



March 2, 2017

**Request for proposals:
Strengthening the village 'Grassroots Parent Advocacy Awards'**

THE PROBLEM

Parents and families don't have access to objective information, resources or support when it comes to making sure their child's educational needs are met. Parents and families don't currently have a platform dedicated to parent and family voice.

STRENGTHENING THE VILLAGE 'GRASSROOTS PARENT ADVOCACY AWARDS'

The Community Engagement Team of Minnesota Comeback seeks to fund initiatives that elevate the power of parents and families in educational systems impacting Minneapolis student achievement. Specifically, the Team will support organizations that have the passion, capacity and leadership to deliver the following outputs:

- Organize parents and families via authentic community engagement to increase parent agency and capacity to mobilize around education;
- Mobilize parents and families via authentic community engagement to advocate for rigorous and relevant schools, and support education policies and/or policymakers; and/or
- Equip parents and families with objective tools and information to impact long-term educational outcomes via parent/family agency and advocacy.

A Community Engagement Review Committee (stemming from the Community Engagement Team, plus other parents and members of the community) will recommend funding proposals that directly align with these values, criteria and desired outcomes:

Values...

- Groups or organizations with missions that invest in a platform of parent and family influence, agency, organizing and mobilizing.
- Groups or organizations that are willing to make a long-term commitment to parent and family engagement, and are willing to build parent and family capacity.
- Groups or organizations whose staff and leadership reflect the communities we seek to impact.
- Groups or organizations that seek to address: building the capacity of parents and families to increase their ability to advocate to increase the number of rigorous and relevant seats and schools in Minneapolis.

Outcomes...

1. Organize parents and families to increase agency and capacity to mobilize; develop (x) number of advocates.
2. Mobilize parents and families to advocate and support education policies and/or policymakers; coordinate (x) number of parent/family led campaigns, actions and events.



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ELIGIBILITY

Open to any group or organization that can show good financial standing. MN Comeback wants to support any group or organization that has the passion, capacity and leadership to deliver the expected outcomes. MN Comeback is initially focused on serving the 30,000 Minneapolis students most in-need.

Schools that are interested in submitting a proposal for funding, should contact Director of Community Engagement Rashad Turner via email at rturner@mncomeback.org to determine your eligibility.

SPRING AWARDS

We anticipate awarding up to **\$500,000** this grant cycle with three bands of funding:

- **\$1,000-\$15,000**
The Community Engagement Team recommends this band of funding for non-traditional and/or neighborhood-based groups or organizations interested in organizing parents and families to increase agency and capacity to mobilize, and developing advocates in the 11 IFF highest-need neighborhoods. We require groups or organizations submitting proposals for funding at this level to complete the following sections of the application: *description of need, objective, participant engagement, specific activities to achieve objectives, outputs and outcomes.*
- **\$15,001-\$50,000**
The Community Engagement Team recommends this band of funding for groups of organizers or organizations with experience organizing and mobilizing parents and families around issues in education. We require groups or organizations submitting proposals for funding at this level to complete the full application.
- **\$50,001-\$150,000**
The Community Engagement Team recommends this band of funding for larger community organizations interested in collaborating and creating new training programs to equip parents and families with objective tools and information to impact long-term educational outcomes via parent/family agency and advocacy. We require groups or organizations submitting proposals for funding at this level to complete the full application.

OUR PROCESS

The Community Engagement Review Committee will review all proposals and make funding recommendations to MN Comeback staff.

SUSTAINABILITY

Our funding is not intended to be recurring in nature or to sustain organizational operations; however, grantees that are awarded a first year of funding may be eligible for additional funding assuming the expected outcomes of year one are met. We require second year grantees to submit another application for funding in all subsequent years of potential funding.

DEFINITIONS

- *Advocate* - Able to talk about issues in education and advocate for change on behalf of their child, school and community.
- *IFF highest-need neighborhoods* - http://iff.org/resources/content/3/0/documents/IFF_MPLS_Report_Final.pdf



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GRANT-MAKING CALENDAR

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|---|-----------------------|
| 1. RFP announced | March 2, 2017 |
| 2. RFP webinar info session (email rturner@mncomeback.org to register) | March 8, 2017 |
| 3. ALL proposals due | March 31, 2017 |
| 4. Community Review Committee begins vetting proposals | April 3, 2017 |
| 5. Community Review Committee makes grant recommendations to MN Comeback staff | April 12, 2017 |
| 6. Staff review Community Review Committee recommendations | April 15, 2017 |
| 7. Staff present funding recommendations to the MN Comeback Board of Directors | April 18, 2017 |
| 8. Grantees receive notification of awards and disbursement date | April 24, 2017 |

ABOUT MN COMEBACK

MN Comeback leads a coalition of schools, community leaders and funders coordinating around K-12 systems change. It's initially focused on the 30,000 Minneapolis students most in-need so, they, too, have access to rigorous and relevant schools. Its coalition – applying a school-centered approach – focuses on the conditions that foster schools' success: increasing the number of extraordinary leaders and teachers working in our community, fostering deep community and parent engagement, advocating for supportive public policy, and helping schools access quality facilities. MN Comeback is a nonprofit organization based in Minneapolis. For more information, visit www.mncomeback.org.

Application follows.



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‘Grassroots Parent Advocacy Awards’

Organization information

Legal name of applicant organization:

EIN# (applicants that do not have an employer identification number need to have a fiscal sponsor; please provide the information for the fiscal sponsor here, if applicable):

Address:

Primary organization contact for request:

Contact title:

Contact email and phone:

Name of initiative:

Total amount requested:

Funding term requested:

Alignment with MN Comeback

Description of need – max 250 words

Include in your statement why are you seeking support from MN Comeback to do this work.

Objective – max 250 words

Outline your overall objectives, including how the education initiative will impact MN Comeback’s community engagement outcomes in one or more of the 11 highest-need neighborhoods in Minneapolis.

Participant engagement – max 1,000 words

How are the specific needs of parents and families in the 11 IFF highest-need neighborhoods reflected in your proposed strategy? Has or will the target population of your strategy been involved in the development of the strategy? How will participants be identified and engaged? How will participants provide feedback on the success of your proposed strategy?

System change – max 1,000 words

How will your proposed strategy offer learning that can be replicated by parents across multiple neighborhoods, schools and school sectors?

Ability to achieve objectives and measure effectiveness

Specific activities to achieve objectives – max 1,000 words

Outline how you will meet your stated objectives.



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Organizational partners – max 500 words

If applicable, list any school and/or organizational partners and describe how they support the proposal.

Qualifications and experience – max 500 words

Summarize the qualifications and experience you have in addressing the problem, working with the target population, and conducting similar or related work.

Quality of the initiative – max 500 words

How do/will you know that you are operating a quality initiative? What evidence-based strategies do/will you use to yield results, evaluate and improve?

Can MN Comeback be at all supportive, lending to a successful initiative. If so, how can we be? Max 500 words

Impact

Outputs

Provide a bulleted list of intended outputs by target date.

Outcomes

Provide a bulleted list of intended outcomes by target date(s).

Which neighborhood(s) your activities focus on in [IFF highest-need areas](#)? Check all that apply:

- East Phillips and Midtown Phillips
- Phillips West and Ventura Village
- Willard-Hay
- Jordan
- Central
- Longfellow, Seward, and Cooper
- Powderhorn Park
- Near-North
- Corcoran and Standish
- Webber-Camden and Folwell
- Whittier

Do you have any plans for communications or media outreach around this initiative to amplify the voices of parents and families? Max 500 words

Attachments

For nonprofit organizations, please include the following as attachments to your proposal:

- 1) IRS determination letter
- 2) Outline of proposal budget
- 3) Annual operating budget
- 4) List of current board members
- 5) Most recent audited financial statements

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If not a nonprofit organization, please submit evidence of good financial standing, capacity and leadership to deliver the outcomes; outline of proposal budget.

Application submission

Please submit your application, with accompanying attachments, to Rashad Turner, director of community engagement, MN Comeback: rturner@mncomeback.org. Please direct all questions to Rashad at the above email or via phone: (651) 410-0909

Signature

Group or organization representative

Date

Print name