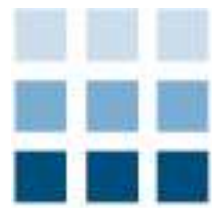# Summer 2024 Grant Info Session

Supporting innovative community engagement practices to address digital inclusion by activating resident volunteers, peer leadership, and/or community ambassador models.

What is the Digital Literacy Alliance?

The Digital Literacy Alliance (DLA) is a coalition of digital inclusion partners working to overcome the digital divide in Philadelphia.

Our goals are to:
- Fund programs in Philadelphia focused on digital literacy and inclusion.

- Bring together diverse institutions and community leaders who are interested in improving residents' access to and skill with technology.

- Be a resource for best practices in digital literacy programming and policy-making.

The DLA is coordinated by the City's DigitalEquityPHL team and includes leaders in government, nonprofits, local companies, universities, and more.

The Digital Literacy Alliance Fund is part of the Philadelphia City Fund.

Members includes:
Office of Innovation & Technology – Philadelphia City Fund – City Council – Comcast – Verizon – AT&T – T-Mobile _ Philly Community Wireless - Drexel University – Community College Philadelphia – Temple University – Ceiba – Independence Public Media Foundation – Philadelphia Works – Free Library of Philadelphia – School District of Philadelphia – SEAMAAC – Beyond Literacy – PhillyCAM - Federal Reserve Bank of Philadelphia – Technology Learning Collaborative – United Way – Generations Online – Commerce Department – Esperanza – Philadelphia Housing Authority – Temple Center for Disabilities – Commission on Aging – Office of Disability – Wilco, Inc – Dell Technologies

Overview of Grant Process

**Digital
Literacy
Alliance**

The Digital Literacy Alliance has conducted six grant cycles and has funded over **30 digital inclusion programs** providing over **$1.4M** dollars to the local community for digital inclusion work.

For the Summer 2024 grant cycle, the DLA will allocate approximately $160,000 for 4-7 organizations to receive two-year grants.

Overview of Grant Process

Digital Literacy Alliance

Two-stage application process for grant opportunities:
- An online Letter of Intent (LOI) submission form
- An invitation for full proposal

Online LOI submissions are evaluated by DLA review committee, who will meet and determine which move forward to full proposal stage

Full proposals are reviewed with an evaluation matrix that includes the following criteria:
- *Program merit*
- *Experience with this type of project*
- *Community impact*
- *Budget feasibility*
- *Organizational capacity*
- *Innovation*

Review committee will make final grant recommendations to the full Alliance membership

Proposal Guidelines

Digital Literacy Alliance

The 2024 grant cycle focuses on creating innovative community engagement practices to address digital inclusion by activating resident volunteers, peer leadership, and/or community ambassador models.

Submissions MUST:

- Address how they will connect volunteers, peer leadership programs, and/or community ambassador models to directly help residents with digital equity challenges they are facing.

-

- Proposals should clearly identify how they will utilize their volunteers/peers/ambassadors to link residents to the existing resources in the City's digital inclusion ecosystem, i.e. the City's Digital Navigator Network

- Carefully consider program needs and request an appropriate funding amount to implement the grant program *over two years*
  - Grant requests from individual organizations should not exceed $40,000

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Potential Areas of Funding

Digital Literacy Alliance

Leveraging an existing canvassing or advocacy team or program to help residents access digital resources.	Creating youth digital ambassadors to help residents navigate digital resources and online forms	Working with neighborhood or block captains to support and refer residents to digital inclusion resources.	Training volunteers to teach digital skills and placing them across the city in community-based organizations.	Developing a senior tech volunteer program to work with other seniors to improve digital skills.

Grant Eligibility

Digital Literacy Alliance

Applying organizations and proposals must meet the following criteria:

- Organizations and/or individuals applying for grants must be based in Philadelphia.

- The application must be for a two-year grant. The maximum award for two years will be $40,000.

- If awarded funding, the organization must agree to communicate regularly with the Alliance and complete two reports: at the 1-year and 2-year marks. The organization may also be asked to present to Alliance or other organizational representatives.

- Applicants submitting a proposal for an entity without 501(C)(3) status will be required to have a fiscal sponsor to demonstrate how they will responsibly manage the grant if awarded.

Timeline

Digital Literacy Alliance

Friday, June 28, 2024 by 5pm EST	Initial DLA Letter of Intent (LOI) submission form is due; applications must be submitted via the online submission form linked below. DLA LOI submission form is **HERE.** All submissions will be reviewed and evaluated by the Digital Literacy Alliance and a select group of applicants will be invited to submit full proposals.
Monday, July 22, 2024	Applicants are notified regarding whether they are invited to submit a full grant proposal.
Friday, August 16, 2024 by 5pm EST	Full grant proposals are due to Juliet Fink-Yates (juliet.fink-yates@phila.gov).
Monday, September 16, 2024	Organizations are notified of funding decisions.

Online Letter of Intent Application

Digital Literacy Alliance

1. Project Description: Please provide [1-2 paragraphs](#) describing your project. What community need(s) are you addressing? What is the impact that you intend to have?

2. How will your proposed project creatively connect volunteers, peer leadership programs, and/or community ambassador models to directly help residents with digital equity challenges they are facing? [Please keep answers to 1-2 paragraphs](#).

3. How will your proposed model connect residents to the current digital inclusion ecosystem in Philadelphia of digital navigators, digital skills programs, or other digital supports? [Please keep answers to 1-2 paragraphs](#).

4. In what Philadelphia neighborhood(s) and zip code(s) does your organization's work primarily take place? This may or may not be the neighborhood where your organization is physically located.

5. Who is/are the *primary* service population(s) for your project? [Check the top three at most that apply.](#)

   - Youth
   - Older Adults
   - New Americans / Immigrants / Refugees
   - Returning citizens
   - Persons with low literacy
   - English-language learners
   - Low-income families/individuals
   - Individuals with disabilities
   - Other:

Online Letter of Intent Application

6. How much funding are you requesting?

7. Brief Budget Narrative: Please provide a list of costs involved with your project and how you would use the funding towards this project. If project costs are larger than our funding could support, what other funding do you already have (or intend to secure) to complete the project?

8. Organizational Capacity: Please explain how you and/or your organization have the capacity, expertise and experience necessary to successfully implement this project. Describe any experience running or implementing volunteer, peer leadership, and/or community ambassador models. Please keep answers to 1-2 paragraphs.

9. OPTIONAL: Is there any other information that you would like us to know about your idea that helps us understand why it's innovative? Please keep answers to 1-2 paragraphs.

Application Exemplars
Project Description

Digital Literacy Alliance

"Organization X knows firsthand many older adults lack financial resources, have functional limitations that impede ability to use technology, and/or are intimidated by learning how to use electronic devices. In order to ensure Philadelphia's older adult are counted, Org X proposes to implement "Project Name" which will include the following components:

• Org X will coordinate and host "Project Name" outreach events on-site, and off-site at senior apartment facilities, and other senior centers in Philadelphia. Events will combine technology instruction with education about the Census, and address issues of privacy and security.

• Org X will recruit volunteers to serve as peer tech support specialists to suppor adults completing the Census online at "Project Name" events and/or during des "drop-in" times at Org X's tech lab.

• Org X will host census workers on-site at designated times to complete the cer those unable to do so electronically.

• Org X will host open technology lab times during which community members c Org X's technology lab to apply for census positions, and complete online trainin

Identifies the 'problem' that their project seeks to help relieve

Provides a simple bulleted list of each aspect of the project, being very clear about where / when / how each component will play out

Application Exemplars
Connecting Digital Equity with Population Needs

Digital Literacy Alliance

"Our organization is recognized for ==tailoring services to the Latino Community, specifically those with Limited-English proficiency. During the COVID-19 pandemic, many individuals have struggle to find employment, secure food, and provide a safe place to live for their families.== That is even worse for immigrant families with Limited-English proficiency that do not have the knowledge to access private and public online resources.

Our youth are minority black and Hispanic that have limited access to acquire the necessary job readiness skills to develop to their maximum potential.

At ORG XX, we know that by ==integrating highly trained bilingual youths and staff, and focusing our services on teaching individuals those necessary digital skills; we will be able to improve the life of our families and their conditions for success.== The project will creatively ==connect digital literacy and equity by providing two generations the opportunity of working together to increase their skill and provide access to technology that is not currently available.==

Articulates why it's so important that the population they serve is connected with digital equity / literacy resources.

Connects their populations' need with the specific actions they plan to take in order to connect their clients with digital technology

Application Exemplars
Organizational Capacity

Digital Literacy Alliance

"We have adequate capacity and experience to successfully implement the proposed project. Our most relevant experience includes:

- Organization X has 17 years of community organizing among African and Caribbean immigrants and refugees. In addition, our staff, including the Executive Director/Director of Policy, Field Organizer, and Office Administrator, combine together 13 years of experience in community outreach, canvassing and one-on-one conversations. They speak English, French, and African languages.
- Each year, Org X serves between 800 and 1,000 families and individuals.
- We conducted census-related outreach in 2000 and 2010.
- We have a pool of 10 to 15 volunteers to assist us in implementing the project.
- We leverage community resources by partnering with organizations and agencies like the Office of Community Empowerment, the Office of Immigrant Affairs, the School District of Philadelphia."

Highlights organizational experience in the community

Provides examples of organizational expertise and prior work in the subject area

Highlights areas where there will be additional support to provide added capacity, including those outside their org

Application Exemplars
Budget Narrative

Digital Literacy Alliance

Brief Budget Narrative: Organization X's Census2020 digital innovation project requests $==13,000 funding for the following==:

- **$7200 for staffing:** $600/month for Census2020 coordinator position
- **$3100 for mobile connectivity:** $1800 SIM Cards ==($30/phone/month x 10 phones x 6 months)== for phone banking and online information access for door-knocking; $1300 for hot-spot (high speed, portable) annual subscription
- **$1200 for publicity costs:** $700/3 volunteer digitally designed ads for in-language local newspapers and 3 WeChat social media ads with Census online access information; $500 for printing in-language palm cards with Census2020 online access information and posters
- **$1000 for travel:** Volunteer SEPTA travel costs at $4/roundtrip/volunteer for door-knocking with tablets, census education tabling and mobile computer mini-labs
- **$500 for volunteer water and food**

Includes the clear total amount requested, followed by a breakdown explanation

Provides the breakdown of a line item to show how they reached the requested amount

Puts everything in a bulleted list rather than just typing a paragraph

Also, breaks down the total requested amount into "line items"

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Frequently Asked Questions

Digital Literacy Alliance

Must the organization be based in Philadelphia?

If the organization technically is location outside the city limits but serves city residents or intends to serve city residents through this grant, then you can apply. We have considered organization in the past where there is a parent organization that has a local chapter in Philly or a local program housed in Philly. However, the grant funds must be used to serve Philadelphia residents only.

Is only one applications allowed per organization? Could multiple applications be submitted by the same org?

You can submit more than one application. However, it is unlikely given the small number of awards that we can make that we would fund more than one application from an individual organization.

Who might be considered a "peer" in the context of this RFP

We have been intentionally open about what constitutes a peer. A peer could be someone of a similar age, someone of similar tech experience, someone from the same neighborhood or specific community, i.e. the disability community, the LGBTQ community. It could also be someone who you think of as a community ambassador, a local volunteer or other local resident. The goal is to activate and engage community members more directly in the work.

Is there a particular Ambassador Model the DLA is thinking about or can the organization define that?

No. There is no particular Ambassador model that the DLA is thinking about and applicants are welcome to define what their ambassador model or program looks like. We are interested in seeing how you all define it. You should consider who you are going to train as a cohort or how you might work with a cohort of individuals who will help other people. Those ambassador should be able to speak well enough about a set of resources or a program across the community to help them get connected to internet or devices or get plugged into a set of digital skills classes

Frequently Asked Questions

Digital Literacy Alliance

If approved for this grant, would we be joining the Digital Navigator Network?

No, grantees will not officially join the City's Digital Navigator Network. There is separate funding and very specific requirements that those who are part of the official digital navigator network have to meet that are different from what we are asking in this grant. We do think that this grant helps address a part of that puzzle to build out the ecosystem in Philadelphia, and we hope that this funding may help organizations who become the grantees to join or become a part of the Digital Navigator network in the future. We are also very aware that there is potential for state digital equity funding and national digital equity funding. So, this is an opportunity to build up some of your program capacity and be ready to apply for that funding in the future.

Is there a comprehensive list of the existing digital resources that we could access?

No, there is not one comprehensive list of all the existing digital resources because they are constantly evolving and changing. We suggest reviewing what is available on the City's DigitalEquityPHL website, www.phila.gov/programs/digitalequityphl/. Once applicants have been selected for this award, our team will do a series of intro sessions with the grantees to provide more information about what resources might be available and how you can connect folks to digital inclusion programs.

What can the budget funding pay for over the course of 2 years?

We have left this intentionally open. The funding can pay for staffing, equipment, stipends to volunteers or peers, or ambassadors, food, transportation, overhead, etc. However, we encourage you not to include a high overhead percentage, if you can avoid it. We know that for some organizations the admin rate can be high and we encourage you to work with your organizations to put in a rate that is reasonable.

Is the Operational Timeline for the two-year grant cycle Oct 1, 2024 to Sept 30, 2026, or the Calendar year?

The grant timeline would begin when the contracts are awarded, likely October 1st. And the contract period would be from Oct. 1st – Sept. 30th.

Frequently Asked Questions

Digital Literacy Alliance

Would it be competitive to propose to use the funding for planning and/or piloting some new components to existing programming, which might not fully be implemented until year 2 or later?
You should articulate what the approach will be in year one and how you will pilot a program during that year, what that pilot would look like, and explain how or why it would not be fully implemented until year 2.

What results are you expecting? How would you like them to be tracked?
We will expect that grantees demonstrate that they have selected or identified one or more cohorts of volunteers or peers, that they have done a certain amount of training with them to make sure they're ready to do the work. Then we would expect grantees to demonstrate that these volunteers/peers/ambassadors they have reached a certain number of people in the course of those two years. We will ask grantees to collect some amount of demographic data of those you have reached or served so that we can demonstrate as the DLA that we have reached high need communities with our funding.

If we currently employee staff who are residents of the community and members of the cohort we intend to serve, would funding be eligible to further support their existing efforts?
Yes. It doesn't have to be for a new program. You can use the funding to support a program that you are already running or to add on additional services or bolster that existing program.

Questions?

Contact
Juliet Fink Yates
Broadband and Digital Inclusion Manager,
juliet.fink-yates@phila.gov