

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:															
2b. APPLICATION ID: 12MK131004		4. DATE RECEIVED BY FEDERAL AGENCY: 07/21/11															
		STATE APPLICATION IDENTIFIER:															
		FEDERAL IDENTIFIER: 12MKADC002															
5. APPLICATION INFORMATION																	
LEGAL NAME: Youth Service America DUNS NUMBER: 177958105		NAME AND CONTACT INFORMATION FOR PROJECT DIRECTOR OR OTHER PERSON TO BE CONTACTED ON MATTERS INVOLVING THIS APPLICATION (give area codes): NAME: Silvia Golombek TELEPHONE NUMBER: (202) 296-2992 116 FAX NUMBER: INTERNET E-MAIL ADDRESS: sgolombek@ysa.org															
ADDRESS (give street address, city, state, zip code and county): 1101 15th St. NW Suite 200 Washington DC 20005 County: District of Columbia																	
6. EMPLOYER IDENTIFICATION NUMBER (EIN): 521500870		7. TYPE OF APPLICANT: 7a. National Non Profit 7b. Service/Civic Organization National Non-Profit (Multi-State) Volunteer Management 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: Semester of Service: Families															
12. AREAS AFFECTED BY PROJECT (List Cities, Counties, States, etc): 25 selected communities targeted by sub-grantees selected on a competitive basis. Community-based organizations and schools nationwide are eligible to apply.		11.b. CNCS PROGRAM INITIATIVE (IF ANY):															
13. PROPOSED PROJECT: START DATE: 09/01/11 END DATE: 08/31/12		14. CONGRESSIONAL DISTRICT OF: a.Applicant b.Program <input checked="" type="checkbox"/> DC 001															
15. ESTIMATED FUNDING: Year #: <input type="text" value="1"/>		16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS? <input type="checkbox"/> YES. THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON: DATE: <input checked="" type="checkbox"/> NO. PROGRAM IS NOT COVERED BY E.O. 12372															
<table border="1" style="width: 100%; border-collapse: collapse;"> <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;">\$ 301,479.00</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;">\$ 381,479.00</td> </tr> </table>		a. FEDERAL	\$ 80,000.00	b. APPLICANT	\$ 301,479.00	c. STATE	\$ 0.00	d. LOCAL	\$ 0.00	e. OTHER	\$ 0.00	f. PROGRAM INCOME	\$ 0.00	g. TOTAL	\$ 381,479.00	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	\$ 301,479.00																
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f. PROGRAM INCOME	\$ 0.00																
g. TOTAL	\$ 381,479.00																
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: Silvia Golombek		b. TITLE:	c. TELEPHONE NUMBER: (202) 296-2992 116														
d. SIGNATURE OF AUTHORIZED REPRESENTATIVE:		e. DATE SIGNED: 07/21/11															

Narratives

Executive Summary

The goal of the Semester of Service: Families program is to provide a framework for families to serve together over an extended period of time. YSA proposes to engage at least 48,000 youth and adult volunteers in season-long or semester-long projects in the first year, all serving on and between 9/11 Day of Service, Martin Luther King Day, and Global Youth Service Day (GYSD).

Semester of Service was conceived in response to requests from service field leaders who lacked a way to link Martin Luther King Day and GYSD to achieve deeper impact. Semester of Service: Families will take the process and best practices from the Semester of Service and apply it to the family, achieving community impact. YSA has discovered that the IPARD/C process used in Semester of Service is useful to volunteers in all settings, school and non-school-based, as a strategy for maximizing impact on volunteers and communities.

The program will be open to all 50 states and the District of Columbia, with grants to support Lead Organizers or School Engagement sub-grantees in 16 of the biggest cities and top media markets. YSA will utilize its extensive partnership network to recruit high-quality community leaders. In addition, each year of this proposed three year partnership will have at least four grants will be reserved for public schools near military hubs that serve a large percentage of students from military families. While grants will only go to 16 sub-grantees, program materials and other YSA resources will be made available to any school or organization in the United States free of charge.

With the Semester of Service: Families program, youth ages 5-25 and their families, together, will focus on some of the nation's most pressing issues, such as education, health, environment, economic opportunity, and disaster relief. This program would mobilize young people as agents of change and take the country one step closer to realizing Dr. King's vision of a Beloved Community.

Narratives

Subgrantees through this program will be expected to work school district-wide, citywide, or statewide. During the recruitment and review processes, YSA will target the largest cities or media markets by population. These cities include: New York, Los Angeles, Chicago, Philadelphia, Dallas-Fort Worth, San Francisco-Oakland-San Jose, Boston, Atlanta, Washington, DC, Houston, Detroit, Phoenix, Seattle-Tacoma, Tampa-St. Petersburg-Sarasota, Minneapolis-St. Paul, Miami-Fort Lauderdale, Denver, Cleveland-Akron, Orlando-Daytona Beach-Melbourne, Sacramento. Other major metropolitan areas will be considered, as will organizations working statewide in any state.

Program Design

Goals and Objectives

The goal of the Semester of Service: Families program is to provide a framework for families to serve together over an extended period of time. YSA proposes to engage at least 48,000 youth and adult volunteers in season-long or semester-long projects in the first year, all serving on and between national days of service, including September 11th National Day of Service and Remembrance, Martin Luther King Day of Service, and Global Youth Service Day. Together, youth ages 5-25 and their families will focus on some of the nation's most pressing issues, such as education, health, environment, economic opportunity, and disaster relief. Semester of Service: Families would mobilize young people as agents of change and take the country one step closer to realizing Dr. King's vision of a Beloved Community. YSA will place special emphasis on recruiting student volunteers (and their parents) through schools and youth development organizations, and on engaging parents (and their children) through business partnerships and veterans and military family organizations.

The concept of Semester of Service: Families is an expansion of YSA's Semester of Service program, which was generously funded by the Corporation for National and Community Service in 2008, 2009, and 2010. Semester of Service links prominent national service events, such as Martin Luther King Day

Narratives

and Global Youth Service Day -- through an extended service-learning framework of at least 70 hours. Participating students apply learned knowledge and skills to solve problems of local, national, or global importance, through the development and implementation of high-quality service-learning projects that incorporate the IPARD/C stages. IPARD/C stands for Investigation, Preparation, Action, Reflection, Demonstration/Celebration. A study by Dr. Shelley Billig shows that the duration and the intensity of the service-learning project is important for all students of any age: about 70 hours or the equivalent of an academic semester maximizes educational outcomes. (Unpacking What Works in Service Learning, 2007). In our experience, the duration and intensity is also applicable to community impact, as volunteers have time to learn about the root causes of social challenges, leading to increased effectiveness in solving problems.

The Semester of Service framework was conceived in response to requests from service field leaders who lacked a way to link Martin Luther King Day and Global Youth Service Day to achieve deeper impact. Semester of Service: Families will take the process and best practices from the Semester of Service and apply it to the family, achieving community impact. YSA has discovered that the IPARD/C framework is useful to volunteers in all settings √ school and non-school-based √ as a strategy for maximizing impact on volunteers and communities.

The program will be open to all 50 states and the District of Columbia, with grants to support √Lead Organizers√ or √School Engagement√ grantees in 16 different cities/states, focusing on the biggest cities/top media markets. By starting in these regions of the country, YSA will utilize its extensive partnership network to recruit high-quality state and local level community leaders who serve well-defined geographical areas. See note 2B for a list of geographic areas expected to be served through this grant program. Each year, at least four grants will be reserved for K-12 public schools near military bases and installations that serve a large percentage of students from military families. While grants will

Narratives

only go to 16 sub-grantees, anyone is able to participate in Martin Luther King Day and Semester of Service through YSA. Support materials such as the Semester of Service Strategy Guide, complementary Semester of Service: Families materials, and other YSA resources will be made available to any school or organization in the United States in both print and electronic formats free of charge.

YSA has chosen to focus on families because studies show that families serving together have stronger bonds between members as well as their communities (United Way 2011). YSA will work with sub-grantees to recruit youth volunteers - and through youth, their families - by partnering with schools and youth development organizations. With recent cuts to Learn and Serve America funded programs, YSA expects to see a significant increase in the requests for our grant programs from both school and community-based service-learning programs. YSA will also work with sub-grantees to recruit adult volunteers and through adults, the children in their lives by partnering with corporate volunteering programs and military family organizations. YSA has strong corporate partnerships with State Farm, Sodexo, UnitedHealth Group, IBM, and Disney and want to expand opportunities to engage employees of these and other businesses and corporations in our programs. In the case of military families that rotate to different areas of the country and the world, a sense of community is critical in the healthy development of youth and the family unit. In addition to the academic rewards this program provides, service is a way for families that move frequently to connect with their new communities and find resources available to them, while facilitating the building of support networks.

Description of Activities

Direct Activities

YSA will make 16 sub-grants of \$4,000 to Lead Organizers or School Engagement grantees. Each sub-

Narratives

grantee will lead a core group of youth organizers to plan projects that engage at least 3,000 volunteers on or around Martin Luther King Day, with many continuing to serve through additional volunteer opportunities during the Semester of Service, including Global Youth Service Day. Sub-grantees will recruit volunteers within their communities with a focus on engaging families through schools, youth development organizations, businesses, and military family groups. The total number of people reached in 2012 will be at least 48,000. Reaching out to new partners and engaging current partners in season- or semester-long initiatives will allow us to scale up youth engagement to 54,000 people in 2013, and 60,000 people in 2014. Sub-grantees will be required to plan projects that address one or more of the CNCS priority issue areas: education, health, environment, economic opportunity, veterans and military families, and disaster relief. YSA's own programs support projects in health, education, human service, environment, and human rights issue areas, which align closely with CNCS's priority issue areas. YSA currently has grant programs supporting projects addressing childhood obesity (health), childhood hunger, environment, literacy, and teen driver safety and will engage many of these grantees on Martin Luther King Day as part of a Semester of Service.

Upon the notice of award, we will seek applications from the 100 Global Youth Service Day Lead Agencies (grantees who lead communities in service around Global Youth Service Day), 10 Sodexo Hunger Lead Organizers (grantees who focus their service projects on the issue of childhood hunger), 25 STEMester of Service school grantees (Semester of Service grantees focused on STEM subjects), 20 Sodexo Hunger School Engagement grantees, affiliates and chapters of over 150 national youth-development and youth-serving organizations, and other partners to participate in the Semester of Service: Families program. In addition to partner outreach, YSA's Communications department will publicize the grant opportunity in top media markets to ensure we receive the highest number of quality applicants possible. See note 2A in the Other category for additional information about the subgrant process.

Narratives

The application will be based on YSA's current Semester of Service Lead Agency application, with the added emphasis on engaging families. Semester of Service: Families Lead Organizers will each engage 1,000 youth or adult volunteers, who will in turn recruit at least two family members or friends or neighbors. See note 2C in the Other category for further description of how volunteers will be counted. The Semester of Service: Families application will be available for one month and reviews by YSA staff will begin immediately and continue for one week. 16 organizations and schools will be selected and notified by mid-October. The organizations will be selected based on their commitment to participate in this season-round program, their capacity to engage at least 3,000 youth ages 5-25 and their families, experience in working with veterans and military families, and community need.

Grantees will be expected to assemble and lead a planning coalition of at least 10 schools, universities, youth development programs, local businesses, military family organizations, faith-based organizations, nonprofit organizations, and other entities to implement Semester of Service: Families projects. These guidelines were developed from our Lead Agency model, formulated over the past 12 years of building and scaling Global Youth Service Day to facilitate rapid growth. YSA started with only 10 Global Youth Service Day Lead Agencies in 2001. In 2012, we will have 100 Global Youth Service Day Lead Agencies and 10 Sodexo Hunger Lead Organizers. Each of these organizations will engage a minimum of 10 partners each, resulting in at least 1,100 state and local level organizations working on Global Youth Service Day every year in the United States alone. All partners are encouraged to incorporate Global Youth Service Day and Semester of Service into existing programming, rather than creating a separate effort. In this way, Global Youth Service Day and Semester of Service generates visibility and momentum for organizations' strategic goals and ensures sustainability.

In the first year, YSA will reach out specifically to the Department of Defense Military Community and

Narratives

Family Policy Office of Children and Youth, Department of Veterans Affairs, Volunteer Service, existing partners, to reach organizations working with military families and young veterans in their networks. Additional outreach will be conducted with Blue Star Families and The Mission Continues to specifically engage military families with children.

YSA will also reach out to the largest youth development organizations in the country ȳ all current YSA partners ȳ including 4-H, YMCA, Boy Scouts, Girl Scouts, FFA, FCCLA, CampFire USA, Boys and Girls Clubs, Big Brothers Big Sisters. YSA will work with our current funding partners, including State Farm, Sodexo, Disney, UnitedHealth Group, and IBM to engage their employees; in years 2 and 3, we will include additional corporations that are not funding YSA. This outreach to military families, school networks, youth development networks, and corporations will help recruit sub-grantees, connect selected sub-grantees to partners in their communities, and recruit non-sub-grantee volunteers. In years 2 and 3, in addition to the spring semester between Martin Luther King Day and Global Youth Service Day, sub-grantees will be encouraged to organize Semester of Service programs during the fall semester, beginning on 9/11 Day of Service and culminating on Martin Luther King Day.

Technical Assistance and Support

YSAȳs Outreach Department already conducts regularly scheduled conference calls and site visits with Global Youth Service Day Lead Agencies, Sodexo Hunger Lead Organizers, and other partner organizations to assess progress, offer technical assistance, and also provide training. This will also be the format for regular communications with participants in this initiative. Furthermore, sub-grantees selected from the Global Youth Service Day Lead Agency and Sodexo Hunger Lead Organizer pools will participate in a tailored training at the Youth Service Institute, YSA's annual training conference, to coordinate their Martin Luther King Day activities. Other sub-grantees and those who cannot attend the training will receive this information via conference calls or webinars.

Narratives

An essential support strategy will be working with sub-grantees to connect with local affiliates of YSA's National Partners, especially schools, youth development programs, businesses, and military family organizations. YSA staff will facilitate introductions, when appropriate, and assist in organizing networking and planning calls or in-person meetings during site visits scheduled to coincide with existing travel plans. See note 2D in the Other category for additional information about the site visits.

In addition to ongoing conference calls and webinars on topics ranging from engaging youth traditionally not asked to serve to mini-granting, sub-grantees will have YSA's print and electronic resources available to them. Resources include project planning guides and toolkits, media release templates, posters, issue-specific add-ons to the Semester of Service Strategy Guide, and a number of small grants to support initiatives in their geographical areas. YSA will develop resources to facilitate family volunteering and share related resources developed by our partners. We will also develop and share resources on effective volunteering with community organizations around strategic issues. A guide for social responsibility entities in the private sector to engage their employees and their families will also be available as a resource to sub-grantees approaching businesses for support.

YSA strives to provide relevant and timely information to the youth service field. Between the weekly National Service Briefing, monthly Grants Alert, and periodic updates throughout the year, YSA collects and disseminates news, grant opportunities, studies, and other resources for the benefit of approximately 60,000 subscribers. These resources will also be available to Semester of Service: Families Lead Organizers.

With over 21 years of experience in grant making, YSA uses grants and resources as teaching tools to help organizations expand their capacities. By choosing organizations with existing service programs in

Narratives

place, YSA maximizes the return on investment by supplementing well-established programs and supporting the expansion of ideas that are already proven to be effective.

Data will be collected throughout the grant period, with formal evaluations to be submitted within three weeks after Martin Luther King Day 2012 and Global Youth Service Day 2012. Evaluation formats are already established and will be strengthened and tailored to evaluate extended service projects by YSA's Education Department. Throughout the program, YSA staff will monitor progress and collect supplementary data including quotes, media coverage, and other results through periodic communications with the participants to record achievements and improve directions where needed. Finally, YSA will capture knowledge and lessons on effective practices in family volunteering over the semester and share them with our networks. See notes 3A in the Other category for information about project outputs to be measured, note 3B for project outcomes, and note 3C describing YSA's reporting and evaluation capacity.

Community Resources

YSA's strength is in its partnerships. As the convener of the Global Youth Service Network, we actively work with 150 of the country's largest youth-development, youth-serving, and issue-based organizations, as well as 100 Global Youth Service Day Lead Agencies, 10 Sodexo Hunger Lead Organizers, dozens of school districts, and thousands of youth every year. We will leverage our ongoing partnerships to promote Martin Luther King Day through the Semester of Service: Families. Many of these are previous participants and have extensive networks and resources of their own to ensure maximum reach. The diversity of issues areas addressed by our partners ensures that youth and families engaged during the season or semester will have numerous and rich opportunities and materials to strengthen their service projects as well as their learning.

Narratives

In providing the framework and technical support, we have seen tremendous creativity in the way our sub-grantees respond to the needs of their communities. Our partners conduct regular community needs assessments and their service projects respond to those needs. Some notable projects from 2011 Semester of Service Organizers include:

¿ Youth participated in the ¿Schools as Neighborhood Resources¿ program, which mapped the assets and deficits in their Cleveland, Ohio community. Using the Semester of Service framework, they identified challenges in their community and addressed those needs by coordinating other youth volunteers, adults, and resources.

¿ A core group of 12 teachers in East Stroudsburg, Pennsylvania worked to implement a Semester of Service in their school, engaging a network of community-based organizations to connect their students with service opportunities. The success of the 2011 program has prompted the teachers to plan for an expansion of the program into other school districts in northeastern Pennsylvania.

¿ In Minnesota, 90 school districts were given the opportunity to participate in the Semester of Service program through YSA¿s statewide Lead Agency. By pairing the framework with food and nutrition classes, child development classes, and personal financial responsibility classes, youth were engaged in service while connecting directly with an academic subject to reinforce their learning. This not only brought youth out of the classroom and into the community, it also reinforced their learning.

By allowing sub-grantees the freedom to allocate resources where they see fit, YSA gives state and local organizations and their communities a sense of ownership in their projects, a crucial element in sustaining the momentum of positive change.

In addition to the nonprofit sector, YSA's relationships with funding partners such as State Farm, Sodexo, UnitedHealth Group, and Disney ensure we have on-the-ground support from a ready pool of potential mentors and corporate volunteers, each with families of their own.

Narratives

Organizational Capability

Ability to Provide Program Oversight

YSA has extensive experience in sub-grantee selection and monitoring; with clear application procedures; thorough, fair and consistent selection methods; and close monitoring and evaluation. Our online grants management system, CyberGrants, ensures accurate reporting and extensive record keeping. The staff involved in sub-granting manage approximately 700 grantees that receive over \$1 million in small grants throughout the year. The primary responsibility for program oversight will be shared by the Senior Vice President and the Vice President of Engagement. The Senior Vice President brings over twenty years of experience to this project. A sociologist with both academic and program management background in the youth service field, she will oversee the implementation of all program development, grantee monitoring, and outcome evaluation components. The Vice President of Engagement has more than ten years of experience directing this program and has a strong understanding of the challenges faced by grantees. Along with the Director and two Managers of Outreach, their work recruiting and managing the 100 Lead Agencies and 200 National and Global Partner organizations involved in Global Youth Service Day has provided invaluable connections to broader communities of youth engaged by these organizations. Program implementation will be the responsibility of the Vice President of Engagement; Director and Manager of Outreach, a team that cultivates relationships with organizations around the country and the world, to effectively engage their constituents in service; the Director of Communications, who will publicize the grant opportunity and grantees' projects to ensure a large variety of applicants and will monitor media coverage of projects; and Director and Manager of YSA Grants, a team that will implement and manage the grant application and reporting. The Vice President of Education will develop program-specific resources for sub-grantees and their partners. In addition, the Director of Internet and Communication Technology will provide technical support to the program overall.

Narratives

YSA has developed a very successful model for volunteer recruitment and management. Through a broad and diverse set of organizational partnerships and collaborations, we engage over 500,000 youth during Global Youth Service Day every year. We will recruit, train, and support 100 Global Youth Service Day Lead Agencies in 2012 with the help of 200 National and Global Partners, while engaging hundreds of local service project organizers who believe in providing youth with substantive service project opportunities. Our program models encourage the participation of youth in projects within a service-learning model that launch longer-term initiatives so that their engagement is sustained and addresses genuine community needs. Studies show familial involvement in the academic and personal development of youth to be a major driving force in achievement.

Ability to Provide Financial Oversight

YSA has over 21 years of experience administering grants from federal government and non-governmental sources ranging from a few thousand dollars to over five million dollars. In the past 6 years, YSA has received multi-year grants from both the Department of Justice and US Department of State. In addition, YSA was the winner of a previous Martin Luther King Day grant to fund Semester of Service from 2008 to 2011. The CEO has oversight responsibility on all federal grants, and serves as the signatory and responsible party for all YSA grants; the CEO and Vice President of Operations monitors YSA's financial operations to ensure compliance with grant terms and conditions; and conducts monthly reviews with the accounting department, Senior Vice President, and other YSA staff to ensure grant terms are met.

YSA's Vice President of Operations will be responsible for fiscal oversight of the program ensuring that YSA complies with federal grant requirements. The Vice President of Engagement will manage the

Narratives

administration of the Semester of Service: Families program. The Vice President of Operations will draw down funds in accordance with each federal grant guideline. All disbursements will be made within 48 business hours of federal draw downs. All federal funds are accrued on a cash basis. All employee timesheets associated with a Federal grant will be calculated on a percentage basis according to the grant guidelines reflecting a total of 100% of each employee's time. Employee fringe benefits will be calculated on a percentage basis and posted to the GIL on a monthly basis in accordance with the grant guidelines. The current organizational budget is \$4.4 million; this grant would represent 2.3% of that total.

Budget Adequacy & Cost Effectiveness

By utilizing YSA's existing grants management system, staff, and expertise, CNCS will benefit from a cost-effective program with minimal indirect costs. YSA will leverage existing private sector support from State Farm, Sodexo, UnitedHealth Group, and Disney to ensure at least 80% of the granted amount will be passed-through to sub-grantees in 20 states every year. The remaining 20% will cover program-specific costs, which include sub-grantee management and the development of CNCS and YSA co-branded resources. Sub-grantees will report on their activities periodically with surveys developed by RMC Research, the industry leader in educational program evaluation. Since the surveys are already developed, there will be no costs to CNCS associated with the evaluation of the Semester of Service: Families program.

CyberGrants will be used to manage the selection, track fund disbursement, and collect evaluations from sub-grantees for the Semester of Service: Families program. YSA has contracted with an external vendor at the cost of \$29,500 per year for the use of this system. CyberGrants allows YSA to manage over 700 grantees and over 2,100 applicants per year at the cost of roughly \$31 per grantee. CNCS will receive this at no cost.

Narratives

Budget and Program Design

Match Sources

Match funds will come from four of YSA's core funding partners that support Semester of Service: State Farm, UnitedHealth Group, Disney, and the Sodexo Foundation.

Matching funds will be applied through:

- Staff salaries

- Travel to the Youth Service Institute for existing Global Youth Service Day Lead Agencies selected to be Semester of Service: Families sub-grantees

- Additional grants for Semester of Service: Families,

- Cybergrants, YSA's online grants

- Media clipping service

- Program-specific materials design and printing.

Staff salaries include:

- Manager of Outreach (4% CNCS, 16% YSA match)

- Director of Outreach (3.5% CNCS, 11.5% YSA match)

- Vice President of Engagement (1.8% CNCS, 3.2% YSA match)

- Manager of YSA Grants (0% CNCS, 10% YSA match)

- Director of YSA Grants (0% CNCS, 10% YSA match)

Narratives

- ¿ Director of Internet and Communication Technology (0% CNCS, 10% YSA match)
- ¿ Director of Communications (0% CNCS, 10% YSA match)
- ¿ Vice President of Education (0% CNCS, 5% YSA match)
- ¿ Vice President of Operations (0% CNCS, 3% YSA match)
- ¿ Senior Vice President (0% CNCS, 2% YSA match)
- ¿ President and CEO (0% CNCS, 2% YSA match)

As Global Youth Service Day Lead Agencies already focus on scale and capacity, YSA anticipates at least 10 of the 25 subgrantees will be current YSA grantees. Each YSA grantee is allotted \$1,000 for travel and lodging to the Youth Service Institute in October every year, totaling \$10,000 per program year in match funds.

YSA will fund grantees, including schools, community organizations, and individual youth to lead activities for Semester of Service: Families, beginning on MLK Day. Specific grants include State Farm GYSD Lead Agencies, State Farm Good Neighbor Service-Learning Grants, Disney Friends for Change Grants, UnitedHealth Heroes Grants, Sodexo Hunger Lead Organizer Grants, Sodexo School Grants, and Sodexo Youth Grants.

In addition to staff salaries and Youth Service Institute travel and lodging, YSA will use CyberGrants, an online grants management system to select sub-grantees, track fund disbursement, and collect evaluations. No CNCS funds will be used for CyberGrants and YSA will match 100%. The pro-rated cost for this service is estimated at \$5,000.

YSA uses Burrelle¿s clipping service to track media impressions related to the campaigns we operate and support, including Semester of Service and MLK Day.

Narratives

Semester of Service materials have already been developed and printed for the 2012 program year. At the cost of \$1.75 per set of Semester of Service Strategy Guide and Semester of Service poster, we anticipate each sub-grantee to utilize 50 sets of materials, totaling \$2,188. CNCS will receive this at no cost, with YSA matching 100%.

Other

(2) Programmatic Clarification Items

Please make the following clarifications in the Narrative sections:

A. Clarify the steps that will be taken to conduct the subgrantee process.

Upon notification of grant status by CNCS in September, YSA will begin accepting sub-grantee applications. We will promote the sub-grant availability through the National Service Briefing (40,000 subscribers) and the YSA Grants Alert (40,000 subscribers) as well as our websites, social media networks, partner organizations, and traditional media. Online applications will be accepted through our Cybergrants grants management system. Applications will be available from mid-September through mid-October, with a tentative deadline of October 15. YSA staff will review and select grantees the week of October 17 and notify subgrantees by Friday, October 21. This will allow *in-network* subgrantees, who may already be coming to the Youth Service Institute on October 24-26, to receive additional training during that event. All subgrantees will participate in orientation and training calls or webinars in November and December. Subgrantees will also be required to submit progress reports in December and early January as well as reports immediately after MLK Day and the conclusion of the Semester of Service on Global Youth Service Day. Up to half of the subgrantees will be *in-network* organizations that have received other YSA grants, primarily GYSD Lead Agencies. At least half of the subgrantees will be *out-of-network* grantees that have not recently received another YSA grant.

Narratives

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

Subgrantees through this program will be expected to work school district-wide, citywide, or statewide. During the recruitment and review processes, YSA will target the largest cities or media markets by population. These cities include: New York, Los Angeles, Chicago, Philadelphia, Dallas-Fort Worth, San Francisco-Oakland-San Jose, Boston, Atlanta, Washington, DC, Houston, Detroit, Phoenix, Seattle-Tacoma, Tampa-St. Petersburg-Sarasota, Minneapolis-St. Paul, Miami-Fort Lauderdale, Denver, Cleveland-Akron, Orlando-Daytona Beach-Melbourne, Sacramento. Other major metropolitan areas will be considered, as will organizations working statewide in any state.

C. Broad question: Program model is titled Semester of Service: Families; however, program narrative focuses on youth involving themselves, their families, and their friends in conducting service activities. If the focus is on Families Serving or Families and Friends Serving and if the focus is on the latter what will you do to ensure that a sufficient number of both of the targets serve?

The primary focus is on families serving. Friends, neighbors, etc were added to the narrative knowing that as volunteers are recruited, not all volunteers may be families. While focusing on families, we wanted to leave room for other community members to participate, even if they are not family members of the youth volunteers. Volunteer counts will include numbers of all youth volunteers and numbers of all adult volunteers, whether they are family members or not.

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

Narratives

The training and technical site visits are part of a corresponding initiative, the GYSD Lead Agency program funded by State Farm. Site visits will be conducted with some, but not all grantees as part of already planned trips for site visits for other programs, conferences, etc funded primarily by State Farm.

(3) Performance Measure Clarification Items

A. Describe your projects planned outputs for MLK day of service. All subgrantees are required to submit online reports through YSA's Cybergrants system.

Reports collect the following outputs: Number of youth volunteers (ages 5-25) and number of adult volunteers Demographics / diversity of all volunteers Number of hours served Number of communities (as designated by zip codes) served by projects Number of people served (project beneficiaries)

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

All subgrantees are required to submit online reports through YSA's Cybergrants system. Reports collect the following outcomes: For each strategic issue area (health; education; environment; human service & poverty, hunger, homelessness; disaster preparedness; veteran and military families, etc) , there are 3-5 subcategories, each with 2-3 numerical measures. Subgrantees report on the measures relevant to their projects. For example, in the environment issue area, subcategories include green spaces, recycling & waste management, natural resources conservation, water conservation, and habitat and wildlife. Possible measures under energy conservation include number of energy audits conducted and number of structures weatherized. Through our Cybergrants system, YSA is able to compile reports of the collective impact of all subgrantees on key issues. The evaluation also asks for narrative description

Narratives

of long term changes in the subgrantee's organization or community - programs, partnerships, public perception of youth, policy, funding, and infrastructure.

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

YSA requires that all grantees submit an evaluation after the completion of their project. Our evaluation measures the number (scale) and diversity of the youth volunteers participating in the project, the impact of the project on youth outcomes (academic achievement and workforce readiness), the impact of the project on community outcomes (changes in the issue being addressed), and public awareness raised (through partnerships, outreach to the media and elected officials, etc.) YSA has contracted with RMC Research to design our project evaluations and develop the indicators and measurement tools to be used by our grantees. YSA builds all of these evaluation measures into the program design beginning with questions on the grant application and continuing through the development of the grant MOU, orientation and training calls/webinars, project planning and implementation resources, and ongoing technical assistance, these measures are constantly reinforced to ensure that project organizers are planning and implementing projects designed to see desired results and to be able to measure and report on their own impact before, during, and after their project.

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Required Documents

Document Name

Status