GYSD with subgrants - 50 each for day of service. (Subgrants for 9/11 Day and MLK Day use CNCS funding; subgrants for GYSD use State Farm match funding.)

4. Student Volunteer Engagement: Schools of Service -- including subgrantees - engage 105,000 diverse students across the United States in service on September 11th National Day of Service and Remembrance, MLK Day of Service, and/or Global Youth Service Day - 35,000 on each day.

5. Priority Issues: Encourage participating students to plan projects addressing the issues of economic opportunity (MLK Day) and supporting veterans and military families (9/11 Day), resulting in at least
Narratives

100 projects addressing those issues.

6. Reflection on Meaning of Days of Service: Teach student volunteers about the meaning of September 11th (the sacrifice of those who died on September 11, 2001 and in honor of those who rose in service and continue to serve as a result of that tragedy) and MLK Day (the life and teaching of Martin Luther King, Jr., by providing opportunities to reflect on how they can help achieve MLK's vision of "A Beloved Community")

7. Longer-Term Volunteering: Encourage some classes in participating schools to sustain and connect days of service through Classrooms with a Cause or Semester of Service projects, increasing the impact of national service programs on students' educational and economic opportunity outcomes by increasing student engagement through high-quality service-learning programs.

PROGRAM DETAILS

1. Partner Engagement / Call to Service

YSA will challenge K-12 schools across the United States to engage students in meaningful days of service by planning school-wide service activities on 9/11 Day of Service, MLK Day of Service, and/or Global Youth Service Day. We will call on schools to become Schools of Service through three partner engagement strategies:
- Partnership with Scholastic
- Outreach to schools through YSA's partner network
- Support of a group of trainers certified by YSA to recruit and train educators

As part of their commitment to being Schools of Service, all educators and students at participating schools will have access to a suite of training materials on the YSA Learning Center. These resources are described in additional detail in the Capacity Building / Training section below.

Target Areas

This program will reach educators nationally, with the goal of having schools in at least 40 states + DC committed to engaging students in days of service. Because State Farm is providing a substantial portion of the match for this program (the funding for the Global Youth Service Day part of the program), we will target four metro areas -- the first three where State Farm has corporate hubs and relationships with schools in the area and one (Baltimore, Washington, Maryland) with strong YSA partnerships:
- Atlanta / State of Georgia
- Dallas-Ft. Worth / State of Texas
Narratives

- Phoenix / State of Arizona
- Baltimore-Washington, DC Metro Area / State of Maryland

Partnership with Scholastic

Building on past success of Scholastic’s support of both 9/11 Day and MLK Day, YSA will partner with Scholastic, The Most Trusted Name in Learning®, to activate thousands of educators to bring community service and service-learning into their classrooms on these days of service. YSA has been offered unique access to Scholastic’s unparalleled school influencer networks to drive awareness from the top down, with the following campaign components:

- Custom site on Scholastic.com’s Teachers’ channel for 12 months.
- Site includes housing of 4 pages of Scholastic-created educational materials for teachers nationwide to access at any time, and YSA information
- 1 10-question survey to 10,000 teachers, created and distributed by Scholastic
- Promotion support for site includes:
  - 250,000 emails to teachers or administrators from Scholastic’s unparalleled database
  - 1,000,000 banner ads on Scholastic.com’s Teachers’ channel promoting online resources
  - 250,000 impressions editorial integration on Scholastic.com and throughout Scholastic’s channels
  - 1 mention in Scholastic’s Instructor e-newsletter (280,000 subscribers)

Scholastic, Inc. is committed to partnering with YSA on this program. Scholastic intends to leverage its expertise in the education market to develop lesson plans/curriculum, create a custom digital portal on Scholastic.com, housing lesson plans and associated classroom content, and promote resources to teachers nationwide to ensure maximized classroom engagement with our collaboratively developed content. Scholastic has assigned a spectacular team of education, project management, education technology, and marketing experts for completion of the all phases of the contract.

This is a unique opportunity to introduce service-learning to a massive new audience of educators, students, and parents of Scholastic subscribers that YSA doesn’t currently reach on our own. Scholastic maintains the largest, most accurate education database available anywhere. 100% of K-12 schools, over 90% of classrooms, and virtually every family with school-age children in America have Scholastic resources.

Outreach to Schools Through YSA’s Partner Network

YSA will also promote this program to educators through our partner network, including:
Narratives


- Networks dedicated to promoting educational methodologies that naturally lend themselves to integrating service, including: deeper learning, student leadership development, citizenship & civic education, whole child education, asset-based positive youth development, project-based & experiential learning, environmental education / citizen science / STEM / maker movement, flipped classroom, global education, career exploration, and character education.

- Lead Agency coalition member schools -- With State Farm’s support, YSA provides grants to approximately 75 local organizations each year. Their primary grant requirement is to organize a partner coalition to engage hundreds of youth as volunteers in their community. These coalitions must include K-12 schools, and we will provide this program as a turn-key opportunity for those Lead Agencies to engage the schools in their networks.

- Past school grantees and applicants -- hundreds educators who have applied for and received YSA grants over the past 5+ years

- Schools connected to State Farm community centers in Atlanta, Dallas, and Phoenix.

- School contact list (4,600+) / YSA Learning Center educator users (1,500+)

- TeachingReady.org Users (1,000+) TeachingReady.org is an open online learning program of the Cornerstone OnDemand Foundation. The mission of TeachingReady.org is to improve the quality of K12 education by bringing the most effective professional development and enrichment programs to more teachers and schools around the world.

- Key local district partners in target cities and districts with service requirements for graduation

Schools of Service Ambassadors

Building on our State Farm Good Neighbor Impact School program’s train-the-trainer model (where we trained principals who then used the YSA Learning Center to train the teachers at their school to organize MLK Day and GYSD projects), YSA will select and support 10 Schools of Service Ambassadors to promote this program and provide training to educators in their networks.

Each Ambassador will be certified by YSA to recruit Schools of Service and provide trainings on behalf of YSA (using all the resources and trainings available on the YSA Learning Center) and will be required to recruit at least 5 different schools to participate and train 100 educators, resulting in 50
Narratives

schools planning projects and 1,000 people trained. Each educator trained will commit to facilitating student-led service projects on 9/11, MLK Day, and/or GYSD. Ambassadors will be people who are responsible for providing professional development trainings for educators in their state, district, or school, such as:
- Representatives from State Education Agencies
- Service-learning coordinators or other administrators from the largest school districts in the United States with community service requirements
- Representatives from local, regional, or national nonprofits that provide professional development to educators

We will support meet-ups / in-person trainings in the four target cities of Atlanta, Dallas, Phoenix, and Baltimore-Washington DC.

2. Capacity Building / Training
YSA will develop a suite of educational materials and disseminate through all three partner engagement strategies described above. All materials will be promoted on the Scholastic.com hub and hosted on the YSA Learning Center, a learning management system donated in-kind by the Cornerstone OnDemand Foundation Training materials will include downloadable documents and online video-based courses in four categories: project planning content, day of service content, priority issue content, and service requirement content.

Project planning content will include excerpts from YSA’s Youth Changing the World Toolkit, Classrooms with a Cause curriculum, and Semester of Service Teacher Toolkit and will guide educators and students through the process of planning a high-quality service project at their school.
- IPARD/C Process -- Investigation, Planning and Preparation, Action, Reflection, and Demonstration/Celebration
- Investigation tool -- an audit tool for students to use to document baseline data for the need they want to address which can be repeated after the project to track project impact
- Reflection activities that lead to discussions about continuing, growing, or sustaining a day of service projects through Classrooms with a Cause or Semester of Service
- How to do a project with no or minimal cost -- To support projects that do not receive subgrants, this resource will include information about how to do projects in schools using existing or in-kind resources, or how to fundraise locally.
Narratives

Priority issue area content will include background information and project ideas related to issues relevant to each day of service.

- Veterans and Military Families (9/11 Day) -- including content provided by Scholastic and My Good Deed
- Disaster Preparedness (9/11 Day) -- including the We Stand Strong materials developed by YSA and Save the Children as part of a previous 9/11 Day grant from CNCS
- Economic Opportunity: Financial Literacy (MLK Day) -- including content provided by Scholastic
- Economic Opportunity: Hunger (MLK Day) -- including content developed by YSA in partnership with the Sodexo Stop Hunger Foundation
- Youth Guide to the Global Goals (GYSD)

Day of service content will include information about the history and meaning of each day of service, including honoring the sacrifice of those who died on September 11, 2001 and those who rose in service and continue to serve as a result of that tragedy and the life and teaching of Martin Luther King, Jr., and his vision of "A Beloved Community".

- 9/11 Day Observance- Official Teachers Guide
- 9/11 Day Information for Parents
- Teaching 9/11 to a new generation of Americans
- YSA's "We Serve to Remember" resource, with ten reflections about 9/11/01 and related ideas for service projects.
- "A Beloved Community" discussion prompts and planning activities for teachers to use with their students -- based on MLK Day-themed reflection and service activities already included in the Semester of Service Teacher Toolkit
- Video remarks from Senator Harris Wofford, YSA Board member, reflecting on the legacy of Martin Luther King and why he led the effort for MLK Day to be a day of service.

Both the priority issue content and the day of service content will include materials provided by Scholastic and by My Good Deed that were previously developed in partnership with CNCS. David Paine of My Good Deed, a previous CNCS 9/11 Day grantee, has agreed to partner with YSA to repurpose and repackage these materials and disseminate to new audiences through this program.
Narratives

Community service hour requirement content will include information for how educators in schools that have volunteer hour, community service, or service-learning requirements can use these days of service events to help students meet those requirements in a more meaningful and proactive way. Too often, we hear about students scrambling to squeeze in hours at the end of the school year with random activities, making it a frustrating experience for students, educators, parents, and community partners... and resulting in little-to-no learning. Having educators trained in how to utilize YSA’s program can help change this.

3. Subgrant Program
All schools that commit to being Schools of Service and meet the requirements of committing to engaging students on one or more of the three days of service and have their teachers complete the relevant training on the YSA Learning Center are eligible to apply for a Schools of Service grant. We will award 150 subgrants of $1,000 for school-wide service events (50 each for 9/11, MLK Day, GYSD). A school can receive grants for multiple days of service, up to $3,000 total if they commit to projects on all three days.

Applicants that are selected to receive a grant will be required to:
- Have participating teachers and student project organizers complete additional training on the YSA Learning Center.
- Organize a service project(s) that engage at least 500 students in service on the day of service (or within one week of the day).
- Ensure that one of the projects addresses the priority issue area for the relevant day (supporting veterans and military families on 9/11 Day, supporting economic opportunity on MLK Day).
- Engage students in learning about and reflecting on the meaning of the day of service
- Report impact with required supporting documentation (names of all volunteers, evidence of issue outputs)
- For schools that have community service or service-learning requirements, verify that service hours spent on these days of service (including time spent planning projects) will be counted towards meeting requirements.

A minimum of 5 grants ($5,000) and a maximum of 10 grants ($10,000) will be awarded to schools in each of the geographic target areas of Texas, Georgia, Arizona, and Maryland/Washington, DC for
Narratives

each day of service. The remaining grants will be awarded to schools in any other state.

Information about this subgrant program will be made publicly available through the three partner engagement strategies described above as well as through all of YSA's usual promotional channels. This notice will include the following information about eligibility, application instructions, and selection criteria.

Eligibility - Only K-12 schools will be eligible. Schools do not need to have been previously involved with YSA, but applicants will need to first commit to being a School of Service and complete required training.

Application Instructions - Applications can be obtained and submitted through YSA's online grant management system, which is currently part of the YSA Learning Center. The direct link to the application will be included in all promotion and technical support will be provided by YSA staff via phone and e-mail throughout the application period.

Criteria -- includes plan to train teachers (10%), plan to engage all students (20%), plan to count students (10%), plan to have part of activities focus on priority issue areas (20%), plan to track and measure impact (10%), plan to have students reflect on meaning of the day of service (20%), plan to have some classes continue in longer term (10%)

Subgrant Timeline
- School of Service application opens (all three Days of Service) -- May
- School of Service application closes -- late June
- YSA reviews and selects winners -- July
- Onboarding and training -- August
- 9/11 Day of Service
- 9/11 impact reporting and storytelling -- mid/late September
- MLK Day application opens -- on 9/11
- MLK Day application closes -- October 31
- MLK Day grantees selected -- mid-November
- Onboarding and training -- early December
- MLK Day of Service
- MLK Day impact reporting and storytelling -- late January
- GYSD application opens -- on MLK Day
Narratives

- GYSD application closes -- mid-February
- GYSD grantees selected -- late February
- GYSD - April
- GYSD impact reporting and storytelling -- late April

4. Student Volunteer Engagement
Each of the 150 subgrant-supported projects will engage a minimum of 500 students as volunteers. Each of the 150 projects organized by Schools of Service Ambassadors not receiving subgrants will engage an average of 200 students. This will result in 105,000 students being engaged as volunteers throughout the year, with 35,000 engaged on each day of service.

5. Priority Issues: Schools can address any important issue identified by their students, but they will be encouraged to have at least one of their projects address one of the priority issue areas (veterans and military families on 9/11 Day and economic opportunity on MLK Day). Subgrantee schools will be required to commit that at least one project will address a priority issue and that they will report on the relevant performance measure. Specifically, they will be asked to plan a project that supports active military members and their families or veterans on 9/11 Day and projects that support financial literacy or providing access to food on MLK Day. All participating educators and students will have access to the priority issue content described in the Capacity Building / Training section above. This content will be one of the four pages on the Scholastic.com custom hub and receive the Scholastic promotion support described earlier.

6. Reflection on Meaning of Days of Service: All participating schools will be encouraged to teach student volunteers about the meaning of September 11th and MLK Day by using the day of service training materials described in the Capacity Building / Training section above. All subgrantees will be required to incorporate this into their school-wide events. This content will be one of the four pages on the Scholastic.com custom hub and receive the Scholastic promotion support described earlier.

7. Longer-Term Volunteering: Participating schools will encourage some classes to sustain and connect days of service through Classrooms with a Cause or Semester of Service projects. This content will be one of the four pages on the Scholastic.com custom hub and receive the Scholastic promotion support described earlier.
Narratives

YSA knows that Days of Service can be effective onramps for long term substantive service. Our resources provide classroom facilitators with the tools they need to facilitate a process that encourages duration and intensity, to proven strategies for quality service learning.

Organizational Capability

Organizational Structure - Founded in 1986, YSA supports a global culture of engaged children and youth committed to a lifetime of meaningful service, learning, and leadership. With half the world's population under age 25, our mission is to help young people find their voice, take action, and make an impact on vital community issues. YSA's CEO has been in his position for 20 years. YSA’s VP of Programs has been with the organization for 16 years.

Program positions include: Vice President of Programs (program oversight), Senior Director of Education & Training and Manager of Education & Training (training and subgrantee management), Vice President of Operations (fiscal and technology and evaluation/reporting management), and President & CEO (organizational capacity and oversight).

Key Program Staff Background & Experience

Karen Daniel, YSA Vice President of Programs -- Karen will be responsible for program oversight. She brings 20+ years of experience in youth engagement, campaign mobilization, program implementation, non-profit management, and business-non-profit partnerships. As a member of YSA's senior leadership team, she manages all of the organization's program directors, monitors program budgets, and serves as the primary point person for YSA's funders. She holds a degree in Political Science from UCLA and a Master's in Public Policy from the Kennedy School of Government at Harvard University.

Scott Ganske, YSA Senior Director of Education & Training-- Scott will oversee subgrant program training and resource development for the program. He oversees YSA's education programs to create a culture of service in schools. Prior to his arrival at YSA, Scott was at Service Learning Texas (SLT), where he managed a portfolio of Learn and Serve America programs. Scott has eight years of teaching experience in Arizona and Texas. He holds a Master's degree in Public Administration and a B.A. in Education, both from Arizona State University.

Grant Management Experience - YSA has over 23 years of experience administering grants from federal government and non-governmental sources ranging from a few thousand dollars to over five million dollars. In the past 10 years, YSA has received five multi-year grants from CNCS: MLK Day
Narratives


Financial Management Systems - The CEO has oversight responsibility on all federal grants, and serves as the signatory and responsible party for all YSA grants; the CEO and Vice President of Operations monitors YSA’s financial operations to ensure compliance with grant terms and conditions; and conducts monthly reviews with the accounting department and other YSA staff to ensure grant terms are met.

YSA’s Vice President of Operations will be responsible for fiscal oversight of the program ensuring that YSA complies with federal grant requirements.

All staff have completed background checks.

Project Resource Management - The Vice President of Programs will manage the administration of the MLK Day program. The Vice President of Operations will draw down funds in accordance with each federal grant guideline. All disbursements will be made within 48 business hours of federal draw downs. All federal funds are accrued on a cash basis. All employee timesheets associated with a Federal grant will be calculated on a percentage basis according to the grant guidelines reflecting a total of 100% of each employee's time. Employee fringe benefits will be calculated on a percentage basis and posted to the GIL on a monthly basis in accordance with the grant guidelines.

Cost-Effectiveness and Budget Adequacy

The total program budget for the Schools of Service program is $678,974. Of that, we are requesting $272,120 from CNCS ($136,060 from MLK Day funds and $136,060 from 9/11 Day funds). This will be matched by $406,834 in private funds - $100,500 in-kind contribution from Cornerstone OnDemand Foundation, $30,000 in-kind contribution from Scholastic, and $276,334 in cash funds from State Farm. These State Farm funds represent 55% of their total annual support of YSA of $500,000. The total program budget may increase by $50,000, with 100% of that increase as match funds provided by a possible donation from Booz Allen Hamilton of $50,000 to support 9/11 Day activities.

Other

NA

Clarification Changes
Narratives

As part of their participation in the Schools of Service program, subgrantees will be required to plan school-wide service events on either 9/11 Day, MLK Day, or both as well as to plan GYSD activities (which can be service projects or reflection/demonstration/celebration activities). Every subgrantee will receive $500 or $1,000 in State Farm funds to support their capacity-building efforts to engage all their students in days of service as well as $1,000 in MLK Day funds from CNCS to support MLK Day events and/or $1,000 in 9/11 Day funds from CNCS to support 9/11 Day events. Specifically:

* If subgrantees select only 9/11 Day, they would receive $1,500: $1,000 from CNCS funds for 9/11 Day event costs and $500 from State Farm (match funds) for capacity-building that supports all three days of service. These subgrantees will submit a budget that details how the $1,000 CNCS funds will be spent directly on 9/11 Day activities (and how they’re using the State Farm funds to build capacity for all days of service, including 9/11 Day) and report on 9/11 Day performance measures.

* If subgrantees select only MLK Day, they would receive $1,500: $1,000 from CNCS funds for MLK Day event costs and $500 from State Farm (match funds) for capacity-building that supports all three days of service. These subgrantees will submit a budget that details how the $1,000 CNCS funds will be spent directly on MLK Day activities (and how they’re using the State Farm funds to build capacity for all days of service, including MLK Day) and report on MLK Day performance measures.

* If subgrantees select both 9/11 Day and MLK Day, they would receive $3,000: $1,000 from CNCS funds for 9/11 Day, $1,000 from CNCS funds for MLK Day event costs and $1,000 from State Farm ($500 x 2 for each day’s match funds) for capacity-building that supports all three days of service. These subgrantees will submit a budget that details how the $1,000 CNCS 9/11 Day funds will be spent directly on 9/11 Day activities, how the $1,000 CNCS MLK Day funds will be spent directly on MLK Day activities, and report on both 9/11 Day and MLK Day performance measures.

We will select between 50 to 100 subgrantees. If all awarded subgrantees do both 9/11 Day and MLK Day, there would be 50 subgrantees each receiving $3,000. If all awarded subgrantees select only one of the two days, there would be 100 subgrantees, each receiving $1,500. The final number will be determined by the subgrantee selection process, so we expect the final number awarded to be approximately 75, with a mix of $1,500 and $3,000 grants.

As noted above, applicants will submit budgets specific to each source of funding (CNCS-9/11 Day, CNCS-MLK Day, and State Farm) and report on relevant performance measures corresponding to the
Narratives

funds they are awarded. If subgrantees receive funding from multiple sources, they would receive a single grant check from YSA for the total grant amount, but the MOU and check voucher would detail the source of all funds included.

While one requirement of receiving State Farm funds (and of participating in the Schools of Service program with or without a grant) is to organize a GYSD activity, but State Farm funds are meant to be used to build the school's capacity to engage students in all days of service.

Additionally, some schools might receive only $1,000 for 9/11 Day if Booz Allen Hamilton awards YSA a grant; this would be added as additional matching funds to this budget.

Schools can participate in the Schools of Service campaign without receiving a grant; these schools can choose one, two, or three days of service. Some of these schools might receive $1,000 grant for GYSD if additional funding is secured by YSA, and while their 9/11 Day or MLK Day activities would be counted towards our performance measures, that additional GYSD-only grant funding would not be included in our match.