



2019 GRANT GUIDELINES – Supporting Census2020

The Digital Literacy Alliance is pleased to announce guidelines for its 2019 grant cycle, which will support the City’s Census2020 efforts. Please find an overview of the Digital Literacy Alliance (“the Alliance” or “DLA”) below followed by an invitation to apply for funding that supports digital literacy programs connected to the Census2020 initiative.

OVERVIEW OF 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, oversees funded programs, and seeks additional funding with the assistance of relevant stakeholders and coalition members.

The goals of the Alliance are:

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

After two grant cycles, the Digital Literacy Alliance enters 2019 with a fund of approximately \$700,000; the initial investment is comprised of grants from Comcast and Verizon. The Alliance plans to use this existing money to raise additional funds for future grant opportunities.

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.” Our membership has created a transparent and ethical process for grantmaking and will rely on that process once again during its 2019 grant cycle.

ABOUT CENSUS2020

Census2020 will be particularly challenging because much of the process - from finding workers to training them to completing the census form itself – will be handled online. Applications to become a census worker must be submitted online, and workers who are subsequently hired must then complete a lengthy online training course. Additionally, the process of completing the census form itself now has a digital preference, with paper forms sent to individuals only as a third mailing when they have not responded online or by telephone.

These new online requirements are particularly challenging in a city like Philadelphia, where rates of Internet access and adoption remain quite low in many neighborhoods. Language issues will also be encountered more frequently during this census, and will likely be exacerbated by online requirements, as Philadelphia’s communities of non-native English speakers continue to increase in number.

These challenges make digital literacy a critical component of the upcoming Census2020 process, and the Alliance will focus its 2019 grant cycle on creative ways that technology might improve census participation.

OVERVIEW OF DLA GRANT PROCESS

During its 2017 and 2018 grant cycles, the Alliance used a two-stage application process and will use the same process for its 2019 opportunity: Letter of Intent followed by an invitation for full proposal. Applicants will have approximately one month from the public grant announcement to submit a Letter of Intent, and these submissions are then evaluated by a review committee including both DLA members and non-members (See timeline below for dates). The review committee will then meet and reflect on what they have read with the goal of creating a shortlist of about fifteen organizations from whom full proposals will be invited. Shortlisted organizations will then have another month to develop and submit their full proposal, and these proposals are reviewed with an ***evaluation matrix that will include the following criteria: program merit, connection between digital literacy with Census2020, community impact, budget feasibility, organizational capacity, and innovation.*** Based on these evaluation criteria and further discussion, the review committee will make its final grant recommendations to the full Alliance.

OVERVIEW OF GRANT OPPORTUNITY

For its 2019 grant cycle dedicated to supporting Census2020 via innovation in digital literacy, the DLA will consider proposals that meet the following guidelines:

- Proposals should connect digital literacy with efforts to support Census2020, and only those proposals that demonstrate a clear connection will be considered.
- Grant requests from individual organizations should be between \$10,000 and \$25,000. Requesting organizations should carefully consider program needs and request an appropriate amount to implement the grant program.
- The DLA encourages organizational partnerships and will consider a maximum grant amount of up to \$40,000 when multiple organizations can demonstrate how their collaboration will maximize program impact.
- The DLA anticipates awarding up to \$200,000 in total for this grant cycle.
- The Alliance seeks creative ideas for connecting digital literacy with Census2020 efforts. Areas of potential funding for this grant opportunity could include, but are not limited to, the following:
 - a) Identifying potential census workers in hard-to-reach communities and facilitating their online job application
 - b) Enabling the online training required of census workers
 - c) Developing methods for community outreach as census workers canvass Philadelphia's neighborhoods
 - d) Alleviating community concerns about Census2020 related to data and privacy
 - e) Easing language challenges when finding workers, training them, and/or working with residents to complete the online census form
 - f) Engaging in publicity and outreach to communities to encourage census participation
 - g) Building organizational capacity directed toward increasing census participation in communities with low online access and/or language challenges

GRANT 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.
- The application must be for a single year grant.
- If awarded funding, the organization must agree to complete an end-of-year report and possibly a presentation to Alliance members on their project.
- Applicants who are submitting a proposal for an entity without 501(C)(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) – Monday, June 17, 2019	Letters of Intent are due
June-July 2019	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.
Wednesday, July 17, 2019	Applicants will be notified regarding whether they are invited to submit a full grant proposal.
12:00pm (Noon) – Wednesday, August 14, 2019	Full grant proposals are due.
Friday, August 30, 2019	Organizations are notified of funding decisions.

LETTER OF INTENT FORMAT

All questions concerning the Letter of Intent should be emailed to both Eliza Pollack and Andrew Buss, eliza.pollack@phila.gov and andrew.buss@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 Monday, June 17, 2019. *No extensions will be granted.*

LOI Requirements:

- 1 – 3 pages
 - 12 pt. standard font
 - 1 inch margins
1. Project Name and amount of funding requested.
 2. Project Description, including need & impact statement (300 – 400 words max).

3. How does your proposed project creatively connect digital literacy with Census2020 (300 words max)?
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 (100 words max).
5. Who is/are the primary service populations for your project (100 words max)?
6. Brief Budget Narrative: Please describe the annual income of your organization, where your funding typically comes from, and how you would spend the money being requested (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 words max).
8. What else would you like us to know about your idea that helps us understand why it's important and innovative (150 words max)?

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 July of 2019. These requirements are subject to change before the notification date, but proposals will include the following elements:

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 could 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