



**AMERICAN HUMANICS
STUDENT PHILANTHROPY PROJECT**

at

California State University, Fresno



Part of the *Students4Giving* Initiative
of *Campus Compact* and *Fidelity® Charitable Gift Fund*.



Campus Compact



with additional financial support from
Fresno Regional Foundation and *American Humanics, Inc.*



**COMMUNITY GRANTS PROGRAM
REQUEST FOR PROPOSALS (RFP)
5 p.m., March 30, 2009**

**American Humanics Nonprofit Administration Program
Department of Sociology
College of Social Sciences
California State University Fresno
5340 N. Campus Drive, M/S SS97, Fresno, CA 93740-8019
(559) 278-2891 * Fax: (559) 278-6468
<http://www.humanics.org>
<http://www.csufresno.edu/ah/>**

TABLE OF CONTENTS

I. INTRODUCTION	3
A. American Humanics Program at California State University, Fresno	3
B. Purpose of Request for Proposals	4
II. GENERAL PROPOSAL INFORMATION	5
A. Timelines	5
B. Who May Submit A Proposal?	5
C. Contract Period and Funding Levels	6
D. Program Submission Requirements	6
E. Proposal Review Process	6
F. Notification of Decision	7
G. Appeals Process	7
H. Contract Negotiation	7
III. ADMINISTRATIVE AND PROGRAM EXPECTATIONS	8
A. Program Reporting	8
IV. PROPOSAL INSTRUCTIONS	8
A. General Instructions	8
B. Organization of Proposal	9
C. Proposal Components	9

I. INTRODUCTION

A. American Humanics Program at California State University, Fresno

In March 1998, with an MOU between California State University, Fresno and American Humanics, Inc., the American Humanics Nonprofit Administration Program was brought to our campus beginning fall 1998. Dr. Matthew A. Jendian was hired as the founding director and charged with the goal of establishing the curriculum and certificate offering. California State University, Fresno is now one of 70 college and university affiliates in the American Humanics Alliance.

In fall 1999, the first American Humanics courses at California State University, Fresno were offered. Fall 2000 marked the formation of the American Humanics Student Association (AHSA) and the first formal offering of the certificate, which had been approved by the Undergraduate Curriculum Committee. In January 2001, 8 students attended the American Humanics Management Institute (AHMI) in Orlando, the capstone experience of their training. Today, approximately 85 students are actively seeking American Humanics certification, and 15 of them attended AHMI in Indianapolis, IN on January 4-7, 2009.

Since 2001, 77 students have graduated from California State University, Fresno with American Humanics National Certification in Nonprofit Management and Leadership, and approximately 70% of them are employed in the nonprofit and public service sector (with 75% of them employed locally). The American Humanics Nonprofit Administration Program is now part of the applied program offerings of the Sociology Department in the College of Social Sciences.

The American Humanics interdisciplinary certificate in nonprofit management and leadership requires 19-23 units and 300 hours of supervised internship experience with a nonprofit community-based organization.

Specific core courses include:

- Nonprofit Management/Social Entrepreneurship
- Grant Writing and Evaluation
- Philanthropy and Grant Making
- Social Policy Analysis, Advocacy, and Community Organizing
- Leadership Development

Our mission is to prepare the next generation of professionals to strengthen and lead nonprofit organizations. As such, the American Humanics Program at Fresno State represents our collective investment in the building up of the nonprofit sector in the Central Valley.

B. Purpose of Request for Proposals

The American Humanics Program at California State University, Fresno, through the sociology department, offers a course on “Philanthropy and Grant Making,” taught by Dr. Don Simmons, as a core requirement for the American Humanics certificate in nonprofit management and leadership.

The American Humanics Student Philanthropy Project, a key component of this core course, provides students with hands-on experiences in philanthropy and community leadership by developing contacts with community organizations and assessing community needs. Through this project, students learn how to request and evaluate funding proposals as well as how the nonprofit sector is governed, operated, and funded.

In December 2007, *Campus Compact* and *Fidelity® Charitable Gift Fund* announced *Students4Giving*, an initiative that seeks to inspire young people to become more involved with philanthropy. Thirty-five universities and colleges nationwide submitted proposals and competed for five winning slots and the chance to participate in the new pilot program. In addition to Fresno State, the others selected were Boston University, Portland Community College in Portland, OR; the University of North Carolina at Chapel Hill; and Whitworth University in Spokane, WA. Financed by Fidelity, the *Students4Giving* initiative provides each selected school with a “donor-advised” Gift Fund Giving Account® seeded with \$15,000 to be overseen by the students participating in their respective school’s philanthropy courses and used for future grant recommendations within their communities.

Additional funding has been provided by the *Fresno Regional Foundation* and *American Humanics, Inc.* (through a Cohen grant).

This semester, the students have chosen to focus their funding support through this RFP on community-driven programs addressing/serving:

- 1) **Youth;** and
- 2) **Health.**

Please make note of the following:

1. Proposals are accepted for review upon invitation only.
2. Funding is for the planning and/or implementation (including operational costs) of a new or expanded program addressing one of the core focus areas.
3. Funding is not intended for ongoing program support, but for one-time only support.
4. Only 501(c)(3) organizations are eligible for funding.
5. Proposed activities/programs must be non-discriminatory.

II. GENERAL PROPOSAL INFORMATION

A. Timelines

February 25, 2009	Release of RFP
March 30, 2009 (5 pm)	Proposals Due (submitted via email)
April 28, 2009 (5-7 pm)	Mandatory Classroom Presentation for finalists (15 minutes)
May 6, 2009	Submit Recommendations to <i>Fidelity Charitable Gift Fund</i>
May 13, 2009	Notification of Funding Recommendations
May 19, 2009 (5:45-7:45 pm)	Awards Presentation
June 1, 2009	Contract Start Date
December 1, 2009 (approximate date)	Site Visit/Evaluation Report

B. Who May Submit A Proposal?

The American Humanics Student Philanthropy Project is intended to support programs that are community-driven, enabling community-based nonprofit organizations to take action around issues concerning: 1) Youth and 2) Health.

Those 501(c)(3) nonprofit organizations (tax exempt designation letter and board roster required) listed in Fresno Metro Ministry's *Making Connections Community Resource Directory* and on Guidestar.org as working on these areas are considered by the Student Boards of Trustees which go through a selection process to determine which organizations to invite to submit a proposal (and additional nominations are accepted from the students enrolled). Typically, preference is given to organizations located within the four-county area of Fresno, Madera, Tulare, and Kings and with operating budgets of less than \$1 million (Form 990 and/or total annual budget must be made available).

Organizations must have a reasonable level of organizational capacity and be able to demonstrate their qualifications and ability to successfully implement and evaluate the proposed activity/program (typically, preference is given to organizations that have been operating for two years or more and can provide a brief overview of measurable outcomes from previous programs/services). Collaborative proposals are welcomed!

C. Contract Period and Funding Levels

1. At least \$8,000 is available for funding through this RFP, and the American Humanics Program at Fresno State anticipates funding approximately 2 programs (1 for each of the focus areas). The minimum and maximum amounts of funding per proposal are \$2000 and \$4000, respectively.
2. Applicants must submit proposals for activities/programs occurring in 2009.
3. The contract period will run from June 1, 2009 through December 1, 2009.
4. The American Humanics Program at Fresno State reserves the right to negotiate the proposed activities and/or budget of any proposed programs or program components.

D. Program Submission Requirements

To apply for funds through the American Humanics Student Philanthropy Project, first read through the entire RFP. Try to think creatively who should or could be involved in the proposed program, their strengths, what you hope to accomplish in one of the focus areas, what community and organizational resources you could build upon, and how you would evaluate the outputs and impact of your efforts. Submit an electronic copy of your proposal via email to matthewj@csufresno.edu.

Proposals must be received by 5 p.m. on Monday, March 30, 2009.

1. Only electronic copies of proposals submitted via email will be accepted. No exceptions will be made.
2. A late or incomplete proposal will be considered non-responsive and will not be reviewed for funding.
3. No changes, modifications, corrections, or additions may be made to the proposal once it is received. No exceptions will be made.

Mandatory Class Presentation

For the finalists, a mandatory oral presentation is scheduled for Tuesday, April 28, 2009 between 4 pm and 5 pm in the Social Science Building at California State University, Fresno. A courtesy parking permit will be made available. Each invited organization will send a representative to class to provide a 15 minute overview of the organization and the submitted proposal and be available for questions and answers from the student Board of Trustees. **The oral presentation to the class is a mandatory part of the funding process.**

E. Proposal Review Process

1. Review for Compliance with Mandatory RFP Requirements

Proposals will be date and time stamped upon receipt via email. Each proposal received by the deadline will be reviewed for compliance with the requirements provided in this document.

NOTE: Proposals that do not comply with the requirements will be considered non-responsive and excluded from review. Omission of any required document or form, failure to use required formats for response, or failure to respond to any requirement may lead to rejecting the proposal prior to the formal review. The American Humanics Program reserves the right to reject any and all proposals and to waive any informalities or irregularities.

2. Review by Board of Trustees

Each proposal that complies with the mandatory requirements will be evaluated and scored by a Board of Trustees composed of approximately 12 students using a scale of 0 to 100 points. Proposals receiving a score of 80 points or more may become finalists for funding and invited for a classroom presentation. However, there is no guarantee that scoring above 80 will result in funding or funding at the level requested.

3. Review Criteria

All proposals will be evaluated utilizing the same review criteria. The general review criterion includes examining whether:

- The proposed new or enhanced activity/program is addressing a documented and substantiated community need in one of the focus areas, and the proposed approach is appropriate to meet that need.
- The applicant organization has a reasonable level of organizational capacity to successfully implement the proposed program and evaluate the outputs and outcomes.
- The applicant organization has relevant, existing community partnerships and/or the ability to develop and maintain community partnerships necessary to successfully implement and evaluate the activity/program.
- The proposed program has a reasonable budget to successfully implement and evaluate the proposed activities.

F. Notification of Decision

Each applicant, whether selected for funding or not, will be notified in writing of the decision. Organizations selected as finalists will be notified by April 22, 2009, so arrangements can be made for the oral presentation to the class on April 28, 2009. All organizations will be notified as to the status of their request by May 13, 2009.

G. Appeals Process

No appeals of the funding decisions will be heard.

H. Contract Negotiation

Each Board of Trustees reserves the right to reject any proposed program(s) or program components.

III. ADMINISTRATIVE AND PROGRAM EXPECTATIONS

Organizations applying for these funds should be aware of the following and make appropriate allowance for these requirements:

A. Program Reporting

1. Work with a designated American Humanics Student Program Officer throughout the funding period for any questions pertaining to the implementation and evaluation of grant-funded activities (an American Humanics student will be assigned this role).
2. Provide a one-page update/progress report or one- to two-page “end of program” report with a detailed budget report regarding how funds were expended.
3. Allow for at least one Site Visit by students enrolled in the Grant Writing and Evaluation course offered by American Humanics during the fall 2009 semester.
4. Be able to show proof of liability insurance that covers the grant period.
5. Submit a copy of the organization’s Form 990 and/or total annual budget.

If contract deliverables, including the update/progress report or “end of program” report, as well as the other forms, are not completed satisfactorily by the terms of the contract, the Board reserves the authority to recover payment of funds.

IV. PROPOSAL INSTRUCTIONS

A. General Instructions

1. Read all instructions carefully. Be sure to include all of the information required in this RFP, including attachments. Re-check the proposal to ensure completeness.
2. Do not assume the reviewers have prior knowledge of your organization’s past history as it pertains to the proposed program.
3. Do not provide any attachments unless otherwise requested in this RFP. Any extra materials submitted that are not requested under this RFP will be discarded prior to proposal review, including pages that go over the maximum number in specified sections with page limitations.
4. The type font is to be Times New Roman with a font size of not less than 11 characters per inch, single-spaced, black ink, and page margins of 1 inch on all sides. Number each page of the proposal.
5. Clearly indicate “American Humanics (AH) Student Philanthropy Project 2009” on the SUBJECT line of the email.
6. Be as succinct as possible in your responses.
7. Review all the questions before beginning your proposal. Address the questions in the order they appear. Insert the question number into your proposal to outline your responses.

B. Organization of Proposal

Present the components of the RFP in the order listed below using the instructions provided on subsequent pages:

1. Proposal Cover Sheet (Attachment A)
2. Proposal Checklist (Attachment B)
3. Board and Staff Profile (Attachment C)
4. Narrative (Attachment D – not to exceed two pages)
5. Budget and Budget Justification (Attachment E)

C. Proposal Components

1. Proposal Cover Sheet (Attachment A): Provide information as requested.

2. Proposal Checklist (Attachment B)

The items included on the checklist are required to be submitted as part of the proposal and should be presented in the order noted. If any of the items are omitted from the proposal, the proposal will be considered incomplete and out of compliance with this RFP and will not be reviewed. Complete the attached proposal checklist to ensure that all proposal attachments and required components are included.

3. Board and Staff Profile (Attachment C) (5 points)

4. Narrative (Attachment D – not to exceed two pages – 80 points)

Please answer the questions in the exact order in which they are asked.

A. Program Summary (5 points)

Briefly summarize the proposed program, including target population, proposed approach, expected results, and the estimated number of individuals served by the program. Please also indicate if this is a new program or an enhancement of an existing program.

B. Applicant Capability (20 points)

1. Summarize your organization's background, mission, history, and experience with either of the two RFP focus areas. What are your organization's strengths that align with the proposed program? Describe your organization's experience and success within the community you are proposing to serve.
2. Describe your organization's administrative capability to administer, manage, and account for grant funds.
3. If a formal collaborative is proposed in which more than the applicant organization will receive funds, describe the structure of the proposed collaborative, the collaborating partners, and the primary roles of partnering organizations. Briefly describe the capacities of the proposed subcontractors to fulfill their roles.

C. Program Design (50 points)

1. What documented and substantiated community need related to one of the RFP focus areas are you proposing to address with this proposal?
2. Clearly describe what specific changes (outcomes) you plan to achieve in the particular RFP focus area as a result of the proposed program and how you will evaluate your achievements.
3. How are you choosing to respond to this community need? Be sure to discuss the key strategies or activities you will undertake as well as your rationale for choosing these strategies/activities.
4. Briefly describe the target population, including their own unique characteristics and their need for the proposed program/services. Be sure to include the estimated number of individuals served by the program during the 6-month contract period.
5. Provide a timeline for the planning, startup, implementation, and evaluation of the program. If the proposal is for the enhancement of an existing program, the timeline should show when the new components will be implemented and evaluated.
6. Describe how input and other information was gathered to ensure all aspects of the program are most responsive to those intended to benefit.
7. Describe the proposed evaluation activities you will implement to assess achievement of the proposed program outcomes identified in question C2.

D. Staffing (5 points)

Provide a detailed staffing plan that includes a brief summary of each job description and primary responsibilities of each position. Be sure to indicate if the position(s) are new or if they will be filled with existing staff.

5. Itemized Budget and Budget Narrative (Attachment E – 15 points)

Prepare a one-page Itemized Budget and Budget Narrative. Provide detailed expenses for the proposed program/project, proposed funding sources for each component, the specific amount requested from the AH Student Philanthropy Project, and a justification for the expenses.