THE DIGITAL LITERACY ALLIANCE
2017 GRANT GUIDELINES

OVERVIEW

Below, please find an introduction to the Digital Literacy Alliance ("the Alliance" or "DLA), and an invitation to apply to funding to support 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 January 2017, the Digital Literacy Alliance has a seed fund of $850,000, comprised of a $500,000 grant from Comcast and a $350,000 grant from Verizon (The Verizon portion has been earmarked for youth programming.). 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.

ELIGIBILITY

To be eligible for a 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, PA
- Funding requests must be between $10,000 - $25,000. We anticipate awarding up to $175,000 in this first round.
- 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

12:00pm (Noon) – March 3, 2017	Letters of Intent are due
March 2017	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.
March 31, 2017	Applicants will be notified regarding whether or not they are invited to submit a full grant proposal.
12:00pm (Noon) - April 28, 2017	Final grant applications are due.
May 12, 2017	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 March 3, 2017.

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. Amount Requested (must be $10,000 - $25,000)

4. 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)

5. What *primary* program area does your proposal address? Please choose one.
   - General access – Providing opportunities to use computers, laptops and other devices and/or the Internet to people who have limited access on their own.

- Education – Helping youth and/or adults accomplish "traditional" education goals, including but not limited to math and reading, homework assistance, high school equivalency preparation and completion and post-secondary education attainment.
- Job readiness – 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 workplace.
- 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.
- Computer basics – Coaching people in how to use basic computer programs and functions, like typing, Microsoft, email, etc.
- Innovative contextualized learning – Taking a unique, innovative approach to digital literacy by teaching technology in partnership with another topic area, i.e. combining technology skills with cooking, or bike safety.

6. Brief Budget Narrative: Please describe the annual income of your organization, where you get your resources, and how plan to spend the grant funding. (200 words max.)

7. 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.)

8. 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 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 March 2017.

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 the make recommendations to the full Digital Literacy Alliance, and final decisions will be made at the group's April 2017 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?