

PART I - FACE SHEET

APPLICATION FOR FEDERAL ASSISTANCE		1. TYPE OF SUBMISSION: Application <input checked="" type="checkbox"/> Non-Construction														
Modified Standard Form 424 (Rev.02/07 to confirm to the Corporation's eGrants System)																
2a. DATE SUBMITTED TO CORPORATION FOR NATIONAL AND COMMUNITY SERVICE (CNCS): 07/21/11	3. DATE RECEIVED BY STATE:	STATE APPLICATION IDENTIFIER:														
2b. APPLICATION ID: 12MK130781	4. DATE RECEIVED BY FEDERAL AGENCY: 07/21/11	FEDERAL IDENTIFIER: 12MKAPA001														
5. APPLICATION INFORMATION																
LEGAL NAME: HOPE worldwide DUNS NUMBER: 835290438 ADDRESS (give street address, city, state, zip code and county): 353 W Lancaster Ave Ste 200 Wayne PA 19087 - 3907 County: Chester	NAME AND CONTACT INFORMATION FOR PROJECT DIRECTOR OR OTHER PERSON TO BE CONTACTED ON MATTERS INVOLVING THIS APPLICATION (give area codes): NAME: Antonio Boyd TELEPHONE NUMBER: (803) 673-7058 FAX NUMBER: (803) 732-5539 INTERNET E-MAIL ADDRESS: Antonio_Boyd@hopeww.org															
6. EMPLOYER IDENTIFICATION NUMBER (EIN): 043129839	7. TYPE OF APPLICANT: 7a. National Non Profit 7b. Faith-based organization															
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: Corporation for National and Community Service															
10a. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:94.007 10b. TITLE: Martin Luther King Day	11.a. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT: Protecting Our Neighbors															
12. AREAS AFFECTED BY PROJECT (List Cities, Counties, States, etc): National Program - multiple states and cities Largest cities expected - Los Angeles, Atlanta, Raleigh NC	11.b. CNCS PROGRAM INITIATIVE (IF ANY):															
13. PROPOSED PROJECT: START DATE: 09/16/11 END DATE: 03/31/12	14. CONGRESSIONAL DISTRICT OF: a.Applicant <input type="text" value="PA 007"/> b.Program <input type="text" value="PA 007"/>															
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;">\$ 80,000.00</td> </tr> <tr> <td>b. APPLICANT</td> <td style="text-align: right;">\$ 187,241.00</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;">\$ 267,241.00</td> </tr> </table>	a. FEDERAL	\$ 80,000.00	b. APPLICANT	\$ 187,241.00	c. STATE	\$ 0.00	d. LOCAL	\$ 0.00	e. OTHER	\$ 0.00	f. PROGRAM INCOME	\$ 0.00	g. TOTAL	\$ 267,241.00	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	\$ 80,000.00															
b. APPLICANT	\$ 187,241.00															
c. STATE	\$ 0.00															
d. LOCAL	\$ 0.00															
e. OTHER	\$ 0.00															
f. PROGRAM INCOME	\$ 0.00															
g. TOTAL	\$ 267,241.00															
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: Antonio Boyd	b. TITLE: Vice President	c. TELEPHONE NUMBER: (803) 673-7058														
d. SIGNATURE OF AUTHORIZED REPRESENTATIVE:		e. DATE SIGNED: 07/21/11														

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Executive Summary

Disasters take many shapes and forms and often provide little warning. In 2009, U.S. fire departments responded to 377,000 home fires, which claimed the lives of 2,565 residents and injured another 13,050. Most of these fires are preventable with cooking and heating incidents ranked as the number one and two causes, respectively, of residential fires, according to the U.S. Fire Administration's 2009 estimates. Additionally, more than 94 percent of the 67,000 disasters the American Red Cross (ARC) responds to each year are fire related. Because most of these fires are preventable, neighbors have the power to help their neighbors through education and prevention outreach. The nation also mourns more than 500 killed during tornadoes in April and May 2011 and flooding continues to be a major threat across the U.S. Fifty-three federal disasters have already been declared in numerous states in 2011.

Response to the need: Preparation is one tool that can minimize deaths and destruction. In observance of Martin Luther King Jr. Day of Service 2012, HOPE worldwide and its partners including the ARC, local fire departments, local emergency management agencies as well as other subgrantees will answer Dr King's urgent question "What are you doing for others?" on the weekend preceding and Monday, January 16, 2012. The "Protecting Our Neighbors" campaign will engage and train 8,500 volunteers and 72 community partners in a national program in at least 10 states to educate their neighbors on how to prevent, prepare for and respond to disasters. We expect to award 36 subgrants ranging from \$1,000 to \$10,000. The program will occur between mid September 2011 to late March 2012 and will address the Corporation for National and Community Services' strategic area of Disaster Services by increasing the capacity of vulnerable communities to prepare for disasters and respond when they do occur.

One answer to Martin Luther King's question "What are you doing for others?" is to help prepare and protect our vulnerable neighbors from unnecessary deaths and injuries during disasters. Residential home fires are America's biggest disaster threat. On average in the United States in 2009, someone died

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in a fire every 175 minutes, and someone was injured every 31 minutes, according to the Centers for Disease Control. Residential fires in 2009 claimed the lives of 2,565 residents and injured another 13,050 with older adults and African Americans at increased risk. More die annually from residential fire deaths than from the flooding devastation of Hurricane Katrina, which killed more than 1,800. We do not have to wait for a disaster of Katrina proportion to occur to help our neighbors. Most residential fires are preventable with cooking and heating incidents ranked as the number one and two residential fire causes, respectively, according to the U.S. Fire Administration's 2009 estimates.

According to the U.S. Fire Administration's "A Profile of Fire in the United States 2003-2007," people with limited physical and mental abilities, especially older adults, are at a higher risk of death from fire than other groups. Older adults, those ages 65 and older, account for 32 percent of fire deaths and 12 percent of estimated fire injuries. Additionally, African-Americans account for 22 percent of total fire deaths--nearly twice as high as their share of the overall population (13 percent).

Subgrantees are invited to participate in the "Protecting Our Neighbors" fire prevention education campaign to reach neighbors most at-risk of residential fires. Projects should focus on neighborhoods with recent high incidents of residential fires or statistically at-risk populations. Volunteers should promote practical and simple safety habits; the value of smoke alarms in working condition; and/or the need to create and practice a fire escape plan.

Program Design

A. GOALS AND OBJECTIVES

Need for the program: Residential home fires are America's biggest disaster threat. Someone dies in a home fire every 175 minutes and is injured every 31 minutes, on average, according to a Center for Disease Control Fact Sheet (2009 data). In 2009, U.S. fire departments responded to 377,000 home fires, which claimed the lives of 2,565 residents and injured another 13,050. Most of these fires are

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preventable with cooking and heating incidents ranked as the number one and two causes, respectively, of residential fires, according to the U.S. Fire Administration's 2009 estimates. Additionally, more than 94 percent of the 67,000 disasters the American Red Cross (ARC) responds to each year are fire related. Because most of these fires are preventable, neighbors have the power to help their neighbors through education and prevention outreach.

The nation also mourns more than 500 killed during tornadoes in April and May 2011. According to the National Oceanic and Atmospheric Administration, April 2011 is ranked as the most active tornado month on record with 875 tornadoes and an estimated 361 fatalities. In May, Joplin, MO, experienced the 7th deadliest tornado in U.S. history, killing 151 people. These natural disasters were not isolated incidents and affected dozens of states in the South and Midwest.

Flooding continues to be a major disaster threat across the nation. NOAA forecasters say this summer season could rival the Great Flood of 1993, when the upper Midwest endured persistent, record-breaking floods causing more than \$25 billion in damages. Federal disasters have been declared in numerous states in 2011 including Missouri and Tennessee due to severe flooding.

Response to the need: Disasters take many shapes and forms and often provide little warning.

Preparation is one tool that can minimize deaths and destruction. In observance of Martin Luther King Jr. Day of Service 2012, HOPE worldwide and its partners including the ARC, local fire departments, local emergency management agencies as well as other subgrantees will answer Dr King's urgent question "What are you doing for others?" on the weekend preceding and on Monday, January 16, 2012. The "Protecting Our Neighbors" campaign will engage and train volunteers in a national program in at least 10 states to educate their neighbors on how to prevent, prepare for and respond to disasters. This education will be conducted through door-to-door canvassing or through other proposed direct outreach methods by subgrantees.

The primary objective of this campaign is Citizen Preparedness. This will be accomplished by recruiting and training volunteers to deliver critical disaster preparedness and response information and/or

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services.

This program will address the Corporation for National and Community Services' strategic area of Disaster Services by increasing the capacity of vulnerable communities to prepare for disasters and respond when they do occur. Most of the educational and resource materials have been created by the ARC and/or federal agencies such as the Federal Emergency Management Agency and/or local agencies.

The missing component is getting this critical information into the hands of citizens.

Because of HOPE worldwide's and the ARC's experience with a nationwide fire prevention pilot program in 57 cities (further outlined in the Organizational Capacity section), we expect most projects to be related to fire prevention. However, we welcome disaster preparedness programs related to other natural and manmade causes such as tornadoes, hurricanes, flooding, terrorist attacks, etc.

Targeted audience: Targeted neighborhoods for fire prevention will be identified using local National Fire Incident Reporting System (NFIRS) data on recent high numbers of fire incidents and/or by local ARC chapter assistance response reports. US Census Bureau data will also be used to determine potential at-risk neighborhoods and statistically at-risk populations such as older individuals and African-American residents. According to the U.S. Fire Administration's "A Profile of Fire in the United States 2003-2007," people with limited physical and mental abilities, especially older adults, are at a higher risk of death from fire than other groups. Older adults, those ages 65 and older, account for 32 percent of fire deaths and 12 percent of estimated fire injuries. Additionally, African-Americans account for 22 percent of total fire deaths--nearly twice as high as their share of the overall population (13 percent).

Subgrantees who propose to conduct disaster preparedness for fire or non-fire related occurrences will receive priority consideration if they are able to provide data to substantiate recent disasters or a high potential for disasters in their communities.

Measurable outcomes: HOPE worldwide will implement and manage a subgrant program to encourage an estimated 36 subgrantees to recruit and train 8,500 volunteers to deliver disaster preparedness

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and/or response information or services. Local organizations also should engage at least two community partners to help ensure the sustainability of the outreach programs. The ARC will also survey project leaders on their experience as a subgrantee in the "Protecting Our Neighbors" program.

The following data will be collected from each subgrantee in ongoing status reports and the final program report:

- Number of direct and indirect volunteers recruited (Target goal is 8,500 total volunteers)
- Number of neighborhoods or program sites (Demographic count only)
- Number of community partners involved (Target goal is 72 partners)
- Number of people reached or served with disaster preparedness and/or recovery information and/or services (Target goal is 127,500 -- an average of 15 community members per volunteer)
- Number of conversations held or direct contact made with community members (Target goal is 25,500 -- 20% of households or community members reached)

The program experience survey will be summarized by the ARC and used to improve the subgrant and technical assistance process in years 2 and 3 and the grant. Sample questions include: 1) Satisfaction rating questions related to their involvement with the program (specifics can be added related to application and review process, technical assistance process, reporting process, financial management and funds distribution process, etc.); 2) Comment section on the satisfaction rating; 3) Suggestions to improve the program; 4) Plans to continue this program beyond MLK Day; and 5) Descriptions of ongoing programs generated from the MLK Day service event

B. DESCRIPTION OF ACTIVITIES

SUBGRANTING PROCESS

The subgranting process will be conducted nationally to ensure subgrantees in 10 or more states. HOPE worldwide will promote the process to its own network of more than 100 chapters. Out-of-network distribution will include the ARC and its 1,300 U.S. chapters and the 50 members of the National Voluntary Organizations Active in Disaster (NVOAD). To ensure an open and fair competition, HOPE

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worldwide will also announce the process through other marketing sources including its website www.hopeww.org and numerous grant sources e-newsletters.

The estimated number of subgrants is 36 and is expected to represent varying organizational sizes based on their capacity to recruit volunteers.

The anticipated breakdown of grants and estimated volunteers recruited includes:

- 1 grant for \$10,000 (1,000 or more volunteers recruited)
- 1 grant for \$7,500 (500 to 1000 volunteers recruited)
- 3 grants for \$5,000 (300 to 500 volunteers recruited)
- 11 grants for \$2,500 (150 to 300 volunteers recruited)
- 20 grants for \$1,000 (50 to 150 volunteers recruited)

Eligibility Criteria: Grants will be available to the HOPE worldwide chapters and out-of-network organizations such as local ARC chapters and other volunteer organizations or government agencies with disaster preparedness or response activities. All grantees must be eligible entities under the national service laws. A specific statement regarding applicable laws will be included in the application, particularly related to lobbying activities.

Network organizations - For the purposes of this project, network is defined as HOPE worldwide US chapters meeting the following criteria:

- Completed the chapter certification process through HOPE worldwide
- Good financial standing with HOPE worldwide, Ltd.

Non-network organizations -- For the purposes of this project, non-network is defined as organizations and agencies other than HOPE worldwide chapters. These may include, but are not limited to:

- ARC chapters or other local affiliates of disaster preparedness and/or response organizations
- Local emergency management agencies
- AmeriCorps, Senior Corps, and Learn and Serve America programs

Application and Review Process: A standard application form will be developed. Each applicant will be

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required to submit a signed application, a program narrative, a budget form and budget narrative.

Applicants must describe their partnerships, number of volunteers expected as well as performance measures. Performance measure examples related to disaster preparedness will be provided to help with reporting requirements. However, an applicant may provide and report on a different outcome(s) if it aligns more effectively with their program.

Applicants must distinguish between MLK Day grant funds and matching funds on the budget form and describe match sources. All subgrantees will be required to provide adequate match documentation for at least 70 percent of their total budget costs from non-federal funds. Examples of allowable match expenses will be included in the application instructions. The application will also include a statement about specific expenses prohibited by law.

By signing the application form, applicants will state their understanding that all federal and match expenses are subject to federal cost principles and must be allowable and documented. A statement will also be included that match sources may not be committed to any other grant sources.

Review Requirements: The following review requirements will be included in the application and review committee instructions:

1. Successful applicants will demonstrate strategies to recruit, train and manage volunteers to build the capacity of local communities to prepare and/or respond to disasters. (30 %)
2. Projects must occur in significant part on the Federal Legal Holiday (January 16, 2012) or the preceding weekend. The applicant also must demonstrate how the life and teaching of Dr. King will be incorporated into the service activities. (20%)
3. Applicants must demonstrate how the grant will lead to sustainable efforts beyond the actual Day of Service. (20%)
4. Applicants should demonstrate their capacity and experience in implementing successful service projects. (15%)
5. Applicants must partner with local community organizations and/or local emergency management

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agencies to identify needs and develop a strategy to meet those needs on MLK Day and throughout the year. Each project should engage a minimum of two community partners. (15%)

6. Preference will be given to communities that can demonstrate a high risk for a disaster or a recent disaster occurrence. (up to an additional 5 points)

Submission: Applicants will be able to submit applications through email (preferred). A mailing address will be provided as an alternative for those with limited computer access.

Review Process: Each application will be initially reviewed for eligibility and completeness. Those deemed eligible will be forwarded to review committee members. Each applicant will be reviewed by one HOPE worldwide staff, Board member or Benevolence Committee member as well as one external reviewer. External reviewers will be solicited among HOPE worldwide MLK partner representatives. These could include local fire department representatives, community task force members, mayors' office representatives, etc. Each review committee member (both internal and external) must submit a list of their qualifications to review applications. These qualifications will be kept on file and made available upon CNCS request. Each review committee member must also disclose any potential conflicts of interest with the applicants. For example, Board members may not review applicants from HOPE worldwide chapters in their geographic area. Review committee members will be given scoring rubrics for the application review. The two reviewers' scores will be averaged for each applicant. The highest ranked applications will be forwarded to HOPE worldwide fiscal staff members for further review. The final list of ranked applications will be forwarded to HOPE worldwide's Vice President of North American Programs and the Chief Accounting Officer for final approval and selection.

TECHNCIAL ASSISTANCE AND SUPPORT

Two technical assistance calls will be held for potential applicants. One call will be held for network applicants and a separate call will be held for out-of-network applicants. At a minimum, HOPE worldwide's Vice President for North American Programs, a fiscal staff member and the contractor handling the subgrantee application process will participate in the two calls. A general overview of the

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"Protecting Our Neighbors" disaster preparedness objectives for MLK Day will be reviewed as well as the general points of the application. Participants will also be able to ask questions. Applicants also may contact the listed point of contact through email or a phone call during the application period.

HOPE worldwide conducts monthly conference calls beginning in September to provide programmatic technical assistance on MLK Day efforts. These calls are summarized and distributed to an email list. The calls are also recorded and available for download for participants unable to participate. Program support staff members provide templates and resources on planning and reporting on successful MLK Days such as volunteer tally sheets, tip sheets for effective partnerships and press release templates. On these calls, local chapter representatives also can share best practices and strategies that are assisting in their local partnerships.

HOPE worldwide also hosts an annual Think Tank training in December for HOPE worldwide chapters and out-of-network subgrantees interested in attending. This year's training will be held in Houston, TX. Chapter representatives present ideas about effective program ideas for MLK Day and ongoing programs as well as partnership and funding development strategies. Peers learn from each other and are able to network. Presentations and notes from this training are made available for download for participants unable to attend.

Reporting Requirements and Monitoring: HOPE worldwide is requiring each subgrantee to adhere to the following reporting requirements to ensure local projects are implemented and to ensure a consistent communication schedule. Failure to provide information in a timely manner will indicate that subgrantees may need additional monitoring and technical assistance through direct contact of phone calls and/or emails. If out-of-network subgrantees are also chapters of a national partner, staff from that organization may be contacted for troubleshooting and solutions.

Report #1- Mid-Term Update/Project Registration -- Due November 23, 2011

The update is a brief, one-page report, providing the names of expected community partners and number of volunteers. Subgrantees will also register each project with descriptions on the online

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database.

Report #2 -- Project Status Update -- Two weeks prior to the event, subgrantees will update the status of community partners and expected volunteers through a brief online survey. This information will be used for press releases and final planning. -- Due December 30, 2011.

Report #3 - Day of Project Report -- very brief report submitted online on the actual number of volunteers and community partners, major program accomplishments, known media coverage and dignitaries. Good quality photos that are available can be included. -- Due no later than 8 pm January 16, 2012.

Report #4 -- Final Report -- Due by February 17, 2012

Reporting forms and financial reporting templates will be provided by HOPE worldwide.

- Post Project Report- describing volunteers engaged (total of direct and indirect volunteers), projects and activities completed, partners in service projects, outcomes achieved that focus on disaster preparedness
- Expense Report -including original or revised budget, actual expenses and corresponding receipts
- Project Leader Evaluation Survey to ARC -- this survey helps to capture lessons learned and ways to improve the volunteers' service experiences.
- Relevant attachments including photos with accompanying captions and testimonials as well as media items should be included.

Distribution of funds:

CNCS grant funds will be distributed in two installments. The first half will be distributed in late November/early December 2011 upon receipt of a signed grant agreement. The second installment will be sent in March 2012 after the receipt of the final report and match documentation. Failure to meet reporting and desk monitoring requirements will result in the forfeiture or delay of the second installment of the grant.

Timeline:

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Dissemination of subgrantee RFP and application - September 30, 2011

Technical Assistance call for network applicants - October 4, 2011

Technical Assistance call for out of network applicants - October 11, 2011

Submission deadline for subgrantee applications - October 28, 2011

Grant review process - November 1 -- 11, 2011

Notify selected sub-grantees - November 15, 2011

Sub-grantee Online Project Registration/Mid-Term updates due - November 23, 2011

First Installment of Award mailed to subgrantees contingent upon receipt of funds from CNCS and signed agreement by subgrantees - November / early December 2011

Technical Assistance call for all subgrantees - December 6, 2011

Project Status Update - December 30, 2011

MLK Day - January 16, 2012

Day of Project Report due by 8 p.m. - January 16, 2012

Final Grant Report due - February 17, 2012

Final installment of award mailed to sub grantee dependent upon completion of reports by required deadlines - March 2012

C. COMMUNITY RESOURCES

HOPE worldwide has numerous community partners to help implement the approach. The most notable are the ARC, a recognized national leader in disaster preparedness and response, and the International Churches of Christ, which provides a volunteer pool up to 37,000 annually to HOPE worldwide programs. ARC's vast chapter structure and its community reputation has opened countless partnership opportunities including local fire departments and other national members in NVOAD. The International Churches of Christ have more than 100 churches volunteering regularly with HOPE worldwide. For MLK Day 2011, HOPE worldwide also worked with 81 local partners including 21 fire

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departments, local businesses and volunteer centers through HandsOn Networks. HOPE worldwide also will use 23 AmeriCorps members in the cities of Anchorage, Atlanta, Seattle, Denver and Los Angeles to support volunteer program coordinators with volunteer recruitment, partner development and program logistics. Local communities will benefit from the outreach and technical assistance infrastructure that already exists. This outreach has been tested in 57 cities previously.

Organizational Capability

A. Ability to Provide Program Oversight:

Resources to assist subgrantees: With four years of supporting multi-state efforts on MLK Day, HOPE worldwide and its national partner the ARC have developed significant resources to support a technical assistance and subgrant program, particularly related to disaster preparedness. An annual evaluation of the fire preparedness partnership, conducted by the ARC, helped develop lessons learned that can inform other organizations involved in disaster preparedness activities.

HOPE worldwide, as the lead agency for this grant, has both direct program staff and indirect fiscal staff to oversee the subgrant process. These roles are explained further in the staffing section. The ARC also has staff members (not directly funded in this grant) who coordinate with their local chapters related to the MLK Day efforts. Additionally, the ARC provides an annual survey and evaluation of volunteer experiences and partnership concerns for continuous program improvement.

Planning resources and templates are communicated in emails and also can be made available for download through a resource page on HOPE worldwide's website (www.hopeww.org). Email communications and technical assistance calls also promote existing project planning resources through MLKDay.gov, CNCS's Resource Center (www.nationalserviceresources.org) and The King Center (www.thekingcenter.org). Subgrantees will also be encouraged to register their local projects with MLKDay.gov, volunteermatch.org and other volunteer recruitment resources.

HOPE worldwide and the ARC also provide staff specializing in media communications. National press releases on MLK Day are distributed each year by both organizations and their websites to promote the

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weekend's accomplishments. Additionally, local chapters are provided talking points and templates to generate local coverage.

Examples of 2011 MLK Day media coverage include:

-Local television coverage from Fox 31, Denver, CO

-The Wisconsin State Journal, front page news article and web article, Madison Wis.

(<http://tinyurl.com/627vsyl>)

-Local television coverage from CBS- Channel 58 TV, Milwaukee, WI

Ability to support and oversee multiple programs at different locations: HOPE worldwide, Ltd. is a tax exempt 501(c)(3) faith-based non-profit public charity headquartered in Wayne, PA with programs in 68 countries and more than 100 U.S. cities. Founded in 1991, HOPE worldwide is celebrating its 20th anniversary and has a volunteer base of 37,000 to support its programs in the U.S.

The celebration of Martin Luther King Jr. Day of Service is a signature event for our chapters. On MLK Day 2011, more than 8,100 HOPE worldwide volunteers across the country took to the streets with some facing five-degree weather and two feet of snow to serve and educate their neighbors. HOPE worldwide Chapters participated in a total of 93 different volunteer events, accumulating over 36,500 hours of service in 29 states. Thirty-three Chapters of HOPE worldwide collaborated with the ARC for a fire prevention outreach program. Other service projects ranged from feeding the homeless to winterizing homes in lower income neighborhoods.

The ARC and HOPE worldwide joined forces in October 2007 to create the pilot fire prevention education canvassing program called the "Partnership for Preparedness," conducted annually on Martin Luther King Jr. Day of Service. The three-year pilot program engaged nearly 19,000 volunteers educating 253,000 vulnerable households with fire prevention and escape planning tips during a 3-year pilot from 2007 to 2010. This pilot led to a formal program in 2011 that involved 3,700 volunteers in 57 cities reaching nearly 128,000 households. The diversity of cities included large metropolitan areas such as Los Angeles and Boston to smaller municipalities such as Rio Grande Valley, TX and Columbia,

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The Corporation of National and Community Service also recognized the fire prevention education collaboration of HOPE worldwide and the ARC, inviting our staff to teach a class called "From Partnership to Powerful" at the AmeriCorps National Direct Best Practices Conference in May 2009.

The ARC partnership is managed at the executive levels. The national headquarters of HOPE worldwide and the ARC renewed a Memorandum of Understanding (MOU) in January 2011 related to this fire prevention outreach strategy and other disaster preparedness and response activities. This MOU authenticates the national partnership to local HOPE worldwide and ARC chapters. Each HOPE worldwide and ARC chapter has local points of contact for this campaign, including local fire departments.

Key positions:

- Antonio Boyd serves as HOPE worldwide's Vice President for North American programs and will serve as the "Protecting Our Neighbors" MLK Day service campaign Program Director. For this program, his duties will include serving as the primary contact with CNCS. He also will coordinate internal communications and with partners such as the ARC and the National Voluntary Organizations Active in Disasters to promote the subgrant opportunity and to ensure the subgrant process generates quality in-network and out-of-network projects that honor the legacy of Dr. King. He will formulate the technical assistance process to help subgrantees create quality service opportunities for thousands of volunteers on MLK Day. He also will manage administrative support staff that are directly and indirectly funded through this grant to ensure all data is collected and reporting requirements are met.

He currently oversees more than 100 chapters and 37,000 faith-based volunteers from 138 churches. He is the key liaison for HOPE worldwide's national partnership with the ARC and was instrumental in expanding the fire prevention education program from 10 cities to 57 cities within four years. He also initiated the "Pastors in Disasters" program that encourages local churches to train and deploy volunteers through the ARC to disasters such as Hurricane Ike and the recent string of tornados in the

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South. He coordinates technical assistance and training for the chapters in developing relationships with federal, state, and local government agencies, school districts, and local communities.

His expertise spans 24 years and includes governmental and intergovernmental relations, securing government grants and contracts, and forming community-based collaborations. He serves on several Boards of Directors including the South Carolina Association of Non Profit Organizations where he recently served as a term as President, the Central Carolina Chapter of Association of Fundraising Professionals, and the United Way of the Midlands. He also has served as a commissioner for the South Carolina Commission on National and Community Service.

- Melisa Aranda, will serve as a consultant to coordinate the logistics of the subgrantee process to ensure an open and fair review process is completed for both in-network and out-of-network grantees. This will include developing the application, distributing the application through HOPE worldwide's internal and external marketing channels, collecting the submissions, distributing submissions to selected external reviewers and forwarding the highest ranked applications to the Program Director for final approval. She also will assist in collecting subgrantee program reports and budgetary documentation to produce the final program report.

Melisa was previously HOPE worldwide's National Director of Grants Management and Development. In this role, she wrote AmeriCorps National Direct grants for HOPE worldwide, which have created service opportunities for 785 AmeriCorps members in 7 states over 6 years in youth development and disaster response and recovery programs. As part of the AmeriCorps application process, she conducted an internal review process to determine qualified subgrantees. She also served as an administrator for an AmeriCorps grant, which included providing ongoing technical assistance to subgrantees, monitoring subgrantees and completing reporting requirements for CNCS. She also was a presenter at the 2009 AmeriCorps National Direct Best Practice Conference related to data collection processes.

She previously served as the Chief Financial Officer for Interfaith Community Services in Escondido, CA, overseeing an annual budget of \$5 million. She served as an administrator or fiscal management

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contact for contracts with the Department of Education, Veterans Administration, the Department of Housing and Urban Development and the state of California. She also conducted an external subgrantee process for Interfaith as part of an application process for HHS's Compassion Capital Fund's "Communities Empowering Youth" program, which was selected for funding. She also served two years as an AmeriCorps National Civilian Community Corps (NCCC) member at the Charleston, SC campus.

Administrative Program Support - Some grant funding will support a portion of a program support position (.15 FTE) to assist the Program Director with communications with subgrantees. This position will coordinate technical assistance training calls, summarize the notes from the calls, serve as a contact for routine questions, as well as gather volunteer and project data from subgrantees. The person is not selected at this time and will most likely be recruited internally from existing HOPE worldwide staff, since this is a support role and not a full-time position. The qualifications include a bachelor's degree from an accredited institution; excellent writing, computer and communication skills; prior volunteer leadership with HOPE worldwide or another organization preferred; and a strong team orientation.

B. Ability to Provide Financial Oversight

Experience and infrastructure to manage grants: HOPE worldwide in North America has secured and managed several million dollars in federal, state and local government funding as well as foundation and corporate funding. HOPE worldwide has 15 years of experience managing federal grant programs, including 13 years as a grantee from CNCS totaling more than \$4.7 million in grants. Ninety-five AmeriCorps Members were recently awarded as part of the National Direct Grant, which provides subgrants to seven multi-state sites. Since 1998, HOPE worldwide has managed multi-state programs that have placed more than 1,000 AmeriCorps National Direct, Promise Fellows and VISTA members in national service.

During the last grant ended Sept. 2010, AmeriCorps members helped leverage 6,708 volunteers through ongoing youth development programs and episodic days of service such as MLK Day. Leveraged volunteers were able to serve 1,533 disadvantaged youth in school year and summer programs.

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Promoting and generating service on MLK Day has been a key grant activity for four years. During the 2010 MLK Day of Service and a few other smaller episodic days of service, AmeriCorps members and their partners recruited and managed 6,387 volunteers to serve 36,877 community members in 5 cities. HOPE worldwide also has received 3 grants from the Dept of Ed.'s Office of Safe and Drug-Free Schools. A current DOE Mentoring grant in South Carolina, ending in July 2011, is valued at \$575,000 and provided mentors matches for more than 100 youth annually. In Los Angeles, a three-year Dept of Ed. mentoring program valued at \$500,000 assisted in 45 mentor matches with youth in "high risk" or "extremely high risk" crime communities. In Philadelphia, the Dept of Ed provided a \$1.2 million grant, which ended in July 2010, to fund a Healthy Lifestyles Initiative interactive technology and physical fitness equipment to educate and motivate more than 800 youth.

Other examples of government and private funding include:

- Dept of Health and Human Services Adolescent Family Life Abstinence Demonstration Grant in Baltimore
- 21st Century Community Learning Centers through the S.C. Department of Education
- Annie E. Casey Foundation's Baltimore Direct Services Grants Program
- Dept of Education Supplemental Education Services funding through Paterson (NJ) Schools
- Freddie Mac Foundation for "Rebuild the City" event which mobilized more than 1,500 volunteers from 150 college campuses to clear 54 housing lots and plant a commemorative garden in the Lower 9th Ward, New Orleans.

Current organizational budget: The organizational operating budget is \$16.48 million. The North American operating budget is \$1.6 million. This program would be a part of the North American operating budget.

Percentage of budget and implications for organization: This grant is 6.25 percent of the current North American budget. It would increase the administrative costs of the organization due to the sub-grant and federal compliance monitoring process. However, it could be accomplished without significant

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strain on the current infrastructure.

Ensuring federal compliance: Frank Perez, Chief Accounting Officer (salary captured in indirect costs), supervises all accounting staff and oversees policies and procedures development as well as the electronic and manual information sources to ensure compliance with GAAP and federal, state and local standards. Perez has 12 years of accounting experience and previously worked as an accounting manager for Catholic Charities overseeing 35 programs. He has worked with HOPE worldwide for three years. Perez oversees fiscal compliance and assigns program accountants to specific HOPE worldwide chapters to track all financial transactions for each local program. For this grant, two program accountants will also be assigned to out-of-network subgrantees. Subgrantees will receive technical assistance regarding allowed expenses for this grant program and program accountants will monitor expenditure reports and match documentation to ensure federal compliance. Distribution of federal funds will be delayed or withheld if subgrantees do not provide adequate documentation.

For local HOPE worldwide chapters, an electronic check request system is in place so that all check requests generated from the field are cycled through an approval logic process and checks are issued from the corporate Accounts Payable office. All accounts are maintained with the Blackbaud accounting system and information from the field is communicated to the corporate office for review. Program accountants produce monthly analysis reports and conduct meeting with local chapter leadership. Program accountants also keep account controllers, and HOPE worldwide legal and governmental affairs offices informed of the financial status of local programs related to specific grants. HOPE worldwide also annually contracts with an independent CPA firm to audit the consolidated financial statements. HOPE worldwide currently meets the threshold on several federal contracts to warrant an annual audit in accordance with reporting requirements based on the OMB Circular A-133. HOPE worldwide is not delinquent on any federal debt.

Budget Adequacy & Cost Effectiveness

A. Budget and Program Design

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Plan to obtain diverse non-Federal resources for program implementation and sustainability: This program has been supported for 4 years by the regular operating budgets of both HOPE worldwide and the ARC. These funds were contributed primarily by regular donors to the organizations. A significant amount of HOPE worldwide's non-federal resources are contributed by the International Churches of Christ through an annual fund-raising drive. The intent from the program's inception was to develop a pilot to study and build a strong program design that could be replicated nationwide. The goal was to present a proven, rather than untested, model to potential funders. The collaboration has proven that it can not only survive, but thrive.

This supplemental federal funding will help expand the program to more cities and partners as well as build capacity in local communities by incorporating the lessons learned in the pilot program to improve the program coordination, partner communication and training offered to local volunteers and also will improve the evaluation effort to better assess longer-term benefits of the fire prevention outreach. The program evaluation results will be useful in marketing the program to key stakeholders and potential funders for years 2 and 3. The results will also be beneficial to other fire departments, emergency management agencies and community organizations and will provide a framework to replicate the model in their own communities. The ARC and HOPE worldwide are committed to promoting this program to its national corporate partners interested in home safety such as Shell Oil, Home Depot, Lowe's, ADT and GE Security. GE Security, Lowe's, Home Depot and Wal-Mart have supported the pilot on a local level already.

Adequacy of the budget to support the program design: The CNCS request is \$100,000 and the grantee share is \$233,550 for a total budget of \$333,500. With a goal to recruit and train 8,500 volunteers, the average cost per volunteer is \$39.23. The budget includes wages and fringe benefits of .15 FTE for a Program Director and .15 FTE for a program support position, representing 6 percent of the total program budget at \$22,025 with \$4,900 requested from CNCS. These staff will oversee and coordinate

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the subgrant process and technical support as well as reporting accomplishments to CNCS. A contractor will also be hired to manage the logistics of the subgrantee application and review process and to assist with reporting, representing 1.3 percent of the total budget at \$4,600. Travel costs are included for both staff members to attend 2 CNCS meetings in the Washington, DC area for \$2,792 requested from CNCS.

The CNCS request for subgrantees is \$80,000 - \$40,000 for in network grantees and \$40,000 for out of network grantees. The potential match portion of \$160,750 is discussed under Match Sources. The subgrantee portions represent 72 percent of the total budget.

Indirect costs represent 19 percent of the budget based on the last approved rate from USDA. Approval for a current rate is in process. This will cover office supplies, facility costs, technology and human resources support as well as fiscal management staff to disburse the subgrants and ensure federal compliance. The CNCS request is \$7,708 and the in-kind match portion is \$55,625.

Historically, this program has also leveraged additional in-kind staff member support (not directly included in this budget), primarily from local ARC chapters and fire departments. We anticipate some of this staffing will now be documented as subgrant match contributions for this grant. The 2011 program evaluation surveys indicated 158 staff members were involved in the coordination and training for the MLK Day outreach. Both HOPE worldwide and the ARC use AmeriCorps members, provided by separate funding from the Corporation for National and Community Service, for program volunteer recruitment. ARC headquarters staff will assist with the evaluation process by collecting project accomplishments for the fire prevention activities. They also annually evaluate the partnership relationships and training provided.

HOPE worldwide staff members have become savvy in accessing and using free technology resources such as FreeConferenceCall.com, Google Documents for surveys and reporting as well as using social media such as Facebook to promote events. HOPE worldwide also has a relationship with a promotional item vendor for t-shirts, buttons, banners, beanies, etc. who offers a discount. Subgrantees

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are provided this contact to obtain a quote, if desired.

Plan to commit at least 50% of the funds in year one to out of network subgrants: HOPE worldwide anticipates subgrants to approximately 18 out-of-network organizations, ranging from \$1,000 to \$10,000 and totaling \$40,000. The grant will be promoted to ARC chapters (1,300 in U.S.) as well as 50 National Voluntary Organizations Active in Disasters members -- all with their own local affiliates. It also will be distributed through several grant source newsletters.

B. Match Sources

HOPE worldwide's match sources include the organization's unrestricted cash donations to cover the Program Director's wage and fringes benefits allocation (totaling \$17,125) as well as \$55,625 of in-kind indirect costs. Indirect costs are calculated based on 19 %, the last approved rate from USDA. It is anticipated that the fiscal staff will have significant monitoring and disbursement responsibilities for this program.

The primary match sources will be generated by the subgrantees (\$160,750). As part of the application process, subgrantees must demonstrate pending or match commitment sources for 70 percent of their total program budgets. Based on past experience with our own chapters, we anticipate cash and in-kind match from volunteer coordinators' and paid staff time, t-shirts, training costs, program materials as well as allowable food and snacks. For MLK Day 2011, local chapters received cash or in-kind support from donors such as the International Churches of Christ, Walmart, numerous restaurants, Whole Foods, the Milwaukee Brewers, FedEx and others. A greater emphasis will be placed on documentation of these amounts.

Other

Programmatic Clarification Items

A. Clarify the use of AmeriCorps members to participate with the implementation of the program in selected cities -- how would these members be identified/recruited and would there be a commitment

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from the member host organization?

AmeriCorps members would serve in a supplemental and not primary role for this program. Both HOPE worldwide and the American Red Cross have established AmeriCorps programs and support for MLK Day activities are a part of the existing member service plans in select locations. HOPE worldwide has AmeriCorps members in the following cities: Anchorage, Atlanta, Seattle, Denver and Los Angeles. If these program sites apply and are selected as subgrantees, their members may support this MLK Day program based on the member activities approved in HOPE worldwide's AmeriCorps National Direct grant as summarized below:

"Local programs partnering with schools or community centers will use AmeriCorps members to recruit volunteers as group mentors during structured after school or Saturday Academy sessions. Youth in the programs will also learn about social values by serving on episodic days of service such as Martin Luther King Jr. Day and other holiday seasons. AmeriCorps members will help recruit volunteers and set up service sites. Students will participate in service projects such as fire prevention awareness campaigns with the American Red Cross, assist with school clean-ups, assisting senior residents as well as food and toy drives, etc."

The American Red Cross has AmeriCorps members through AmeriCorps State and National Direct programs in numerous chapters that could be potential subgrantees as well. Individual AmeriCorps participation will be determined by chapters that may apply and be selected. Some Red Cross chapters have designated Community Disaster Education AmeriCorps positions that support fire prevention education outreach as one of the disaster education topics. Members from the AmeriCorps*National Preparedness and Response Corps (NPRC) also were instrumental in the pilot fire prevention education partnership with the American Red Cross. One of the NPRC program's goals is to engage in Community

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Disaster/Emergency Preparedness Education and provide disaster and emergency preparedness presentations, training and information to underserved communities. These members may assist selected ARC chapters with recruiting and training volunteers for the fire prevention education campaign on MLK Day.

Recruitment and identification of members is handled in a separate process for both organizations. Members would not be recruited specifically for this MLK Day project but for ongoing HOPE worldwide and American Red Cross programs. HOPE worldwide recruits members from its current volunteer pool, local colleges and high schools as well as through the HOPE worldwide website and My AmeriCorps website.

A question on the subgrantee application form can be added to gauge AmeriCorps member involvement and a commitment from the host organizations wishing to do so. We also can add a demographic reporting question on the final report form regarding actual AmeriCorps member involvement.

B. Clarify the steps that will be taken to ensure that some sub-grantees will focus on tornado and/or flooding given the compelling need statement provided for these two areas.

After further consideration, we wish to focus this project only on fire prevention education and not include tornado and/or flooding outreach as an additional activity. We have coordinated similar fire prevention projects in 57 cities in the past and believe there will a sufficient number of subgrantees from HOPE worldwide's network and out-of-network partners to participate.

C. Link the identified MLK quote "What are you doing for others?" to the theme for the sub-awards. Dr. Martin Luther King, Jr. believed that as a nation, we are more united and at our best when we serve

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others. One answer to his question "What are you doing for others?" is to help prepare and protect our vulnerable neighbors from unnecessary deaths and injuries during disasters. Residential home fires are America's biggest disaster threat. On average in the United States in 2009, someone died in a fire every 175 minutes, and someone was injured every 31 minutes, according to the Centers for Disease Control. Residential fires in 2009 claimed the lives of 2,565 residents and injured another 13,050 with older adults and African Americans at increased risk. More die annually from residential fire deaths than from the flooding devastation of Hurricane Katrina, which killed more than 1,800. We do not have to wait for a disaster of Katrina proportion to occur to help our neighbors. Most residential fires are preventable with cooking and heating incidents ranked as the number one and two residential fire causes, respectively, according to the U.S. Fire Administration's 2009 estimates.

According to the U.S. Fire Administration's "A Profile of Fire in the United States 2003-2007," people with limited physical and mental abilities, especially older adults, are at a higher risk of death from fire than other groups. Older adults, those ages 65 and older, account for 32 percent of fire deaths and 12 percent of estimated fire injuries. Additionally, African-Americans account for 22 percent of total fire deaths--nearly twice as high as their share of the overall population (13 percent).

Subgrantees are invited to participate in the "Protecting Our Neighbors" fire prevention education campaign to reach neighbors most at-risk of residential fires. Projects should focus on neighborhoods with recent high incidents of residential fires or statistically at-risk populations. Volunteers should promote practical and simple safety habits; the value of smoke alarms in working condition; and/or the need to create and practice a fire escape plan.

D. Clearly identify the geographical area that the applicant proposes to serve.

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For the past four years, HOPE worldwide and the American Red Cross have conducted a national fire prevention outreach campaign on Martin Luther King Jr. Day of Service. The project has expanded to 57 cities. We expect the subgrantees to be representative of these participating cities and to reach 10 or more states. The potential subgrantee geographic areas are broken down by CNCS clusters below:

Southern Cluster:

Athens, GA

Macon, GA

Charlotte, NC

Raleigh, NC

Fort Myers, FL

Greenville, SC

Owensboro, KY

Atlantic Cluster:

Baltimore, MD

Boston, MA

Worcester, MA

Harrisburg, PA

Philadelphia, PA

Pittsburgh, PA

Hartford, CT

Newton, NJ

Newark, NJ

North Brunswick, NJ

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New York, NY

Syracuse, NY

Washington, DC Metro

North Central Cluster:

Ann Arbor, MI

Kalamazoo, MI

Monroe, MI

Bloomington, IL

Springfield, IL

Cleveland, OH

Lancaster, OH

Newark, OH

Mount Vernon, OH

Crawfordsville, IN

Fort Wayne, IN

Madison, WI

Milwaukee, WI

Oshkosh, WI

Minneapolis, MN

Southwest Cluster:

Albuquerque, NM

Austin, TX

Fort Worth, TX

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Corpus Christi, TX

Dallas, TX

Houston, TX

San Antonio, TX

Denver, CO

Colorado Springs, CO

New Orleans, LA

Oklahoma City, OK

Phoenix, AZ

Tucson, AZ

Wichita, KS

Topeka, KS

Pacific Cluster:

Seattle, WA

Kennewick, WA

Los Angeles, CA

San Diego, CA

San Jose, CA

Portland, OR

Wailuku, HI

(3) Performance Measure Clarification Items

Clarification to capturing significant program impacts in the following areas:

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

HOPE worldwide will implement and manage a subgrant program to encourage an estimated 27 subgrantees to recruit and train 6,800 volunteers to deliver fire prevention education. Local organizations also should engage at least two community partners each to help ensure the sustainability of the outreach programs.

Planned Outputs:

- Number of direct and indirect volunteers recruited -- Target: 6,800 direct and indirect volunteers
- Number of neighborhoods or program sites (Demographic count only from subgrantees. No specific target)
- Number of community partners engaged by subgrantees -- Target: 54 (2 per subgrantee)
- Number of volunteer community-based trainings -- 27
- Number of households reached with fire prevention information -- Target: 100,000
- Number of conversations held or direct contact made with community members --Target: 20,000

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

- Improve the capacity of local communities to deliver fire prevention education by creating and sustaining successful collaborations -- 80% of the partners will rate the collaborations as successful
- Increase the sustainability of fire prevention outreach activities -- 80% of the partners will be likely to participate in the future beyond MLK Day 2012

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

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Each subgrantee will collect Output information from volunteers using volunteer log-in sheets as well as tally sheets related to number of households reached and number of conversations held. A point of contact from each subgrantee will submit the aggregate data using an online Zoomerang survey and provide information on the number of partners, partner names and contacts, number of neighborhoods reached and number of trainings conducted.

For Project Outcomes, the American Red Cross will survey subgrantee points of contact as well as community partners using a satisfaction scale to determine the success level regarding the local collaborations and the likelihood of future involvement from partners. This survey, also collected through an online Zoomerang survey, will include project experience questions as well as comment sections to contribute to continuous program improvement. Specific questions for subgrantees only will also address and solicit feedback on processes for internal applications and review, technical assistance, final reporting, financial management and funds distribution.

A final evaluation report will be compiled by the American Red Cross to improve the program in grant years 2 and 3. This report will also build a foundation to encourage more funding support to expand future data collection efforts to collect and compare the number of fire calls, homes damaged and deaths related to fire in the areas canvassed on MLK Day outreach events.

Report findings will be distributed to subgrantees and be available for other community partners upon request.

For Official Use Only

Required Documents

Document Name

Status