



2018 GRANT GUIDELINES

OVERVIEW

Below, please find an introduction to the Digital Literacy Alliance (“the Alliance” or “DLA”), and an invitation to apply for funding in support of critical digital literacy work in the City of Philadelphia.

The Digital Literacy Alliance is a broad coalition of institutional stakeholders working to alleviate the digital divide in Philadelphia. The coalition develops strategy, manages an existing seed fund, raises additional funding and oversees funded programs with the assistance of relevant stakeholders and committee members.

The goals of the Alliance are:

- To provide financial support to programs in Philadelphia that work to address issues of digital literacy and inclusion
- To serve as a convener of stakeholders and partners from diverse sectors who are invested and interested in closing the digital divide in Philadelphia
- To be a resource for best practices and innovations in digital literacy programming and policy-making

As of February 2018, the Digital Literacy Alliance maintains a fund of \$675,000; the initial investment is comprised of grants from Comcast and Verizon. The Alliance plans to leverage this existing money to raise additional funds for future grant opportunities.

For the purpose of this application, the Alliance defines digital literacy as, “the ability to access technology and the Internet and use those tools to find, evaluate, share and create content.”

In an effort to create a transparent and ethical process, the Alliance has laid out the grant guidelines below.

TYPES OF GRANTS

In 2018, the DLA will be offering two types of grants – Sustainability and Innovation. *Current grantees and past applicants are eligible to apply for either type.*

- Sustainability Grants must be less than \$10,000, and are meant to support on-going /current projects and initiatives that need additional funding to continue service.
- Innovation Grants must be less than \$25,000, and are meant to support new projects and initiatives. If you are making a notable change to an existing program, we encourage you to apply for an innovation grant.

Organizations are welcome to apply for either or both types of funding, but must submit a separate Letter of Intent for each grant.

ELIGIBILITY

To be eligible for *either grant* from the Digital Literacy Alliance, applying organizations and proposals must meet the following criteria:

- Organizations and/or individuals applying for grants must be based in Philadelphia OR must be able to show that they have existing infrastructure in Philadelphia, including a Philadelphia-specific chapter, or a specific employee who is focused on Philadelphia *and* a project/engagement opportunity actively taking place, or about to take place, in the City.
- Funding requests must be less than \$10,000 for Sustainability Grants, and less than \$25,000 for Innovation Grants. We anticipate awarding up to \$175,000 in this grant cycle.
- The application must be for a single year grant.
- If awarded money, the organization must agree to complete an end-of-year report and give an end-of-year presentation to Alliance members on their project.
- Applicants who are proposing a program that would be delivered in a Philadelphia school (School District of Philadelphia, charter, archdiocesan or independent school) must have their Letter of Intent co-signed by the school principal (or head of school) to demonstrate that the administrator approves the proposal and commits to supporting its implementation if a grant is awarded.
- Applicants who are submitting a proposal for an entity without 501c(3) status or other fiscal sponsor will potentially be asked to show additional financial capacity to responsibly manage the grant if awarded.

APPLICATION PROCESS AND TIMELINE

12:00pm (Noon) – Wednesday, March 28, 2018	Letters of Intent are due
April 2018	If necessary, Alliance members will contact select applicant organizations to gather additional information needed to support the request and clarify any questions about the LOI.
Friday, April 27, 2018	Applicants will be notified regarding whether or not they are invited to submit a full grant proposal.
12:00pm (Noon) – Friday, May 25, 2018	Full grant proposals are due.
Friday, June 15, 2018	Organizations are notified of funding decisions.

LETTER OF INTENT FORMAT

All questions concerning the Letter of Intent should be emailed to Eliza Pollack, eliza.pollack@phila.gov.

Submission Requirements:

LOIs MUST be submitted as PDF attachments and must be emailed to BOTH eliza.pollack@phila.gov and andrew.buss@phila.gov no later than 12:00pm (Noon) on Wednesday, March 28, 2018. *No extensions will be granted.*

LOI Requirements:

- 1 – 3 pages
- 12 pt. standard font

- 1 inch margins

1. Project Name
2. Project Description, including need & impact statement (300 – 500 words max.)
3. Type of Grant (Sustainability or Innovation) and Amount Requested (Sustainability grants must be less than \$10,000 and Innovation grants must be less than \$25,000)
4. In what Philadelphia neighborhood(s) does the work you are proposing primarily take place? (This may or may not be the neighborhood where your organization is physically located.)
5. Who will be served? (Select as many as applicable.)
 - Youth
 - Seniors
 - New Americans
 - Returning citizens
 - Low-literacy persons
 - English-language learners
 - Low-income families and individuals
 - Other (please be specific)
6. What *primary* program area does your proposal address? Please choose one.
 - General access and infrastructure - Providing opportunities to use computers, laptops and other devices and/or the Internet to people who have limited access on their own; Coaching people in how to use basic computer programs and functions, like typing, Microsoft, email, etc.; Establishing and / or supporting computer / tech labs.
 - Community Engagement – Helping people interact with government and / or their communities in innovative ways; Creating opportunities for citizens to use digital technology to affect change in their neighborhoods, schools, local economy, or the City, etc.
 - Real World Skill Building - Teaching people how to navigate the increasing trend of “life necessities” like health care, banking, insurance and utilities moving to online and tech-based platforms and connecting them to new and necessary programs in this space; Preparing people to enter or re-enter the workforce by providing resume help, interview practice, application help, etc. and/or teaching people skills that are necessary to succeed in the workforce, including training and education.
7. Brief Budget Narrative: Please describe the annual income of your organization, where you get your resources, and how you plan to spend the grant funding. (200 words max.)
8. Organizational Capacity: Please explain how you and/or your organization have the capacity, expertise and experience necessary to successfully implement this project. (200 – 300 words max.)
9. Optional: Please feel free to include any additional collateral (i.e. press coverage, printed materials, videos, etc.) that you feel helps explain your proposed project and/or organizational mission or capacity. *Applicants who do not submit anything will not be penalized.*

PLEASE NOTE, LETTERS OF INTENT WILL BE EVALUATED BY THE DIGITAL LITERACY ALLIANCE AND A SELECT GROUP OF APPLICANTS WILL BE INVITED TO SUBMIT FULL PROPOSALS.

PROPOSAL FORMAT

All organizations who are invited to submit a full proposal will receive specific instructions regarding the process and requirements in late April 2018. These requirements are subject to change before the notification date.

1. Executive Summary (no more than 1 page)
 - Explain what you hope to accomplish and how, why you/your organization is the right entity to execute this project and what impact you hope to have on Philadelphia and/or its citizens
2. Program Narrative
 - Name the team that will implement the project and briefly list their respective roles and qualifications
 - Describe the project and the current concern it is working to resolve
 - State what will change as a result of your project
 - Explain if a grant from the Alliance would help you leverage additional funding
3. Timeline
 - Describe the start and end date of the project and any major milestones
4. Organizational Infrastructure, Partnerships & Budget
 - Complete the attached budget template
 - Describe what, if any, other sources of funding you have applied for and the status of that funding
 - Explain how you/your organization manages finances, including but not limited to employee roles, financial management software and accountability standards
 - Outline any partnerships necessary to implementing your project and explain all relevant stakeholders
5. Evaluation & Goals
 - Explain what your goals are (short and long term) and how you will know if you've accomplished them
 - Present a plan to measure progress towards the stated outcomes and to measure if the methods worked as intended
 - Provide examples of your indicators of success, i.e. people served, measurable growth in skills, jobs attained, program graduates, etc.
6. Sustainability/Dissemination
 - Describe how this program will continue once the grant funding has ended, either in its entirety or in another capacity, and/or how you plan to share your learnings with others

EVALUATION CRITERIA

The Alliance's Grant-making Committee includes members from Philadelphia's public, non-profit and private sector. They will use the criteria below to evaluate completed, eligible applications. These evaluations will be used to make recommendations to the full Digital Literacy Alliance, and final decisions will be made at the group's June 2018 meeting.

- Is the proposal compelling and/or does it serve a unique community?

- Does the project meet the priorities of the Alliance?
- Does your project rely on or create any unique and meaningful partnerships between organizations and/or sectors?
- Is the proposal realistic and well thought-out?
- Is the project financially feasible? Does the budget support the project as described?
- Does the evaluation plan describe useful measurements?
- If the requested funds do not cover all project expenses, is there a plan to raise the additional funds?