



MARTIN LUTHER KING JR. DAY OF SERVICE

REQUEST FOR PROPOSALS

Proposals due: Friday, September 9, 2011

ISSUED BY THE MASSACHUSETTS SERVICE ALLIANCE



Please direct any questions about this RFP to Kristen Nelson at 617.542.2544 x221 or knelson@mass-service.org.

Massachusetts Service Alliance
100 North Washington Street, 3rd Floor, Boston, MA 02114
www.mass-service.org

The Massachusetts Service Alliance (MSA) is pleased to release a Request for Proposals for the 2012 Martin Luther King Jr. Day of Service. MSA seeks to award grants up to \$5,000.00 to support projects honoring the MLK Day of Service, that 1) includes meaningful service that meets an identified community need; 2) recruits a diverse cross-section of the community as volunteers; 3) incorporates education on the life and work of Dr. King; and 4) provides opportunities for sustained service and ongoing community involvement.

Grant funding is contingent on the availability of funds. Grant payments will be disbursed on a reimbursement basis only. Requests for reimbursement must be accompanied by all documentation required by MSA, in compliance with the rules for the administration of funds.

Massachusetts Service Alliance

The Massachusetts Service Alliance, established in 1991, is a private, nonprofit organization that serves as the state commission on community service and volunteerism. Its mission is to catalyze the innovation and growth of service and volunteerism by creating partnerships that maximize resources, expertise, capacity, and impact. Toward this end we: invest public and private funds in community-based organizations in a fair and equitable manner; convene and mobilize individuals, nonprofits, corporations and government entities to link strategies related to service and volunteerism; build capacity of programs and agencies through training and technical assistance; and advocate for the development and promotion of public policies and private initiatives that incorporate service and volunteerism as effective strategies to address community needs.

The Initiative

Initiated by Congress in 1994, the Martin Luther King Jr. Day of Service is a nationwide effort to transform the federal holiday honoring Dr. Martin Luther King, Jr. into a day of community service in order to help solve our nation's critical issues. The MLK Day of Service empowers individuals, strengthens communities, bridges barriers, creates solutions to social problems, and moves us closer to Dr. King's vision of a beloved community.

The Massachusetts Service Alliance is excited to offer this grant opportunity to expand service opportunities for people of all ages to address pressing community needs throughout Massachusetts in conjunction with the MLK Day of Service. Funding priority will be given to volunteer connector agencies across the state; volunteer connectors include organizations that connect individuals with volunteer opportunities and support organizations in effectively using those volunteers to create meaningful change in local communities.

Service projects must engage volunteers during the week of the MLK Day of Service (January 15-21, 2012). Priority consideration will be given to proposals that include a project that takes place on the MLK Day of Service, January 16, 2012. All types of service are encouraged, particularly projects that recruit new volunteers and connect participants to ongoing involvement. Projects should expand awareness of the MLK Day of Service and the impact of service and volunteerism across the Commonwealth.

Training and technical assistance will be provided to grantees. All grantees will be expected to register volunteer activities on Connect & Serve, track the numbers of volunteers recruited and provide outcome measurements from service project activities.

MSA seeks to fund projects sponsored by a variety of organizations that reflect the diversity of Massachusetts; in the interest of funding high quality projects, the total amount of funds to be granted has not been set in advance.

Project Timelines

Proposals must be received no later than 12:00 pm on Friday, September 9, 2011. Your submission must include 1 unbound original and 3 stapled copies. Proposal narrative must be typed, doubled-spaced and in 12-point Times New Roman font and may not exceed 4 pages.

Applicants will be notified of the status of their grant proposal by October 21, 2011.

The grant period will begin November 1, 2011 and end March 2, 2012. Grant funds expended during this period are eligible for reimbursement.

All projects must take place in Massachusetts and engage volunteers during the week of the MLK Day of Service (January 15-21, 2012). Priority consideration will be given to proposals that include a project that takes place on the MLK Day of Service, January 16, 2012.

Eligible Bidders

Eligible applicants are:

- Nonprofit organizations (incorporated with 501(c)(3) status) that have been in existence for at least one year prior to the date on which the organization submits an application;
- State, municipal, and county governments, including departments and agencies therein; and
- Native American tribes.

Funding priority will be given to volunteer connector agencies across the state; volunteer connector organizations connect individuals with volunteer opportunities and support organizations in effectively using volunteers to create meaningful change in local communities.

Restrictions

Programs already funded through Massachusetts Service Alliance may not replace staff time or other expenses already covered through existing MSA grants with funds to be provided through grants described in this RFP.

MSA will not fund projects that engage in the following:

- Provide religious instruction, conduct worship services or engage in any form of proselytizing;
- Assist, promote, or deter union organizing;
- Finance, directly or indirectly, any activity designed to influence the outcome of an election to any public office; or
- Impair existing contracts for services or collective bargaining agreements.

Administrative Requirements

Programs receiving these funds are required to:

- Match 30% of the budget to support the project. All programs receiving support will be required to report the resources utilized to match grant funds by line item. Matching funds can be a combination of cash or in-kind match.
- Submit a final report on the project (template provided by MSA) by March 2, 2012.
- Submit a final financial report/request for reimbursement, with all required documentation of expenditures by March 2, 2012. Only expenses for which proper documentation has been received will be reimbursed.
- Participate in a grant management webinar prior to grant allocation.
- Register volunteer activities on Connect & Serve.
- Track the number of volunteers recruited and activities undertaken.
- Include MSA logo on all program materials and publicity.

Criminal Background Checks

Organizations must comply with all applicable state laws regarding criminal background (CORI) and/or sexual offender (SORI) checks for volunteers and staff.

Expenses connected with CORI and/or SORI checks are considered allowable uses of these grant funds, to the extent that they are required in order for the project to comply with applicable laws. (See budget narrative instructions.)

CORI information:

[http://www.mass.gov/?pageID=eopsagencylanding&L=3&L0=Home&L1=Public+Safety+Agencies&L2=Criminal+History+Systems+Board+\(SCHSB\)&sid=Eeops](http://www.mass.gov/?pageID=eopsagencylanding&L=3&L0=Home&L1=Public+Safety+Agencies&L2=Criminal+History+Systems+Board+(SCHSB)&sid=Eeops)

SORI information:

[http://www.mass.gov/?pageID=eopsagencylanding&L=3&L0=Home&L1=Public+Safety+Agencies&L2=Sex+Offender+Registry+Board+\(SORB\)&sid=Eeops](http://www.mass.gov/?pageID=eopsagencylanding&L=3&L0=Home&L1=Public+Safety+Agencies&L2=Sex+Offender+Registry+Board+(SORB)&sid=Eeops)

RFP TECHNICAL ASSISTANCE

MSA will host an MLK Day of Service grant management webinar for all grantees (date TBD). MSA will also provide technical assistance for the RFP on an individual basis.

If you have questions, regarding this RFP please contact Kristen Nelson at 617.542.2544 x221 or email knelson@mass-service.org.

APPLICATION CHECKLIST

Completed

Application Item

_____	Application Cover Page
_____	Project Proposal Narrative <i>Not more than 4 pages, typed, double-spaced, 12-point Times New Roman font.</i>
_____	Budget Summary Form
_____	Budget Narrative Form

Submit one unbound original and three stapled copies.
Please do not place applications in folders, binders, etc.

Fax transmissions will not be accepted. Any application that is not complete and/or does not comply with all submission requirements may not be reviewed.

Please attach the following to the original copy only:

- ___ Organizational chart
- ___ Most recent audit or 990
- ___ 501(c)(3) letter or Massachusetts ST-2, "Certificate of Exemption"

Submit to:

Massachusetts Service Alliance
Attention: Kristen Nelson
100 North Washington Street, 3rd Floor
Boston, MA 02114

APPLICATIONS MUST BE RECEIVED BY 12:00PM ON FRIDAY, SEPTEMBER 9, 2011.

APPLICATION COVER PAGE

Organizational Information
Organization Name:
Year Incorporated:
Federal ID#:
Total Budget: \$
Address:
Phone:
MLK Day of Service Project Information
MLK Day Project Title:
Project Date(s):
Geographic Area(s) Served by the Project:
of Project Volunteers:
Project Contact Person:
Phone:
Email:
Amount Requested for this Project: \$

PROJECT PROPOSAL NARRATIVE

Please follow the instructions below. All narratives must be typed, double-spaced, and in 12-point Times New Roman font, and may not exceed 4 pages.

Narrative should include:

Background

- Briefly describe the organization's history, mission, overall goals and/or objectives.
- Describe the organization's past experience successfully planning MLK Day service projects or experience with other community service activities.
- Briefly describe the organization's experience with managing grants.

Project Design

- Describe the identified community need(s) to be addressed and a strategy to impact them through MLK Day service projects.
- Provide a brief description of the service project, including the overall objective, projects date(s) and location, description of activities, the roles for volunteers and number of new volunteers to be engaged.
- Describe how reflection activities on the life and teachings of Dr. King will be incorporated into the project.
- Describe how the organization will recruit and engage a diverse pool of community volunteers, especially new volunteers not previously involved with the sponsoring organization(s).
- Describe how the organization will publicize the event to potential sponsors, community partners, and the media to strengthen awareness of MLK Day.
- Describe how the organization will partner with other agencies or groups in the local community to assist with project development or volunteer recruitment.
- Describe the plan and process for collecting data (number of participants, number of volunteer hours etc.) and evaluating your project.

Project Goals and Outcomes

- State one goal for each of the following:
 - desired outcome (change or benefit) for the community being served
 - desired outcome (change or benefit) for the engaged volunteers
- Describe how success will be measured.
- Describe how the project addresses the community need in a sustainable way.

PROJECT REPORTING

Final project reports will, at a minimum, include the following:

- Number of participants
- Total number of volunteers engaged
- Number of **new** volunteers recruited
- Number of total hours served by all volunteers
- Number of community partners
- Service project outcomes

PROJECT BUDGET

The Massachusetts Service Alliance anticipates awarding up to \$5,000.00 to grantees depending on the size and scope of the proposed project. Grantees will be required to match 30% of the budget to support the project. All programs receiving support will be required to report the resources utilized to match grant funds by line item. Matching funds can be a combination of cash or in-kind match.

Submit the Budget Summary Form and Budget Narrative Form with your application.

See instructions on the following page.

Use of Funds

Funds are intended for program development, including:

- Project coordination.
- Volunteer recruitment, screening, orientation and training, recognition and reward.
- Expenses associated with CORI or SORI background checks are allowable expenses, to the extent that they are required in order to comply with Massachusetts law or best practices in volunteer management.
- Costs associated with transportation and other reasonable out-of-pocket expenses directly related to development of the project.
- Record-keeping or other activities to help organizations connect MLK Day project volunteers to future volunteer opportunities.
- Communication materials and activities and to share project results with the community.

Equipment, defined as tangible, non-expendable personal property having a useful life of more than one year, and/or acquisition cost of \$1,000 or more per unit is not allowable.

Budget Form Instructions

Budget Summary Form

- Column A – The total dollar amount by line item (category) of the project.
- Column B – The dollar amount by line item (category) for which you are applying.
- Column C – The dollar amount by line item (category) that you are contributing to the project.

Budget Narrative Form

All line items over \$500 need a detailed description of how amount was derived, including cost per unit.

(Number of Units x Price per Unit = Total Amount)

1. Program Staff – Professional staff that provide direct services to the project. In the description column, please include the individual staff's full-year salary and FTE rate (the percentage of time individual staff spends working directly on the grant) **OR** hourly rate as well as number of hours per week and number of weeks assigned to this project. Please note that each staff salary should be pro-rated to reflect the grant period (November 1, 2011 – March 2, 2012).

Programs already funded through Massachusetts Service Alliance may not replace staff time or other expenses already covered through existing grants, with funds to be provided through grants described in this RFP.

Funds may not be used to pay AmeriCorps, AmeriCorps VISTA or Commonwealth Corps members additional stipends for service performed in connection with MLK Day projects.

2. Fringe Benefits – Benefits that are offered to staff. These must be consistent with organizational policies for all staff. The fringe benefit rate must be included in the description of fringe costs, as well as what is included in the rate: taxes, FICA, workman's comp, disability, health, life, etc.
3. Consultants & Contractual Services – Services that cannot be provided by any full or part-time staff employed by the organization. Massachusetts Service Alliance funds paid to individuals for consultant services under this grant will not exceed \$750 per day (excluding costs for travel, supplies, etc.). The \$750 daily rate is a ceiling, and budgeted daily rates are anticipated at considerably lower levels.
4. Supplies – Project related materials. Each material must have its own line item and a description.
5. Travel – Costs for any official business related to the project. Please include per mile costs. MSA cannot reimburse above the rate of .51/mile.
6. Occupancy – Costs of space for staff, meetings, etc.
7. Communication – Telephone, postage, advertisement, delivery costs, etc. needed for the project.
8. Other – Special costs related to the individual project. Costs not listed in any of the above categories. Note these must be detailed in the budget narrative.

Budget Summary Form

Organizational Information	
Legal Name of Agency:	
Executive Director:	
Federal ID:	
Fiscal Contact (FC) :	FC Email:
FC Address:	
FC Telephone:	FC Fax:

Complete the summary budget below.

LINE ITEM	A Total (B+C)	B Request	C Other
1. Staff			
2. Fringe Benefits			
3. Consultants & Contractual Services			
4. Supplies & Materials			
5. Travel			
6. Occupancy			
7. Communication			
8. Other			
<u>Total Budget</u>			

I certify that the information contained in this application is correct and complete and that the applicant agency has authorized me, as its representative, to file this application.

Typed Name:	Title:
Signature:	Date:

Budget Narrative Form

LINE ITEM	REQUEST	OTHER	DESCRIPTION
1. Staff			
Subtotal			
2. Fringe Benefits			
Subtotal			
3. Consultants & Contractual Services			
Subtotal			
4. Supplies & Materials			
Subtotal			
5. Travel			
Subtotal			
6. Occupancy			
Subtotal			
7. Communication			
Subtotal			
8. Other			
Subtotal			
TOTAL BUDGET			

Date submitted: _____ Contact Person: _____ Phone #: _____