



## Narratives

### Executive Summary

Dr. King said, "whatever affects one directly, affects all indirectly. I can never be what I ought to be until you are what you ought to be." Through service, Points of Light and HandsOn Network help individuals see that we have a vested interest in helping one another and in addressing the serious social issues that continue to plague our society.

Veterans, service members and their families face unique challenges and increased risks on all sorts of measures, including education, employment, behavioral health, family strength, and life skills. As a community, Veterans and Military Families are suffering disproportionately, and POLI is making Veterans and Military Families a priority in 2012.

Our efforts will target communities across the country, and We will engage 40,000 volunteers on and around the 2012 MLK Day of Service. Preference for subgrants will be given to applications that include projects that address the needs of veterans and military families. 6 subgrants will go to Affiliate and non Affiliate (at least 50%) grantees - 2 grants of \$30,000 (Leadership Grants) will produce at least 10,000 volunteers; 4 grants of \$15,000 (Signature Grants) will each generate a minimum of 5,000 volunteers. In addition to the MLK day volunteer activation, the \$30,000 grants will each include obligations to build the capacity of at least 2 local veteran serving organizations to increase their volunteer engagement year round by a minimum of 10%

We will provide significant training and technical assistance to subgrantees, affiliates, our youth service division, local and national service groups, and other external partners. Subgrantees will engage local nonprofits to design and support MLK Day projects throughout their communities with the support of trained volunteer leaders and volunteers.

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Outcomes will include increased annual capacity for volunteer engagement in programs that serve vulnerable populations (including veterans and military families), increase direct service to vulnerable populations, and increase local collaboration and coordination of these services. Impact areas will focus on alleviation of the issues of poverty, education and veterans' services.

### Program Design

Dr. King believed in the ¿interrelated structure of reality¿. He said, ¿whatever affects one directly, affects all indirectly. I can never be what I ought to be until you are what you ought to be.¿ The very purpose of service is based on this conviction in the interrelatedness of humans to one another. HandsOn Network inspires, equips and mobilizes people to take action that changes the world. The MLK Day of Service is at the core of our mission and values.

The Martin Luther King, Jr. National Holiday provides an opportunity to celebrate the legacy of a great leader through service with a unifying message of civic engagement. Through HandsOn Network's local affiliates, national partners, and other subgrantees we will galvanize citizen action to impact the lives of communities across the country. We will mobilize 50,000 volunteers (including 2,500 Volunteer Leaders) for the King Day of Service in 2012. This effort will be combined with our nationwide Sunday Suppers dialogue and service program, as well as additional large scale activation projects in partnership with our affiliates, corporate partners, our generationOn youth division, AmeriCorps Alums and others. Through these combined efforts, we will mobilize more Americans to observe the Martin Luther King Jr. Federal Holiday as a day of service in communities, and encourage them to serve on this day and make long-term commitments to serving others.

### SERVICE AREA

Our efforts will target communities across the country that are committed to 1) using the power of the MLK Day of Service to on-board new and diverse volunteers committed to year round engagement, 2)

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building the capacity of their local non-profit network to engage more volunteers effectively, 3) training and placing volunteer leaders, and 4) honoring, engaging and supporting veterans and military families. Communities that demonstrate broad based coalition engagement, a strong need for increased annual volunteer capacity (including communities with high veteran presence) and a commitment to the legacy of Dr.King will be prioritized.

### OUTCOMES

Outcomes for this grant will include increased annual capacity for volunteer engagement in programs that serve vulnerable populations (including veterans), increase in direct service to vulnerable populations, and increased local collaboration and coordination in these services. Impact areas will focus on alleviation of the issues of poverty, education and veterans services.

### VETERAN AND MILITARY FAMILY ENGAGEMENT

As a community, Veterans and Military Families are suffering disproportionately, and in addition to our continuing focus on Education, Environment, Economy and Emergency Preparedness and Response, and so like CNCS, Points of Light is making Veterans and Military Families a priority for 2012. Military family separation or return from deployment cause several life stressors for service members and their families. Veterans, service members and their families face unique challenges and increased risks on all sorts of measures, including education, employment, behavioral health, family strength, and life skills.

To address these issues, volunteers from several national organizations, including American Legion Auxiliary, American Red Cross, America's Promise Alliance, Armed Forces Services Corporation, Blue Star Families, Give an Hour, Military Child Education Coalition, Military Officers Association of America, National Military Family Association, Operation Homefront, Points of Light Institute/HandsOn Network, ServiceNation: Mission Serve, the Tragedy Assistance Program for

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Survivors, and the Veterans<sub>2</sub> Innovation Center have spent the past 15 months visioning and creating content for an online audit and content management tool that will help volunteers coordinate service, leverage community assets and meet the needs of veterans and military families. This tool, currently referred to as the Community Blueprint, will be an easy and effective online tool that will help service leaders assess and map community needs and assets in the areas of education, employment, mental health, reintegration, and financial and legal services. It will help service leaders and organizations identify volunteer projects and opportunities that meet the needs while leveraging the assets as well as provide the platform to post those opportunities. Points of Light is the administrator of this tool and is making this population a strategic priority in FY2012, which makes us uniquely qualified to focus on this area for MLK Day of Service.

### NATIONAL SERVICE

HandsOn Network operates 3 national service programs with a combined corps of 160+ members all of who will play leadership roles in local community activation for the King Day of Service. In addition, leadership grantees will be connected with all local AmeriCorps programs through an on-going partnership with the Association of State Commissions. State Commissions and local programs will be invited to participate in HandsOn Network sponsored training events and will be introduced to local planning teams. Finally, Points of Light Institute houses the national AmeriCorps Alums organization who will activate more than 60 local chapters of Alums, playing leadership roles for local mobilization efforts.

### PUBLIC PRIVATE PARTNERSHIP

A unique aspect of the sub-grant strategy will be direct outreach to and engagement of Chief Service Officers (COS). In many cities COS play the central convening role for non-profits, government agencies, and corporate partners. By investing directly in these coalitions and supporting

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city/community wide King Day of Service efforts, we will leverage CNCS investments with city, county, and private funds and the collective efforts of non-profits from throughout the community. HandsOn Network has a strong on-going relationship with the COS network, convening agency and locally with many of the COS leaders.

### SUBGRANTING

To achieve our national objective of engaging 50,000 volunteers in 2012, we are identifying new national partnerships and strengthening existing ones, and identifying innovative action practices at the local level that will support significant growth. Potential subgrantees will be identified by outreach to national partners, corporate partners, higher education institutions, and faith based organizations. Eight subgrants will be provided to the field of Affiliate and non Affiliate grantees. 3 grants of \$30,000 will be given with the expectation of those projects producing a minimum of 10,000 volunteers. 5 grants of \$15,000 will be given to projects that will generate a minimum of 5,000 volunteers. At least 50% of grantees will be from non Affiliate organizations. We will expand MLK Day of Service by providing training and financial support to our affiliate network, local and national service groups and other external partners. To grow MLK Day of Service activities, our affiliates and partners will seed projects led by new volunteer leaders in communities and neighborhoods. Grantees will extensively engage local nonprofits who will design and support MLK Day projects throughout the community with the support of grantee trained volunteer leaders and volunteers. Subgrantees will receive training and resources on recruitment and volunteer leader training from HandsOn Network.

Subgrants will be based on volunteer and volunteer leader engagement numbers along with a program strategy that aligns with the goals of this proposal. Each applicant will be required to articulate the following required components as part of their program design:

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### COALITION BUILDING

Build a coalition of local for profit and nonprofit organizations, or strengthen an existing coalition, committing to recruit, mobilize and train partners in the months leading up to MLK Day to identify service projects, volunteer leaders, and local sponsors. Efforts will include community awareness, community mobilizing, and community building. Partners might include local nonprofits, faith communities, affinity groups, individuals and families committed to honoring the legacy of Dr. King through service.

### VOLUNTEER LEADER PLACEMENT

Recruit, train, and place volunteer leaders in partner agencies to build local capacity, ensure exponential growth, and provide quality service experiences to volunteers, strengthening communities and addressing social issues in the process. Engaging more volunteer leaders to develop and manage projects extends the reach of limited resources and increases the sustainability of ongoing efforts.

### APPLICATION ELIGIBILITY

Grants will be available to HandsOn Network Affiliates, nonprofit and government agencies, and non-network organizations.

Network organizations - For the purposes of this project, network is defined as HandsOn Network Action Centers and nonprofit and government members in good standing (submitted membership and paid dues).

Non-network organizations ¿ These may include, but are not limited to:

- National and local nonprofits, government agencies and faith-based organizations

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- Youth organizations, K-12 schools, school districts, and public or private colleges and universities
- AmeriCorps, Senior Corps, and Learn and Serve America programs

### REVIEW PROCESS

HandsOn Network has strong review and decision systems in place for evaluating MLK grant proposals and making award decisions. As with all grants disseminated through our network, we will run a balanced and fair process that involves recruiting a cross departmental team of reviewers who will be provided instructions on key elements to look for in a strong proposal and outcome measures that applicants must meet. We believe the RFP process and scoring rubrics and review materials are a best-in-class model.

### APPLICATION SELECTION

Proposals will be reviewed by an internal selection committee and ranked on their overall creativity, alignment with national goals and ability to advance the mission of the MLK Jr. Day of Service platform. Projects that have a high likelihood of launching long term programming or that offer peer learning opportunities to others in and out of our Network will receive special consideration. The core of MLK Day is about bringing the message of social justice to diverse populations and partners. Applicants should creatively leverage partnerships and collaborations including but not limited to national service program partners, AmeriCorps Alums, municipal governments, faith and nonprofit partners, and educational institutions.

Priority will be given to applicants that intend to increase economic, education and health opportunities for veterans and military families and/or support access to services and resources that contribute to improved educational outcomes for children of military families.



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### MONITORING AND EVALUTION

We have developed a customized volunteer survey (youth and adult) to assess satisfaction with MLK programming, and a benchmarking analysis to evaluate our achieved impact relative to the metrics identified in this proposal including volunteers, volunteer leaders, and projects. Using volunteer surveys, subgrantee feedback, social media activity, and an on line data collection tool, we will track and report the impact of the service weekend. This data will help to inform and improve our year round MLK Day of Service programming, leading to continuous improvement of our programming throughout the year, greater event participation, higher conversion of one-time volunteers to continuous service, and more impactful volunteerism.

As in previous years, grantees will be required to fulfill multiple reporting requirements that include, and are not limited to a, 30 day advance report (to ensure grantees are on track to attain goals), day of project report (for immediate estimates and highlights), final program report (to collect all qualitative and quantitative data about service on and around MLK Day), and final financial report (to report on funds spent and match raised). Grantees will submit reports via a customer portal on Salesforce and will also be asked to submit pictures of their service projects.

### TRAINING AND TECHNICAL ASSISTANCE

For MLK Day 2012, HandsOn Network will provide 5-7 webinars open to grantees, Affiliates, and partner agencies. The recorded webinars will address topics such as:

Building an MLK Coalition

Planning and Implementing Large Scale Events

Training and Placing Volunteer Leaders

Engaging the Communities You Serve-Neighboring Model

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Federal Funds Management (required for grantees)

Evaluation (required for grantees)

Story Telling and Data Collection

Program staff will communicate with subgrantees on a regular basis and strongly encourage participation on HandsOn Network and CNCS technical assistance calls. In addition to webinars, HandsOn Network will also build subgrantee capacity by providing access to existing toolkits and resources to help support their day of service particularly around communications and project development. Data such as attendance on the webinars, access of toolkits and resources, visits of MLK website, will be tracked to assess relevance and usefulness of technical assistance provided.

Regular highlight updates will be provided to the Corporation along with pictures and quantitative data. This will occur on or about the day of service and in the weeks and months following. Report will be provided within the format and deadlines set out by the Corporation.

### PROGRAM TIMELINE

August 2011

Work begins on design of RFP for network and external partners. Review criteria, procedures, and team of reviewers is finalized. RFP is released to the public (pending funding) and is advertised through websites, newsletters, and listservs. A technical assistance call will be provided for potential applicants along with a call on how to build an MLK coalition.

September 2011

Applications are due and will be reviewed by the internal team. Program staff will select grantees based

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on scores and recommendations. Grants are awarded and grantee training begins.

October 2011

Two peer-led TA calls on planning large scale events and volunteer leader training. First installment of grant is subgranted. First press released is finalized along with a media plan. Ongoing cross functional team meetings take place.

November 2011

Two peer-led TA calls on Federal Funds Management (required for grantees) and Media & Marketing. Ongoing cross functional team meetings.

December 2011

Two peer-led TA calls on evaluation and grassroots leadership. Ongoing cross functional team meetings.

January 2012

Two peer-led TA calls- one on story collection and one open ended. Final cross functional team meeting is held. Marketing materials are created and shipped to grantees. Second press release sent out on MLK Day expected events and activities. MLK Day of service occurs. Day of reporting from grantees due. Staff debrief occurs.

February 2012

Final reports and budgets are due from grantees. Second grant installment provided to grantees. MLK Day wrap-up occurs. Send out press release on MLK Day results.

COMMUNITY RESOURCES

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HandsOn Network has access to a wealth of resources including Affiliates, national partners, talented staff, relevant and innovative tools and resources, social media tools, and tens of thousands of current and past volunteers. These resources come together to plan, coordinate, organize, and execute one of the largest days of service at the organization. Community impact and empowerment will be at the forefront of the plans. The goal will be to work together and maintain those that will be impacted by the service projects that take place on, around, and after MLK Day, as our collective priority. In addition, new volunteers, in-kind donations, issue awareness, political interest, corporate sponsors, and community empowerment will be just some of the benefits received by the community.

### Organizational Capability

**NATIONAL LEADERSHIP AND EXPERTISE** In 2007, the Points of Light Foundation and HandsOn Network merged to create the nation's largest volunteer mobilization organization, Points of Light Institute. HandsOn Network is the largest business unit of Points of Light Institute and the activation arm of the organization. The Network includes 250 community action centers in 43 states that reach 200 million Americans nationwide, as well as Affiliates in 16 countries around the world. These centers focus on helping people plug into volunteer opportunities in their local communities, partnering with more than 70,000 corporate, faith and nonprofit organizations to manage volunteer resources, and developing the leadership capacity of volunteers. Annually, the network delivers approximately 30 million hours of volunteer service valued at \$626 million.

In FY2010, Points of Light Institute's revenue totaled \$39M, including subgrants of \$13.4M, or 34% of that total. Our FY2011 budget is \$37.6M, with a \$200,000 Martin Luther King Service Day grant from CNCS representing .5% of that total. We anticipate that all subgrants for FY2011 will represent the same or larger percentage of our expenditures as in FY2010.

### MANAGING FEDERAL GRANTS

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Points of Light Institute has significant experience in managing government grants and has managed more than \$25 million in subgrants over the last three years. Over the past 16 years, Points of Light and HandsOn Network have partnered with CNCS to successfully engage a broad cross-section of volunteers for grants supporting our AmeriCorps National Direct program and Martin Luther King Day activities, three Challenge Grants, Learn and Serve America grants, an AmeriCorps VISTA program, and TTA cooperative agreements. In 2010, POLI managed \$6.6M in federal funds through 5 grants and cooperative agreements.

POLI has strong management systems developed in collaboration with CNCS that ensure grantees meet the federal compliance requirements and are provided ongoing training, monitoring, and oversight. HandsOn Network has received significant funding from CNCS through two Challenge Grants for which we successfully raised more than \$2 million in new resources through a variety of corporate and foundation partnerships, exceeding the required 2:1 match of each grant.

Our unique partnership with our Affiliates, and the combined experience in RFP processes, technical assistance to applicants and grantees, and performance monitoring and tracking, positions us to be the most effective and efficient distributor of subgrants. In 2008, Points of Light Institute was awarded a 3-year \$5 million per year cooperative agreement from the Corporation to improve and increase volunteerism in America. Through this agreement we made subgrants to local volunteer connector organizations to increase volunteer retention and impact and engage more Americans in volunteerism.

### FISCAL OVERSIGHT

Our Finance team is led by Chief Financial Officer Kristina Tecce, a finance executive with more than 17 years of experience working with nonprofits, as well as state, local, and federal governments. She has led 6 unqualified A-133 audits without findings. She has a background in finance and accounting that includes regulatory information, GAAP and financial analysis. She has defined, developed and set up

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many new finance systems inside nonprofit organizations. She has conducted hundreds of workshops and seminars on the fundamentals and complexities of responsible and efficient fiscal management. Since arriving at POLI, she has made enhancements to our federal financial management system to ensure compliance, including fiscal management, subgrantee management and management of match requirements for applicable grants. This includes increased integration and enhanced cooperation between program and finance staff, as well as coordination with the Corporation's financial training and technical assistance programs to ensure the highest level of fiscal accountability. Prior to joining Points of Light, Kris led the CNCS Cooperative Agreement for Finance Training and Technical Assistance, where she was in charge of providing training and technical assistance to CNCS grantees in the areas of federal grant compliance. Points of Light Institute follows the regulations in Office of Management and Budget circulars A133, A110, A122, and A21 in the management of all federal grants.

**TRAINING AND TECHNICAL ASSISTANCE** Points of Light Institute represents an unparalleled platform for volunteer action in communities, decades of knowledge and expertise in the field of volunteer management, and partnership equity with corporations and other nonprofits. We provide funding and organizational development support, as well as training and technical assistance on volunteer recruitment, retention and management and how to link volunteerism with civic education and engagement. We also provide regular training to our affiliates and grantees in Federal Grant Compliance. Each year we have had at least one meeting providing training and technical assistance to ensure that they are knowledgeable about the regulatory requirements.

Through our HandsOn University, we provide training and technical assistance to the Affiliates in our Network, and also to numerous nonprofit and corporate partners. HandsOn Network received an evaluation rating of 92%, or excellent, from CNCS for our training and technical assistance cooperative agreement (05TAHGA001). In FY10 we provided 43 unique trainings for 2,774 people. So far in FY11 we have conducted 21 in-person and webinar trainings for 725 people. This doesn't include the 9/11

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webinars this week, the service learner trainings conducted through Road to the Gulf, or people who accessed our online courses. Among many other offerings are the 170 plus workshops provided to more than 4600 attendees at the National Conference on Volunteering and Service.

Through annual conferences, regional meetings, Executive Director retreats, online learning centers, conference calls and webinars, supporting volunteerism is at the very core of our mission and strategy. The MLK Day of Service has been a cornerstone of our work for more than 10 years, and both The Points of Light Foundation and HandsOn Network have been catalysts for growing MLK Day of service nationally.

**PROJECT STAFFING** Kimberly Boyd, Vice President of Mobilization & Impact in the project director. Kimberly joined HandsOn Network in May of 2006 to develop and direct the new HandsOn Schools initiative. Kimberly has over 20 years of management experience in the non-profit, research and government sectors, including supporting over 300 Head Start programs across the Southeast and leading the development and expansion of the Center for Creative Play, a fully inclusive family play center in Pittsburgh, PA. She has a B.S. degree from Duke University and a Masters in Social Work from the University of Pittsburgh.

Frank Brown is the Director of Civic Engagement. He joined the organization in April of 2011. Frank received his B.A. in History from Johnson C. Smith University and his J.D. from the University of South Carolina's School of Law. Prior to his arrival at HON, Frank served as the Executive Director for Oasis Community Corporation in Brooklyn, NY and earlier in his career served as a Senior Legislative Counsel for Sen. Arlen Specter (R-PA) on Capitol Hill.

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

We are requesting \$200,000 in year 1 of the grant cycle to engage 50,000 volunteers in service for the MLK Holiday. A total of \$160,000 will be provided in subgrants, with an estimated \$90,000 provided to out of network grantees. We request \$33,000 of the public share to support staff time for the VP of

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Mobilization & Impact, Civic Engagement Director, Evaluation Director, and TTA Manager. This team will manage the program, subgrants, training and technical assistance, reporting, and tracking. The total match of \$466,000 will be met through cash donations, local and national corporate partnerships, and sub-grantee match. Non federal funding will be obtained through committed funders and new funders that have indicated interest in sponsorship.

### Travel

We will cover costs for national staff travel to key cities to support marketing and event logistics.

### Supplies

We will cover costs associated with the development of toolkits, marketing supplies, and MLK Day of Service banners for all markets. Training and toolkit resources will be available to the broader sector via webinar and download and will be marketed to other national MLK Day partners, Chief Service Officers, and other NPO partners.

### Contractual and Consultant services

We will cover costs associated for leadership faculty to develop and deliver 5-7 Training webinars with stipends of \$600/day.

### Other Support Costs

Sub-grants: We are requesting \$160,000 of the federal share to support sub-grants. The total sub-grant amount is \$495,000, which includes \$330,000 in sub-grantee match. The total sub-grants from federal funds is \$75,000 in awards for in-network and \$90,000 in awards for out of network.

### Cost Effectiveness:



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Subgrants will invest in local coalitions that are leveraging private dollars, local civic dollars, and an extensive NPO network. By investing in local consortium, federal dollars will create a foundation for local investment and activation which can support sustainable year round engagement of volunteers through expanded volunteer capacity and new volunteers "on-boarded" through the expansive opportunities presented for the MLK Day of Service.

### Indirect Costs

HandsOn Network will fully cover indirect costs associated with this grant.

### Match Sources

FedEx, Kraft Foods, American Express, and others.

## Other

### CLARIFICATION ITEMS

#### (1) Budget Clarification Items

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

B. Clarification in budget line item: show calculations for budget line items.

The budget has been revised to address A and B.

#### (2) Programmatic Clarification Items

Please make the following clarifications in the Narrative sections:

A. Clarify focus on the statistical/numeric net impact of their services. Such as, how many volunteers will be retained, and how will these programs actually impact the veteran and military family population? Clarify the steps that will be taken to conduct the subgrantee process.

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We will engage 40,000 volunteers on and around the 2012 MLK Day of Service. Preference for subgrants will be given to applications that include projects that address the needs of veterans and military families. 6 subgrants will go to Affiliate and non Affiliate (at least 50%) grantees - 2 grants of \$30,000 (Leadership Grants) will produce at least 10,000 volunteers; 4 grants of \$15,000 (Signature Grants) will each generate a minimum of 5,000 volunteers. In addition to the MLK day volunteer activation, the \$30,000 grants will each include obligations to build the capacity of at least 2 local veteran serving organizations to increase their volunteer engagement year round by a minimum of 10%.

Ultimately, we expect that these projects, combined with our other work around this population will:

- Increase the number of episodic and year round volunteer opportunities that serve the military community;
- Increase the number of civilians serving the military community; and
- Increase the number of veterans, service members, and families engaged in service to their communities.

We will run a competitive subgrant competition in September providing applicants 30 days to submit their application and ensuring webinars are provided to answer any questions applicants may have. The process will be open to affiliate and non affiliate applicants. Our National Partnerships team will identify non Affiliate agencies to invite to apply. This will include organizations represented in the Community Blueprint project described in our program design, such as American Legion Auxilliary, Blue Star Families and Operation Homefront.

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

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The grant making process will follow an RFP format open to our affiliate network of 250 domestic Action Centers, as well as non-profit partners and consortia with special outreach efforts to Chief Service Officers with robust and inclusive community development initiatives that engage residents from under-resourced communities in leadership roles. Locations under consideration include: Philadelphia, PA, Greensboro, NC, Fresno, CA, Jersey City, NJ, Houston, TX, Los Angeles, CA, Nashville, TN, Jacksonville, FL and Charlotte, NC. This balance of urban and rural, large and small communities will address the consistent needs across low income communities and communities with significant veteran populations. In each case, the intention of activating local residents to address key challenges creates sustainability through local leadership and investment.

C. Identify the compelling needs among veterans and military families using statistics. How will this program impact that population? And how will that impact be monitored and recorded?

The National Alliance to End Homelessness estimates that among 1 million veterans who have served in the military since 9/11, nearly 72,000 are paying more than half their incomes in rent, instead of building equity in homes.

The unemployment rate for veterans who have served in the military since September 2001 outpaces the adult unemployment rate, jumping to 11.3 percent in August 2009, up from 9.8 percent the month before, according to the Bureau of Labor Statistics.

According to the Defense Commissary Agency, military members and their families redeemed food stamps last year at nearly twice the civilian rate. More than \$31 million worth of food stamps were used at commissaries nationwide in 2008, an increase of more than 25 percent.

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Civic Enterprises' 2009 All Volunteer Force study (focusing on post 9/11 Vets) found that:

- Improving a person's civic health can improve his physical and mental health.
- Participation in service efforts can boost job prospects.
- Civic connectedness also can provide additional support to families as they adjust to the transition of having their loved ones back home.

D. Clarify whether the site visits mentioned in the application is part of the MLK grant proposal or part of a corresponding initiative.

Site visits mentioned in the application are for the exclusive purpose of monitoring MLK Day programmatic implementation and to provide on-site T/TA for the year round programming efforts.

E. Clarify the compelling need with hard data and statistics.

Civic Enterprises' 2009 All Volunteer Force study found that:

- 13% of OIF/OEF veterans strongly agreed that their transition home was going well, and 9% strongly agreed the needs of their family were being met.
- 89% strongly agreed or agreed that Americans could learn something from the example of service of Veterans, yet only half consider themselves leaders in their communities as a result of their military service.
- 69% said that they had not been contacted by a community institution, local nonprofit, or place of worship
- 54% of veterans had been contacted by a veterans service organization

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-69% were offered a service, while only 21% were asked to serve

F. Clarify the assertion that event-based volunteers become regular volunteers.

All grantees are required to use MLK Day of Service as an on-boarding opportunity, a vehicle for recruiting new volunteers to serve and continue to serve. Grantees are required to provide ongoing service opportunities to all participating volunteers. We often provide book end opportunities so that MLK is the beginning of service that continues through a summer of service and to 9/11 Day of Service.

G. Clarify whether Training and Technical assistance webinars will be made available to CNCS and all MLK Intermediary grantees.

As stated in our program description, training and technical assistance webinars will be open to partner agencies, non-grantee affiliates, and CNCS grantees.

(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.

-5% of all MLK day of event volunteers engaged will be active military or veterans or families of active military or veterans

- Leadership grantees (\$30K grants) will build the capacity of local veteran serving organizations to engage year round volunteers by at least 10%

-20% of all coalition partners will commit to providing engagement opportunities for military and veterans families, beyond MLK Day 2012

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Outputs that we will measure for our MLK Day service program include:

- Number of trainings/webinars offered and participation rates
- Number of veteran serving organizations served
- Number of volunteers engaged in service projects
- Types of volunteers engaged in service projects (e.g. youth, veterans, college students, etc.)
- Number of volunteer leaders engaged in service
- Hours of service that volunteers complete during MLK Day programming
- Hours of service that volunteer leaders complete during MLK Day programming
- Number and percent of volunteers that commit to year round service
- Number and types of service projects completed (e.g. those that benefit military families)
- Number of coalition partners engaged
- Number of Chief Service Officers participating

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

Year 1 of this project will present early data on trends towards programmatic outcomes. The investment in creating infrastructure in NPOs serving Veterans and Military Families and the engagement of veterans in service will both be tracked from year 1 to year 2 to year 3 of this grant. Based on the findings of the All Volunteer Force Study by Civic Enterprises, both of these efforts should lead to measureable improvements for veterans and their families.

- 50% of all volunteers engaged in MLK Day 2012 programming will pledge to serve again
- 80% of participants in HandsOn University- MLK Day 2012 webinars will report learning new skills that will improve implementation of their MLK Day 2012 programming.
- 90% of volunteers engaged will report that they are better equipped to make a difference in their

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community as a result of participation in MLK Day 2012

Projects will target improving outcomes for the military population in the areas of Behavioral Health, Education, Employment, Family Strength, Financial/Legal, Homelessness/Housing, and Reintegration.

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

We will collect benchmark reports 30 and 10 days in advance of the day of service to ensure subgrantees are well positioned to meet or exceed their goals. These track project development, recruitment of volunteers by category (veterans, youth, etc.), training and expected project outputs. Day of event reports verify volunteer activation numbers and engagement. Final reports describe all programmatic outputs as well as confirmed capacity building numbers for volunteer engagement in the non-profit partners. These capacity building numbers provide insight into the NPO infrastructure development for year round engagement.

POLI's evaluation department will facilitate all data collection, analysis and reporting functions to measure the outputs and outcomes achieved through our MLK Day programming. POLI operates a robust data collection and management database coined the evaluation and performance measurement database (EPMD) that is built on Salesforce.com. The EPMD data collection functionality coupled with additional survey software applications such as Zoomerang, will be utilized to facilitate collection of relevant data needed from subgrantee and coalition partners organizations as well as participating volunteers and beneficiaries, to measure program outcomes. Through our evaluation process, we will measure the extent to which grantee and coalition partner service delivery achieved the proposed outcomes and examines the factors that influenced organizations ability to meet the program goals.

For Official Use Only

## Required Documents

Document Name

Status