



2017 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 \$175,000 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. In an effort 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.

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

Yes. Any organization is eligible to apply for a grant, as long as you can show that you have existing infrastructure in Philadelphia. This could be a Philadelphia chapter or arm of a national

organization, or a specific staff person who is tasked with focusing on Philadelphia, coupled with a project/engagement opportunity actively taking place, or about to take place, in the city.

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 anticipate using the first granting cycle as a learning opportunity and are eager to develop assessment tools that help both the Alliance and the funded entities improve over time.

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 March 3, 2017. You will receive an email confirmation from one of those accounts in response to your submission.

9. *Can I request less than \$10,000?*

No, all applications must request \$10,000 - \$25,000.

10. *One of the program areas listed is “innovative contextualized learning.” Can you give me an example of what that means?*

We are excited to fund projects that address digital literacy and digital access in new ways. “Innovative contextualized learning” refers to initiatives that combine technology skills with another subject area, like cooking, health, or art. One example would be a program like “Digital Skills, Bicycle Thills,” which is a partnership between Indego and the Office of Adult Education that combines digital literacy skill building with bike safety. You can read more [here](#).

11. *The last question under the Letter of Intent section is listed as “Optional” and asks about “additional collateral.” Can you explain what that means?*

If you have any additional material that you think will help explain your project and/or your organizational capacity, please feel free to include it with your Letter of Intent. We would welcome press coverage, promotional videos, or examples of past work. *Please note however, that this is purely optional and applications that do not include additional material will not be penalized.* We also ask that applicants use their best judgement when including materials and only select attachments that truly enhance their application.

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

The Letters of Intent will be collaboratively evaluated by members of the Digital Literacy Alliance. Submissions will primarily be assessed based on the applicant’s organizational capacity to implement the project and manage the funds; the feasibility of the budget; and how creatively/effectively the project addresses a specific need or challenge in Philadelphia.

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

All applicants who submit a Letter of Intent will be notified about their status on or around March 31, 2017. We will invite a select group to complete a full project proposal.

14. Who oversees 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

Knight Foundation

Asian Americans United

Philadelphia FIGHT

Media Mobilizing Project

People's Emergency Center

The Welcoming Center

WHYY

School District of Philadelphia