FUNDING PRIORITIES

The Asian American Federation recognizes that the success of organizational planning and program development requires multi-year funder commitments to ensure any type of measureable success. For the 2012-13 funding cycle, the Federation will consider making longer term commitments for Parts 1A, 1B, and 2, subject to availability of funds. Successful Part 3 proposals will only receive a one-year support grant.

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1. **Capacity Building for Organizational Sustainability**
   Part 1A:
   Two to three grants up to a maximum of $30,000 will be awarded to agencies that have a clear organizational direction, institutional commitment, and demonstrated readiness for the next stage of growth towards becoming high performing and sustainable organizations. Agencies requesting funding support in this category should have or are ready to develop a strategic plan clearly articulating where the organization wants to be in three years. The application should identify realistic three-year goals for at least two of the following areas, a plan of action to reach those goals, and where funding and/or technical assistance would be needed:
   - Board's roles in governance and fundraising
   - Leadership & professional development; succession planning if applicable
   - Fundraising
   - Program impact and evaluation
   - Financial management, oversight, and internal control

   Demonstrated board support of the proposed organizational development plan that demonstrates significant steps forward and to institutionalize organizational changes is <u>REQUIRED</u>. For three-year grants, the Federation will stipulate the following requirements:
   - The agency board must raise unrestricted, non-government funds, at least 50% of the grant amount in the second year, and 100% of the grant amount in the third year. Although not required, fundraising may start during the first year.
   - The funds raised should be above and beyond what is needed for the agency's operating budget for the year that funds are raised.

   **THIS GRANT IS NOT INTENDED TO BE A GENERAL OPERATING PROGRAM GRANT THAT COVERS RECURRING EXPENSES, LIKE CURRENT STAFF SALARIES. THE FUNDING MUST COVER PRIMARILY DIRECT EXPENSES ASSOCIATED WITH THE IMPLEMENTATION OF THE ORGANIZATION'S DEVELOPMENTAL PLANS.

   PART 1B:
   Agencies may also jointly apply for funding support toward creating stronger and more sustaining capacity through organizational merger or strategic alliances to achieve greater program impact that

they individually would not be able to reach. Strategic alliances may be in various forms, including but not limited to the following:

- Joint programming that leverages each partner's strengths and reduces duplication of services.
- Partnership that creates the needed economies of scale to be effective in fundraising and in achieving a higher level of program impact.
- Shared services, facilities, or back office operations that increase efficiency and lower operating expenses.

Applications should describe institutional commitment to the partnership, immediate and longer term goals for the partnership, a plan of action to reach those goals, where/how funding and/or technical assistance would be applied, and implications on each partner organization's sustainability.

2. **Developing and Sustaining Critical Programs & Services**
The Federation will consider funding requests for strengthening agencies' abilities to sustain current services or to launch new, sustainable program initiatives that are important to the community. An example of an eligible request is:

- A grant in support of an agency's efforts to develop new approaches to operating and financing existing programs that are increasingly difficult to maintain due to government cutbacks or major changes to the way such programs have been financed.

3. **Civic Participation**
Despite being the fastest growing population in New York City, Asian Americans lag behind other communities in civic empowerment. With the 2013 City elections nearing, the Federation will support projects that integrate civic engagement activities that encourage Asian American New Yorkers to register to vote, learn about the candidates running for various city and borough leadership positions, and GOTV efforts to ensure increased Asian American participation at the polls on Election Day. Examples of eligible requests are:

- Funding to increase voter education, especially in neighborhoods with growing Asian American populations where there traditionally have been limited civic participation activities.
- A grant to support community education events for the local city council races, e.g. convene local candidate forums with other community groups and stakeholders to strengthen relationship with the incoming city leadership, as well as to help build a civics foundation in the neighborhood.
- A grant to mobilize eligible voters on Election Day.

REQUESTS NOT CONSIDERED

The Federation WILL NOT consider funding requests for the following:

- Requests from individuals
- General operating support
- Requests that have been supported by the Community Fund for 3 consecutive years
- Routine/existing program services
- Deficit financing
- Capital projects (physical plant acquisition, construction, or renovation)
- Fundraising events

**No organization will receive more than one Community Fund grant in any one grantmaking year.

2012-13 GRANT SUBMISSION GUIDELINES

Grant proposal narrative must be submitted in Word document format with 1-inch margins, single spaced, and use Times New Roman fonts no smaller than size 11.

I. **Cover Sheet** – *Excel spreadsheet (Total 2 Pages)*

II. **Proposal Summary** – *Half a page maximum*
Briefly explain your agency's reasons for requesting this grant, outcomes you hope to achieve, and how the funds will be spent.

III. NARRATIVE

A. **Background** – *Half a page maximum*
Provide a brief background of your agency and cite any significant accomplishments made during the last fiscal year.

B. **Funding Request** – *Four pages maximum*
Please select the type of support (Capacity Building Part A or Part B, Sustaining Critical Services, or Civic Participation) *your agency is seeking, and include the following information:*

CAPACITY BUILDING
PART A- Individual agency requests:
1. State briefly your agency's three to five-year vision. Where does your agency want to be three to five years from now in terms of impact, organizational strengths and sustainability?
2. Has this vision been adopted by the agency board? Specifically, what is the role and contribution of the board?
3. Describe your agency's capacity-building goals for the next three years toward realizing its vision. What is your plan of action to reach each of those goals?
4. Describe how the requested funding would be used and how it would enable your agency reach the stated three-year goals. For each stated goal, list specific, measurable outcomes.
5. Describe the board's current fundraising capabilities. What is the percentage of board members making a personal contribution to the agency annually? On average, how much general operating money in total is contributed or raised by the board annually? Would there be any difficulty for the board to meet the expected fundraising responsibilities should this grant be approved?

PART B - Strategic alliance requests:
1. Describe the motivating factors that have led to the proposed partnership. What is the shared vision for the partnership for the next three to five years? Has this vision been endorsed by the respective agency boards? What is the role of each board? How will critical decisions be made? Is there a governing entity? If so, what will be its role?
2. Describe the nature and scope of the strategic alliance. What are the specific goals that the partner agencies have identified? What is the plan of action to reach those goals? How would the proposed alliance concretely benefit the partner agencies?
3. Describe how the requested funding, if approved, would be used and how it would help to insure the success of the alliance. For each stated goal, list specific, measurable outcomes.

4. Would the alliance continue beyond the funding period? If yes, how would it be sustained?
5. Answer the same questions concerning each agency board's fundraising capabilities as stated above.

Notes:
1. Agencies that are exploring or interested in exploring strategic alliances but do not have their vision or three-year goals fully developed are encouraged to apply for a planning grant instead.
2. Agencies interested in funding support for merger exploration are encouraged to request a meeting as the first step of the application process.

DEVELOPING OR SUSTAINING CRITICAL SERVICES
1. State the primary purpose(s) of the funding request.
2. Describe issues or needs being addressed and project goals. What is the plan of action?
3. Describe how the grant funds will be used and anticipated project outcomes.
4. Describe the board's commitment toward the proposed effort. Does the board have any concrete plan to raise funds, especially unrestricted dollars, in support of the effort to develop or sustain the particular programs and services?

CIVIC PARTICIPATION
Describe in detail your civic participation project. Include the following details:
1. The neighborhood(s) that your organization will be working in, including your organizing and advocacy experience.
2. Your organization's expertise in civic participation, including years of voter registration, community education, media outreach, and GOTV.
3. Quantify your group's goals for voter education, including voter registration, and methods/venues for outreach.
4. Voter education plans, including relevant community issues in the proposed catchment area, the types of activities, etc.
5. Discuss in detail your GOTV plans. Describe activities, voter contact efforts, quantify the number of voters you expect to reach, and plans on Election Day 2013 to mobilize voters to the polls.
6. Discuss your media expertise, your outreach plans using the ethnic media, and how many you expect to reach through media.

C. Budget Narrative – *One page maximum*
Indicate the specific uses of each line item detailed on the project budget form. Explain in detail the responsibility of each staff on the budget and their role in achieving stated outcomes. If a consultant is used, please specify the services that the consultant is expected to provide.

IV. Project Budget – *Excel spreadsheet (Total 2 Pages)*
Using the attached budget form, please list all secured and pending revenue for the project (if applicable), and list all expense items. Staff lines, if applicable, should be listed by each position, indicating percentage time of each staff spent on the project.

V. Organizational Operating Budget – *Excel spreadsheet (Total 3 Pages)*
List your organizational operating revenue and expenses for the current and previous fiscal years. Under Revenue, please list separately each source of revenue, such as foundation, corporation,

fees, individuals, special events, investment/endowment income, and government agencies from which you receive funding support

VI.   **Board of Directors** – Submit your agency's list of Board of Directors, with affiliations.

VII.   **Supporting Document**
Most recent audit: Please submit the organization's most recent audit report, if available. If the audit report is not yet available, please submit the latest Form 990.

Supporting document can be sent electronically together with or separate from Community Fund application package, if total e-mail including attachment(s) is within 5 MB size limit.

ONLY the supporting document may be sent via regular mail, RECEIVED by Tuesday, February 26, 2013 to:

> Jo-Ann Yoo
> 2012-13 Community Fund Grant
> Asian American Federation
> 120 Wall Street, 9th Floor
> New York, NY 10005

SUBMISSION GUIDELINES

All applications are being accepted via e-mail only to communityfund@aafederation.org, and must be received by **FRIDAY, FEBRUARY 22, 2013 at 4 pm**. Submissions must include "*Agency* name – 2012-13 Asian American Community Fund Application" in the Subject line. *Late submissions will not be considered.*

Successful submissions to communityfund@aafederation.org will generate an auto-reply acknowledging the receipt of your application. If you do not receive an auto-reply, please make sure that your application is submitted successfully, or contact Jo-Ann Yoo at jyoo@aafederation.org (212-344-5878, x217). The auto-reply will serve as a confirmation of receiving your submission, but it does not verify that your submission package meets all application requirements. The applicant is responsible for the completeness of its application package as well as to ensure all application requirements are met.

When submitting your proposal, please note the following:

1. Submit the completed cover sheet (MS Excel), proposal narrative (MS Word), project budget (MS Excel), agency operating budget (MS Excel), and agency Board of Directors (MS Word) in one e-mail, all as file attachments.

2. Name your documents as below
    2012-13 AACF *Agency Name* Cover
    2012-13 AACF *Agency Name* Narrative
    2012-13 AACF *Agency Name* Project Budget
    Agency Name - Operating Budget
    Agency Name - Board of Directors and Affiliations

3. Supporting documents may be sent by e-mail or regular mail. Please see Section VII under Asian American Community Fund Grant Proposal Package for further instructions.

4. For a joint application, only organizational documents from the lead or coordinating agency are required at the time of application submission.

5.   Each agency is eligible for funding consideration only once, for either individual or joint submission.

PROPOSAL REVIEW CRITERIA

Proposals will be evaluated using the following criteria:

- Does the applicant clearly identify the need?
- Does the proposed project address the identified need?
- Is the applicant able to identify measurable outcomes to describe project impact?
- Does the applicant show a long-term approach to addressing the identified need?
- Does the applicant present a viable project budget that is relevant to achieving project goals?
- Have all required documents been submitted?

PROPOSAL CHECKLIST

- Application Cover Sheet (Via e-mail)
- Proposal Narrative (Via e-mail)
- Project Budget (Via e-mail)
- Agency Operating Budget (Via e-mail)
- Board of Directors List & Affiliations (Via e-mail)
- Audit Report or Form 990 (Via e-mail or regular mail)

TIMELINE

Activity	Date
Release of RFP	January 16, 2013
RFP Deadline	Friday, February 22, 2013 at 4 pm
Notification of Grant Awards	Late March 2013