

## PART I - FACE SHEET

<b>APPLICATION FOR FEDERAL ASSISTANCE</b>		1. TYPE OF SUBMISSION: Application <input checked="" type="checkbox"/> Non-Construction														
Modified Standard Form 424 (Rev.02/07 to conform to the Corporation's eGrants System)																
2a. DATE SUBMITTED TO CORPORATION FOR NATIONAL AND COMMUNITY SERVICE (CNCS):  07/20/11	3. DATE RECEIVED BY STATE:	STATE APPLICATION IDENTIFIER:														
2b. APPLICATION ID:  12MK130780	4. DATE RECEIVED BY FEDERAL AGENCY:  07/20/11	FEDERAL IDENTIFIER:  12MKADC001														
<b>5. APPLICATION INFORMATION</b>																
LEGAL NAME: Service For Peace  DUNS NUMBER: 135422330	NAME AND CONTACT INFORMATION FOR PROJECT DIRECTOR OR OTHER PERSON TO BE CONTACTED ON MATTERS INVOLVING THIS APPLICATION (give area codes):  NAME: Peter Hayes  TELEPHONE NUMBER: (502) 290-3611  FAX NUMBER:  INTERNET E-MAIL ADDRESS: louisville@serviceforpeace.org															
ADDRESS (give street address, city, state, zip code and county): 360 Fairfield Ave Ste 206 Bridgeport CT 06604 - 3911 County:																
6. EMPLOYER IDENTIFICATION NUMBER (EIN):  030388426	7. TYPE OF APPLICANT: 7a. Non-Profit  7b. Service/Civic Organization National Non-Profit (Multi-State)															
8. TYPE OF APPLICATION (Check appropriate box).  <input checked="" type="checkbox"/> NEW <input type="checkbox"/> NEW/PREVIOUS GRANTEE <input type="checkbox"/> CONTINUATION <input type="checkbox"/> AMENDMENT  If Amendment, enter appropriate letter(s) in box(es): <input type="text"/> <input type="text"/>  A. AUGMENTATION        B. BUDGET REVISION  C. NO COST EXTENSION    D. OTHER (specify below):	9. NAME OF FEDERAL AGENCY: <b>Corporation for National and Community Service</b>															
10a. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:94.007 10b. TITLE: Martin Luther King Day	11.a. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT: Martin Luther King Day of Service															
12. AREAS AFFECTED BY PROJECT (List Cities, Counties, States, etc): Alabama, Arizona, California, Connecticut, Florida, Georgia, Indiana, Illinois, Kentucky, Maine, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Utah Washington.	11.b. CNCS PROGRAM INITIATIVE (IF ANY):															
13. PROPOSED PROJECT: START DATE: 09/01/11      END DATE: 08/31/12	14. CONGRESSIONAL DISTRICT OF: a.Applicant <input type="text" value="CT 004"/> b.Program <input type="text" value="DC 001"/>															
15. ESTIMATED FUNDING: Year #: <input type="text" value="1"/>	16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?  <input type="checkbox"/> YES. THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON:  DATE:  <input checked="" type="checkbox"/> NO. PROGRAM IS NOT COVERED BY E.O. 12372															
<table border="1" style="width: 100%; border-collapse: collapse; font-size: small;"> <tr> <td style="width: 20%;">a. FEDERAL</td> <td style="text-align: right;">\$ 160,000.00</td> </tr> <tr> <td>b. APPLICANT</td> <td style="text-align: right;">\$ 397,169.00</td> </tr> <tr> <td>c. STATE</td> <td style="text-align: right;">\$ 0.00</td> </tr> <tr> <td>d. LOCAL</td> <td style="text-align: right;">\$ 0.00</td> </tr> <tr> <td>e. OTHER</td> <td style="text-align: right;">\$ 0.00</td> </tr> <tr> <td>f. PROGRAM INCOME</td> <td style="text-align: right;">\$ 0.00</td> </tr> <tr> <td>g. TOTAL</td> <td style="text-align: right;">\$ 557,169.00</td> </tr> </table>	a. FEDERAL	\$ 160,000.00	b. APPLICANT	\$ 397,169.00	c. STATE	\$ 0.00	d. LOCAL	\$ 0.00	e. OTHER	\$ 0.00	f. PROGRAM INCOME	\$ 0.00	g. TOTAL	\$ 557,169.00	17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT? <input type="checkbox"/> YES if "Yes," attach an explanation. <input checked="" type="checkbox"/> NO	
a. FEDERAL	\$ 160,000.00															
b. APPLICANT	\$ 397,169.00															
c. STATE	\$ 0.00															
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e. OTHER	\$ 0.00															
f. PROGRAM INCOME	\$ 0.00															
g. TOTAL	\$ 557,169.00															
18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT, THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.																
a. TYPED NAME OF AUTHORIZED REPRESENTATIVE:  Catherine Houlihan	b. TITLE:	c. TELEPHONE NUMBER:  (786) 543-2547														
d. SIGNATURE OF AUTHORIZED REPRESENTATIVE:		e. DATE SIGNED:  08/23/11														

## Narratives

### Executive Summary

#### EXECUTIVE SUMMARY

"Military veterans are much more likely to be homeless than other Americans." (Welch, William M. "Veterans more likely to be homeless, study says." USA Today. 2011). Working with the National Guard we have found out that many military families are under extra stress due to the weak economy.

Service For Peace, a 501c3 nonprofit service-learning organization with programs in 15 countries and 26 states, seeks the 2011-2012 Martin Luther King, Jr. Day of Service grant award from the Corporation for National and Community Service. Service for Peace is requesting a total of \$600,000 over three years (or \$200,000 in year one). Service for Peace was an intermediately grantee for the 2006-2008 and 2009-2011 Martin Luther King, Jr. Day of Service grant cycles that led to the program's national expansion.

Service for Peace will engage and support the needs of some of the most vulnerable members of American society, including veterans/military families by:

1. Planning, implementing, and overseeing service projects in ten-12 different states in year one;
2. Establishing and maintaining a minimum of 400 projects, including 100 projects that support and engage the wellbeing of veterans and military family members, in year one;
3. Engaging a total of 20-25,000 volunteers throughout the country, including a total of 2,500 veterans and military family members, in year one; and
4. Implementing a unique Service for Peace "Story of Service" educational component in 50 projects that allows military veterans to share their personal stories of service, and show how these stories exemplify Martin Luther King, Junior's vision of peace through service.

SFP will identify best practices for the development of the Martin Luther King, Jr. Day of Service

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program through evaluative research, and contribute this data toward the replication of successful service and learning practices.

### Program Design

#### PROGRAM DESIGN

##### GOALS AND OBJECTIVES

In 2011, SFP and our sub-grantees engaged a total of 22,000 volunteers in 350 projects in 15 cities across the country during the MLK Day/Season of Service. The key objectives of our 2012 MLK Day/Season of Service are the following:

1. Plan, implement, and oversee service projects in ten-12 different states.
2. Establish and maintain a minimum of 400 projects, including 100 projects that support and engage the wellbeing of veterans and military family members;
3. Engage a total of 20-25,000 volunteers throughout the country, including a total of 2,500 veterans and military family members; and
4. Implement a unique SFP Story of Service educational component in 50 projects that allows military veterans to share their personal stories of service, and show how these stories exemplify MLK's vision of peace through service. All Stories of Service will be published on our social media sites and our [www.MLKChallenge.org](http://www.MLKChallenge.org) website.

##### OVERALL APPROACH

Our RFP will be published on the SFP, CNCS, and partner websites and distributed through online newsletters that reach over 300 community organizations outside our current network. The sub-grant application process will be open to all organizations eligible to receive federal funding and that are competent to implement a service project that engages diverse populations in their community.

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SFP will select multiple sub-grantees throughout the nation by:

1. Drafting and distributing a fair, but competitive RFP for all potential sub-grantees, which will describe the grant sizes in relation to the number of organizational collaborations/unique volunteers.
2. Holding technical assistance calls to explain the RFP and its process to potential sub-grantees.
3. Utilizing three different grant reviewers to determine scores of each proposal and recommended amount of each award.
4. Selecting awardees through final approval from our CEO.

SFP will support multiple sub-grantees throughout the nation by:

1. Granting them access to the National Program Manager, Peter Hayes, who will conduct site visits.
2. Providing SFP staff- and consultant-run leadership development training to all registered team/project leaders.
3. Holding technical assistance calls.

In previous years, SFP implemented successful MLK Day/Season of Service projects in the following states: Alabama, Arizona, California, Connecticut, Florida, Georgia, Indiana, Illinois, Kentucky, Maine, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Utah Washington. With previous years' successes in mind, SFP anticipates awarding sub-grants to organizations in at least 10-12 different states in 2012, 11-13 states in 2013, and 13-15 states in 2014.

### TARGET COMMUNITY

In the past, three of the largest SFP MLK Day/Season of Service projects served under-resourced areas within the following cities:

1. Miami, FL: Over 40% of residents 25 years or older have not completed high school; nearly 37% of

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children are below the poverty line; and from 2005 to 2009, there were over 70,000 veterans in Miami-Dade County.

2. Louisville, KY: Over 18% of residents 25 years or older have not completed high school, nearly 40% of children are below the poverty line; and from 2005 to 2009, there were nearly 58,000 veterans in Jefferson County. 441 children of military veterans needed help from SFP during MLK 2011.

3. Bridgeport, CT: Almost 30% of residents 25 years or older have not completed high school, 25% of children are below the poverty line; and from 2005 to 2009, there were nearly 49,000 veterans in Fairfield County.

Year after year, SFP focuses on uplifting the lives of low-income community members and under-resourced students; this year, we will continue to engage these two populations, but will also seek to serve and engage another vulnerable population--veterans and military families. SFP has identified the need to serve and engage this additional population, because "military veterans are much more likely to be homeless than other Americans...About 16% of homeless adults...were veterans, though vets make up only 10% of the adult population." (Welch, William M. "Veterans more likely to be homeless, study says." USA Today. 2011). Therefore, SFP will proactively expand our education and economic opportunity focuses to include veterans and military families (last year, SFP helped 441 children of military families from the Kentucky National Guard during our MLK food drive and Christmas Angel program, which provided them food, clothes, and toys during the holiday season). In 2012, we anticipate expanding this endeavor to multiple project locations throughout the country.

### OUTCOMES

SFP will accomplish the following eight specific, measurable outcomes in 2012:

1. The development of a diverse group of ten to 12 sub-grantees from ten to 12 states that will implement the MLK Day/Season of Service (Jan-April), 40 Days of Peace (Jan-Feb), and the Backpack Angel

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program (May-Aug), Christmas Angel program (Sept-Dec).

2. The engagement of a broad array of 100 diverse partners and 20-25,000 volunteers in projects.

3. The engagement of at least 5,000 students and 2,500 veterans that will participate in the MLK Day/Season of Service, 40 Days of Peace, the Backpack Angel program, and Christmas Angel program.

Student leaders and veterans will work together to recruit, plan, complete, and lead service projects.

Students and veterans will experience healthy relationships across ethnic, religious, racial, educational, and socioeconomic boundaries.

4. 85% continued sustainability of partner engagement from year to year.

5. 20% annual increase of the engagement of veterans/military families and military related organizations.

6. 20% annual increase of volunteers serving.

Since 2003, SFP has continuously invested in the improvement of vulnerable communities throughout the nation through the implementation of MLK Day of Service projects. In 2009, we engaged 15,000 volunteers, in 2010, there were 18,000, and in 2011, there were 21,000. In 2012, we anticipate this number to be as much as 25,000. In addition, and year after year, we expand the program reach of our projects to include service to and the engagement of additional populations; from 2009-2011, we successfully integrated "baby boomers" into our program model, and secured strong ties with AARP organizations across the country. This year, we plan to do the same with veterans and military families.

### MEASUREMENTS

SFP will capture data from all project sites through online and on-site registration and using reports from all sub-grantees to assess whether our outcomes were accomplished. This data will include:

1. Volunteer numbers, volunteer hours, participant demographics (student and veteran numbers tracked).

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2. Number of online registrations of participants and partners and MOUs among sub-grantees participant and partner testimonials.

3. Amount of monetary and in-kind donations made by each partner--through our reporting system, all sub-grantees have to verify all cash/in-kind donations with receipts showing a 70 to 30 percent match.

4. Number of media reports (as well as media hits; viewership on website; and YouTube, Facebook, and other online social networking sites hits), expansion sites, 40 Days of Peace signatures, service activity attendance rosters, donations, participation of community foundations, corporate contributions, and volunteer support.

### DESCRIPTION OF ACTIVITIES

#### SUBGRANTEE SELECTION PROCESS

In order to ensure a portfolio of high quality sub-grantees, SFP will identify and select all nonprofit community organization sub-grantees by ensuring that all selected organizations can receive federal funding, are capable of organizing and implementing a service project that engages a diverse and impressive amount of volunteers, and have the means of engaging and/or supporting veterans and military families. Organizations with a proven track record of successes in volunteer engagement and project implementation, ties to multiple organizations for potential partnering, and plan to engage students and veterans/military families will be preferred.

The SFP sub-grant selection process will be free from conflicts of interest. SFP will utilize three unique and anonymous grant reviewers for each sub-grant application. The reviewers will not be directly related to any of the sub-grantee applicants. If a conflict is identified, the reviewer will abstain from reviewing the application and the score will be determined by the average of the two remaining reviewers' scores.

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The estimated number or range of sub-grant awards that will be made is as follows: ten to 12 in 2012, 11 to 13 in 2013, and 13 to 15 in 2014. The estimated range of sub-grant award amounts will be \$1,000-\$20,000 each. SFP will base the amount of each sub-grant award by using the following formula:

1. At least 100 volunteers engaged equals \$1,000
2. At least 250 volunteers engaged equals \$2,500
3. At least 500 volunteers engaged equals \$5,000
4. At least 1,000 volunteers engaged equals \$10,000
5. At least 2,000 volunteers engaged equals \$20,000

Sub-grant eligibility will formally be determined by reviewing the answers and required documentation of the submitted RFP. Once it is determined, the proposed review and selection process will be as follows:

1. Three reviewers independently review and score each application, and recommend a grant amount.
2. All scores are combined and reviewed by the three-member committee and ranked; an application must have at least a 70% average score to be recommended for funding.
3. Recommendations are given to CEO; he then approves selected applications and funding amounts.

### TECHNICAL ASSISTANCE AND SUPPORT

SFP will require each sub-grantee to submit three reports:

Report 1: Due on January 17, 2012 (day after MLK Day of Service).

Report 2: Due on January 20, 2012.

Report 3: Due on March 9, 2012 (final report and financial report with receipts for remaining 50% of funds).



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The final and third report will include a financial section to be completed and submitted with receipts. Once the final report is submitted, the final 50% of the awarded funds will be released.

All sub-grantees will have access to the National Program Director, Peter Hayes for individual program consulting. Peter Hayes will also conduct site visits throughout the country to provide support, training, and monitoring to sub-grantees. All registered team/project leaders will receive training from staff members and professional consultants. Sub-grants will be financially managed through the reporting process and SFP's annual CPA audit. SFP will also utilize onsite attendance records and online registrations ([www.MLKChallenge.org](http://www.MLKChallenge.org)) to collect essential data. Lastly, SFP will hold technical assistance call leading up to MLK Day/Season of Service and will also require all sub-grantees to attend the CNCS technical assistance calls.

SFP's proposed approach to accountability include: the collection and submission of detailed reports and receipts; the completion of a CPA audit of the MLK grant and all related funds; and the staff oversight from CEO and board of directors.

Sub-grantee reports will be sent to our MLK leadership team. Then, the report contents that describe project accomplishments will be disseminated to CNCS and our local partners/sponsors through social media, e-mail blasts, and media contacts.

### PROPOSED SUBGRANT PLAN AND TIMELINE

The below timeline outlines principal tasks on a monthly basis for the first year of project execution:

September 2011

SFP receives CNCS grant award.

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SFP publishes and promotes grant opportunity.

SFP holds technical assistance calls.

SFP reviews sub-grantee applications.

SFP announces awardees.

SFP secures signed MOUs from sub-grantees.

SFP distributes MLK Day planning resources.

Sub-grantee planning committee meets.

Sub-grantee initiates project recruitment and registration.

SFP plans and designs MLK Day marketing materials.

SFP updates project tool kits.

SFP has conference call with all project coordinators to develop planning committees and impact plans.

October 2011

SFP conducts conference call for project leaders.

SFP holds regional trainings.

SFP releases 50% of sub-grantee funds.

Sub-grantee planning committee for MLK Day meets and posts projects online for volunteer registration.

SFP/sub-grantee update MLK Day media lists and initiates media relations.

November 2011

SFP conducts conference call for project coordinators.

SFP conducts conference call for project leaders.

SFP sends out additional resources and planning guides.

Sub-grantee initiates MLK Day biweekly planning committee meeting.

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Sub-grantee prepares kick-off press release and begins MLK Day media relations.

SFP distributes marketing materials.

Sub-grantee orders t-shirts.

December 2011

Sub-grantee conducts site-based training and orientation for project coordinators.

Sub-grantee distributes marketing materials.

Sub-grantee conducts bi-weekly planning committee meeting.

Sub-grantee confirms project sites.

Sub-grantee distributes MLK training manuals.

Sub-grantee links with media.

SFP conducts technical assistance call.

January 2012

Sub-grantee conducts weekly planning committee conference call.

Sub-grantee facilitates MLK Day projects and activities.

Sub-grantee collects reports and evaluations from staff.

SFP collects data for MLK Day report for CNCS.

SFP/sub-grantee roll out 40 Days of Peace, Backpack/Christmas Angel expansion initiative with partners.

SFP/sub-grantee saturate target markets with 40 Days of Peace communications.

February 2012

Sub-grantee continues 40 Days of Peace with partners.

SFP/sub-grantee send thank-you notes to partners and participants.

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March 2012

SFP releases final 50% of funds to sub-grantees upon final project and fiscal reports with receipts.

SFP conducts wrap-up conference call with project coordinators providing opportunities for ongoing SFP projects (Backpack/Christmas Angel programs).

This timeline repeats in 2013 and 2014 with improvements based on lessons and best practices learned.

### COMMUNITY RESOURCES

SFP will use the following community resources to implement the project: educational institutions, corporations, community foundations, agencies serving disadvantaged youth, and veteran/military family facilities (such as the National Guard, military bases, Veterans of Foreign Wars, American Legion, and Veterans Affairs Hospitals). Educational institutions bring a participant recruitment engine, professional instructors, established curriculums, government mandate, and resources to provide comprehensive information about Dr. King. Corporations bring organizational know-how and resource building. Community foundations bring philanthropists and a wide array of support. Community and faith-based organizations bring years of successful charity work and sensitivity to under-served populations to the planning committee. Veterans/military families bring resources; know-how; and unique personal stories, capabilities, friendship, and mentorship. All in all, the local partners' role is to ensure that an ongoing culture of service is initiated beyond the single MLK Day of Service.

### **Organizational Capability**

#### ORGANIZATIONAL CAPACITY

#### ABILITY TO PROVIDE PROGRAM OVERSIGHT

SFP has been awarded a MLK grant from 2004 to 2011, and each year, we expand our services and

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partnerships immensely. SFP initiated the innovative MLK "Season of Service" that was later adopted as a national CNCS initiative in 2007, and SFP became an intermediary to 43 sub-grantees that year. SFP then adopted the 40 Days of Peace initiative that already went national through its social networking online strategy, and was cited as a best practice by CNCS. In 2009, 2010, and 2011, SFP oversaw projects in multiple sites for the 9/11 Day of Service in September. SFP also oversaw Global Youth Service Day projects for six years in Louisville, Cincinnati, and Seattle. SFP currently serves in 15 countries and 26 states.

### INFRASTRUCTURE

The SFP national office administered the 2006-2008 and 2009-2011 MLK Day intermediary grant process, demonstrating organizational and programmatic capacity to successfully execute its objectives. During these years, SFP oversaw a multi-state, sub-granting process with technical assistance support, fiscal management leadership, program design success, capacity building, volunteer recruitment, and retention services.

### STAFF

Charles T. Phillips, PhD, (Moscow State University), is the CEO of SFP. He provides the programmatic and fiscal management of 15 SFP chapters throughout Europe, Asia, Africa, Latin America, and the United States. Under his leadership, SFP has developed chapter standards, chapter tool kits, and a marketing and branding manual to establish systems to align programs and activities.

Peter Hayes, National Program Director has 20 years experience in the nonprofit management sector and has worked for SFP for 8 years. Peter brings extensive experience/success with project design and implementation, volunteer recruitment, partnership building, and donation/sponsorship solicitation. Peter will oversee the development of toolkits, resources, technical assistance, and program evaluation

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for this grant.

Liana Campbell, Bookkeeper is the lead financial administrator in charge of this grant and will oversee all reporting, expenditures, and sub-grantee monetary releases. Liana has 10 years of expertise in corporate and non-profit accounting.

Lili Kato, Administrative and Grant Manager Assistant, has worked for SFP for 9 years, has overseen 7 MLK Day of Services in Miami. Lili will send out all communications to sub-grantees, receive and verify reports, and facilitate communications amongst sub-grantees and SFP staff members.

### ABILITY TO CONTROL FISCAL OVERSIGHT

SFP chapters submit financial statements to the national office four times a year, including bank statements, cancelled checks, and other documents. The system allows for the management of the hundreds of project-related financial interactions from 2004-2011. Out-of-network applicants will be screened by the reviewers and final advisement will sit with the MLK grant manager to ensure the sub-grantees have the capacity to administer a federal sub-grant. Final screenings take into consideration sub-grantee capability and program track record, proof of an adequate accounting system, and a signed agreement by the board or authorized individual on the use and application of funds. Financial statements, the 990 form, and independent audits are utilized when available. Half of the grant funds will be distributed within thirty days of approval of the award. The release of the balance of funds will be contingent upon satisfactory progress reports and submittal of the post-program report and program accounting documents.

Our current organizational budget for 2010/2011 is \$1,108,979. Roughly 18% of our budget would be represented by this grant. SFP will ensure compliance with Federal requirements by having our national

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program director and other staff members monitor each grant. We also require a signed MOU from each sub-grantee that includes a non-discrimination pledge. By signing the MOU, all sub-grantee agree to being compliant with all Federal requirements.

### **Budget Adequacy & Cost Effectiveness**

#### COST EFFECTIVENESS AND BUDGET ADEQUACY

##### BUDGET AND PROGRAM DESIGN

SFP will obtain diverse non-Federal resources for program implementation and sustainability. The entire project budget is \$667,169. SFP is requesting a total of \$200,000 from CNCS. The grant will be matched with a total of \$447,169.

SFP secured various levels of sponsorships/donations from the following entities: Sam's Club, Outback Steakhouse, the Louisville City Council, AARP, Pollo Tropical, Meijer, Genentech, the University of Bridgeport, Florida International University, Wal-Mart, Target, State Farm, Home Depot, Comcast, Pepsi, Coke, International Paper, Wachovia, Peoples United Bank, PNC, Subway, Clear Channel, Office Depot, and Frito-Lay. Discussions are underway with new partners: Dunkin Brands, Citigroup, United Health Group, Burger King, Charter One Bank, Fifth Third Bank, UPS, and others. SFP is negotiating with the following entities to secure their support in 2012: DIRECTV, YUM! Brands, Humana, Pitney Bowes, and Publix.

Corporate partnerships will offer in-kind skill based volunteers as consultants and advisors. For instance, a TV station will be asked to donate PSAs; a fast food chain will be asked to donate meals; Home Depot will be asked to donate paint and brushes, and Citibank will be asked to provide experts in financial literacy.

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Costs are in line with what SFP has requested and accomplished over the last six years of receiving the CNCS grant for MLK Day of Service. We receive a significant amount of in-kind support through volunteer staff hour and project supply/refreshment/printing donations. SFP also has a very low overhead cost, which equates to roughly \$10 per volunteer recruited. Lastly, we allocated \$6,000 to sub-grantee training, which helps accomplish desired outcomes.

### BUDGET NARRATIVE

PROJECT PERSONNEL EXPENSES 4% (\$23,790) (\$21,551 CNCS share)

For SFP staff that oversee the implementation of the grant and sub-grantee supports.

For SFP staff that manage secretarial and accounting work of MLK projects.

PERSONNEL FRINGE BENEFITS 1% (\$1,949)

For grant, indirect costs only of the SFP staff (not local project personnel) engaged in the project.

TRAVEL 2% (\$13,340)

\$8000-CNCS share will be used for traveling to support/provide the technical assistance by MLK grant manager and senior project director including 2 CNCS national meetings.

SUPPLIES 11% (\$73,370)

For the actual operational needs for a large community day of service, and 40 Days of Peace and Backpack/Christmas Angel initiatives. This includes paint, tools, gloves, and other supplies.

CONTRACTUAL AND CONSULTANT SERVICES 1% (\$2,500)

For an outside professional evaluator to conduct analysis of gathered data, assess best practices, and



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make recommendations for improvement.

OTHER SUPPORT COSTS 67% (\$453,590)

\$160,000-CNCS-Sub-grants

\$12,000-For training workshops, technical assistance & technical assistance support calls.

### PROJECT PERSONNEL

\$90,000-For core city staff who plan, coordinate, and execute the implementation of the MLK project in each city. The % time allocation described in the detailed budget is what the grant allows for budget purpose only. The actual time spent for the project is significantly greater.

\$22,250: For local travel to set up projects and outreach to partners and for travel vouchers for public transportation for volunteers to travel to project sites on MLK Day of Service.

\$8,000: For meetings at local and national office facilities, access to copier, phone, etc.

\$7,000: For printed materials such as MLK training manual and project toolkits.

\$91,000: For T-shirts, sweatshirts, and caps for sustainability.

\$82,000: For publicity and promotion for PSA's, advertising, etc.

\$3,500: For graphic design for T-shirts and promotional materials.

### VOLUNTEERS COSTS 11% (\$74,470)

For leveraging a wide array of community partnerships and volunteers. In the months leading up to the MLK Day of Service and 40 Days of Peace, volunteers are mobilized to help with planning and outreach.

Additionally, we plan to commit at least 50% of the funds in year one to sub-grants/projects outside of SFP's network; when we send the RFP out, we will determine how much we can give to in-network and

## Narratives

out-of-network partners based on the total grant amount received by CNCS.

### MATCH SOURCES

At the time of award, SFP will demonstrate either cash or in-kind-on-hand or commitments toward meeting 70% of our first year matching funds. Here is the estimated breakdown of matching funds:

\$64,400 or more: Wal-Mart, Target, State Farm, United Health Care, Citigroup, UPS, and

\$56,000 or more: Clear Channel, Comcast, media companies

\$39,200 or more: Coke, Pepsi, Frito-Lay, Subway, Burger King, Dunkin Donuts, Outback,

\$71,200 or more: Home Depot

\$34,000 or more: Local universities, schools, government agencies

\$105,000 or more: in-kind staff hours (SFP and sub-grantees); roughly 15 cities at \$7,000 each

\$109,000 or more: in-kind support raised as a result of 7,700 volunteer planning hours donated before the day of service, not on the day itself.

### Other

(1) Budget Clarification Items

A. Please revise your budget to equal the funding amount.

Both sections of the budget have been edited to reflect the current amount of CNCS funding being considered for SFP (\$160,000).

(2) Programmatic Clarification Items

Please make the following clarifications in the Narrative sections:

A. Clearly identify the geographical area proposes to serve.

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We are planning 2012 projects in the following states: KY, OH, IN, FL, CT, CA, WA, PA, AZ, UT, NC, and GA. With previous years' successes in mind, SFP anticipates awarding sub-grants to organizations in at least ten-12 different states in 2012, 11-13 states in 2013, and 12-14 states in 2014.

### (3) Performance Measure Clarification Items

Clarification to capturing significant program impacts in the following areas:

A. Describe your projects planned outputs for MLK day of service.

B. Describe the specific measurable outcomes you propose to improve.

Our projects' planned outputs and outcomes for MLK Day/Season of Service include the following:

Output Grouping #1: Sub-grantees recruited. Sub-grantee project leaders selected. Project plans determined. Projects implemented. Evaluations collected.

Outcome Grouping #1: The development of a diverse group of ten to 12 sub-grantees from ten to 12 states that will implement the MLK Day/Season of Service (Jan-April), 40 Days of Peace (Jan-Feb), the Backpack Angel program (May-Aug), and the Christmas Angel program (Sept-Dec). At least 5,000 students, 2,500 veterans, and 12,500 community members will be engaged in service activities that benefit their local communities. Students, veterans, and community members will benefit from services that provide them better living conditions (at least 100 beautification projects conducted), prepare them for school (2,000 backpacks/school materials collected and distributed), and alleviate hunger during the holidays (ten food drives conducted and 5,000 cans/non perishable foods collected and distributed to 500 military veterans/families).

Output Grouping #2: Trainings for project leaders conducted via conference calls and technical support. Community partners recruited. Sub-grantee planning committees created. Regional meetings

## Narratives

occur. Project venues and timelines determined. Volunteers recruited.

Outcome #2: The engagement of a broad array of 100 diverse partners and 20-25,000 volunteers in projects.

Output Grouping #3: Student leaders and veterans selected. Projects planned. Volunteers recruited. Projects implemented.

Outcome #3: The engagement of at least 5,000 students and 2,500 veterans that will participate in the MLK Day/Season of Service, 40 Days of Peace, the Backpack Angel program, and Christmas Angel program. Student leaders and veterans will work together to recruit, plan, complete, and lead service projects. Students and veterans will experience healthy relationships across ethnic, religious, racial, educational, and socioeconomic boundaries.

Output Grouping #4: Wrap-up meetings conducted. E-mail blasts distributed. Thank you letters sent out.

Outcome #4: 85% continued sustainability of partner engagement from year to year.

Output Grouping #5: Social media recruitment campaigns conducted. Site visits to local veteran centers conducted. Invitations to participate in projects sent out. Veterans/military families and military related organizations recruited.

Outcome #5: 20% annual increase of the engagement of veterans/military families and military related organizations.

Output Grouping #6: Social media recruitment campaigns conducted. Site visits to local colleges/universities/offices/community centers conducted. Invitations to participate in projects sent out. Volunteers recruited.

Outcome #6: 20% annual increase of volunteers serving.

## Narratives

C. Describe the availability of relevant data and your approach to assess whether your investments caused improvement in the proposed measurable outcomes.

SFP will capture data from all project sites through online and on-site registration and using reports from all sub-grantees to assess whether our outcomes were accomplished. This data will include:

1. Volunteer numbers, volunteer hours, participant demographics (student and veteran numbers tracked).
2. Number of online registrations of participants and partners and MOUs among sub-grantees  
Participant and partner testimonials.
3. Amount of monetary and in-kind donations made by each partner--through our reporting system, all sub-grantees have to verify all cash/in-kind donations with receipts showing a 70 to 30 percent match.
4. Number of media reports (as well as media hits; viewership on website; and YouTube, Facebook, and other online social networking sites hits), expansion sites, 40 Days of Peace signatures, service activity attendance rosters, donations, participation of community foundations, corporate contributions, and volunteer support.
5. Survey answers, journal entries, and one-on-one interviews (community beautification, school preparedness, and hunger alleviation evaluated).

For Official Use Only

## Required Documents

Document Name

Status