



2019 Grant Opportunity – Frequently Asked Questions

1. *What is the Digital Literacy Alliance?*

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.

2. *What are the goals of the Digital Literacy Alliance?*

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

3. *What does “digital literacy” mean to the Digital Literacy Alliance?*

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.”

4. *How much money is available for grant opportunities?*

The Digital Literacy Alliance plans to award up to \$200,000 total in grants during the current application cycle.

5. *Who is eligible to apply for a grant? Can I apply as an individual or an entity without official 501c3 status?*

Yes, you can apply for a grant as an individual or an organization without official 501c3 status. To be as inclusive as possible, we encourage applicants of any type to submit Letters of Intent; our focus will be funding programs that prove they have the capacity, infrastructure and knowledge necessary to implement a successful project.

Solo individuals who are applying for funding without being part of a larger entity may be asked for additional supporting documents to show their ability to manage any potential money.

6. *I am based outside Philadelphia. Can I still apply for a grant?*

No. For the 2019 grant cycle focusing on the census, your organization must be based within the City of Philadelphia.

7. *What is required in the end-of-year report and end-of-year presentation?*

While the details of the report and the presentation are yet to be determined, we plan to work closely with the grantees to develop a process and deliverables that are realistic and beneficial to both parties. We are eager to develop assessment tools that help both the Alliance and the funded entities improve over time and view the relationship with our grantees as one of partnership.

8. *How should I submit my Letter of Intent? How will I know if it has been received?*

All Letters of Intent should be emailed as PDF attachments to both eliza.pollack@phila.gov and andrew.buss@phila.gov by the stated deadline of noon (12:00pm) on June 17, 2019. You will receive an email confirmation from one of those accounts to acknowledge receipt of your submission.

9. *The 2019 DLA grant cycle seems to have a different focus than previous years. Can you clarify how the 2019 grant differs from previous opportunities?*

The key difference for 2019 is that we are seeking to support the connection between digital literacy and Census2020. While previous grant cycles solicited a wide range of creative proposals to support digital literacy, proposals for 2019 must connect digital literacy with the census.

10. *How much funding can I apply for in this grant cycle?*

If you are submitting as a single organization, grant proposals should request between \$10,000 and \$25,000. If you are submitting a collaborative proposal including two or more organizations, you may propose up to \$40,000.

11. *Can I apply for multiple grants?*

Not for this grant cycle. You should submit one Letter of Intent that describes your proposed initiative.

12. *How will you evaluate the Letters of Intent?*

The Letters of Intent will be collaboratively evaluated by a review committee that includes both members and non-members of the Digital Literacy Alliance. Submissions will primarily be assessed based on the evaluation criteria specified in the grant opportunity: program merit, connection between digital literacy with Census2020, community impact, budget feasibility, organizational capacity, and innovation.

13. How will I know if I can submit a full proposal?

All applicants who submit a Letter of Intent will be notified about their status on or around July 17, 2019. We will invite a select group to complete a full project proposal.

14. Who manages the Digital Literacy Alliance?

The Digital Literacy Alliance is comprised of representatives from the following entities:

Office of Innovation & Technology
Mayor's Policy Office
Office of Adult Education
Fund for Philadelphia/Mayor's Office of Grants
City Council
Comcast
Verizon
AT&T
University of Pennsylvania
Temple University
Drexel University
Asian Americans United
Philadelphia FIGHT
Media Mobilizing Project
People's Emergency Center
The Welcoming Center
WHYY
School District of Philadelphia