



## Fall 2020 GRANT GUIDELINES – Supporting Philadelphia’s Immigrant and Limited English Proficiency Communities

The Digital Literacy Alliance is pleased to announce guidelines for its Fall 2020 grant cycle, which will offer grants to organizations serving immigrants and / or Limited English Proficiency populations. 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 and equity programs for immigrants and Limited English Proficiency communities across Philadelphia.

### OVERVIEW OF DIGITAL LITERACY ALLIANCE

The Digital Literacy Alliance is a broad coalition of institutional stakeholders working to alleviate the digital divide in Philadelphia. We define digital literacy as “the ability to access technology and the Internet and use those tools to find, evaluate, share and create content.” Our 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

Since its foundation in 2017, the Digital Literacy Alliance has conducted three annual grant cycles – along with a fast-tracked emergency funding cycle in Spring 2020 in response to COVID-19 – and has funded a broad array of digital literacy and equity programs. For the Fall 2020 grant cycle, the Alliance will allocate a total of approximately \$250,000 for a series of two-year grants.

### OVERVIEW OF DLA GRANT PROCESS

Our membership has created a transparent and ethical process for grantmaking and will again use that process for the current grant cycle. The Alliance uses a two-stage application process for grant opportunities: online submission form (serving as an LOI) 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 organizations from whom full proposals will be invited. Shortlisted organizations will then have another month to develop and submit a full proposal, and these proposals are reviewed with an ***evaluation matrix that will include the following criteria: program merit, connection between digital literacy / equity and immigrant services, 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 membership.

### OVERVIEW OF GRANT OPPORTUNITY

For its Fall 2020 grant cycle, which focuses on supporting immigrant-serving organizations through innovation in digital literacy, the DLA will consider proposals that meet the following guidelines:

- Proposals should connect digital literacy and equity challenges with efforts to support Philadelphia’s growing immigrant / LEP population. Only proposals that demonstrate a clear connection will be considered.
- Proposals should be created for **two-year grants**. Organizations should carefully consider program needs and request an appropriate amount to implement the grant program.
- The Alliance anticipates awarding up to \$250,000 in total for this grant cycle.
- Grant requests from individual organizations should be up to \$40,000 over two years.
- We encourage organizational partnerships and will consider awarding a maximum grant amount of \$50,000 over two years when multiple organizations can demonstrate how their collaboration will maximize program impact.
- Our grant opportunity seeks creative ideas for connecting digital literacy and equity with relevant programmatic needs of immigrant and / or LEP populations in Philadelphia. Potential areas of funding for this opportunity **could include, but are not limited to**, the following:
  - a) Navigating digital resources and online forms (i.e, job search information, engagement with schools and youth-serving orgs, college access, financial aid)
  - b) Child and parent education classes as a more inclusive and supportive approach to family literacy
  - c) Instructional models that prioritize the digital needs of K-12 students both inside and outside of a formal classroom setting (i.e., individual job coaches, online community groups, digital navigation, supporting PHLConnectED)
  - d) Cultural awareness and sensitivity training among digital literacy instructors and facilitators that serve immigrant / LEP populations
  - e) Novel or innovative approaches to advancing digital equity, in-person and / or remotely, in immigrant and / or LEP populations

### 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 two-year grant.
- Organizations should have demonstrated experience serving immigrant or Limited English Proficiency communities.
- If awarded funding, the organization must agree to communicate regularly with the Alliance and complete two reports: at the 1-year and 2-year marks. The organization may also be asked to present to the Alliance or other organizational representatives.

- Applicants 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

Friday, November 6 <sup>th</sup> , 2020 by 5pm EST	<p>Initial submission form is due; applications must be submitted via the online submission form linked below.</p> <p>DLA Grant Application is <a href="#">HERE</a>.</p> <p>All submissions will be reviewed and evaluated by the Digital Literacy Alliance and a select group of applicants will be invited to submit full proposals.</p>
Friday, November 20 <sup>th</sup> , 2020	Applicants are notified regarding whether they are invited to submit a full grant proposal.
Friday, December 18 <sup>th</sup> , 2020 by 5pm EST	Full grant proposals are due to Juliet Fink-Yates ( <a href="mailto:juliet.fink-yates@phila.gov">juliet.fink-yates@phila.gov</a> ) and Stephanie Orlando ( <a href="mailto:stephanie.orlando@phila.gov">stephanie.orlando@phila.gov</a> ).
Friday, January 15 <sup>th</sup> , 2021	Organizations are notified of funding decisions.

Please direct any questions or issues to Stephanie Orlando ([stephanie.orlando@phila.gov](mailto:stephanie.orlando@phila.gov)).

### FINAL PROPOSAL FORMAT

*All organizations who are invited to submit a full proposal will be notified by Friday, November 20<sup>th</sup>. At this point, specific instructions will be provided regarding the process and requirements. The following 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 which, 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 (both 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 grant funding has ended, either in its entirety or in another capacity, and / or how you plan to share your learnings with others