

Notice of Funding Availability:

CityCenterDC Opportunity Grants

*A new philanthropic partnership between CityCenterDC and
The Community Foundation for the National Capital Region*

September 2013

The Community Foundation
for the National Capital Region



CityCenterDC

Interested applicants must submit a letter of inquiry via the Community Foundation's online application system by October 1, 2013.

Contact:
Jennylee Hansen
Philanthropic Services Associate
The Community Foundation for the National Capital Region
202-263-4772
jhansen@cfncr.org

CityCenterDC Opportunity Grants
Overview

Grant Objective:	CityCenterDC Opportunity Grants will further the development team’s vision for a vibrant urban center by ensuring that local community members benefit from CityCenterDC’s emerging economic opportunities. Grants will be competitively awarded to organizations that help local residents improve their basic skills, employment prospects, and earnings.
Eligible Applicants:	<p>Applicants must meet the following criteria to be eligible for a grant:</p> <ol style="list-style-type: none"> 1. The applicant is a 501(c)3 nonprofit organization; and 2. The applicant has demonstrated experience providing services at a location within the District for at least one year; and 3. The applicant is able to recruit and serve low-income adults and older youth (16+); and 4. The applicant is able to recruit and serve residents of the District of Columbia who reside in any of the targeted neighborhoods (i.e., those contained within the boundaries of Advisory Neighborhood Commissions 2C, 2F, 5E, and 6E; see Appendix A for maps of these areas); and 5. The applicant is able to help individuals improve their basic skills, employment prospects, and earnings through one or more of the following priority services: <ol style="list-style-type: none"> a. Work readiness services; and/or b. English as a Second Language (ESOL) instruction; and/or c. Adult basic education and literacy instruction; and/or d. Short-term job training programs; and 6. The applicant is able to collect basic demographic, participation, and outcomes data for program participants.
Grants Available:	CityCenterDC Opportunity Grants will provide one-time, one-year grants of \$15,000-\$50,000. Up to a total of \$200,000 will be awarded.
Grants Process:	Interested applicants must submit a Letter of Inquiry (LOI) and project budget via the Community Foundation’s online application system no later than 5pm October 1, 2013. Community Foundation staff will review the letters of inquiry, identify the most highly-qualified applicants as finalists, and invite the finalists to submit a full proposal. Community Foundation staff will then review the finalists’ proposals and make grant recommendations to CityCenterDC. Grant awards will be announced by early January 2014.
Contact:	Should you have any questions about any aspect of this application, please contact Jennylee Hansen, Philanthropic Services Associate, at 202-263-4772 or jhansen@cfncr.org .

Background

In partnership with CityCenterDC, the Community Foundation invites interested nonprofits to apply for CityCenterDC Opportunity Grants, a new philanthropic effort that will further the development team's vision for a vibrant urban center and help to ensure that local residents benefit from CityCenterDC's emerging economic opportunities.

The Partners

[The Community Foundation for the National Capital Region](#) strengthens the Washington metropolitan region by encouraging and supporting effective giving and by providing leadership on critical issues in our community. The Foundation, and our two regional affiliate foundations - The Community Foundation for Montgomery County and The Community Foundation for Prince George's County - are part of a network of some 700 community foundations nationwide, each a tax-exempt, public charity made up of charitable giving funds established by individuals, families, corporations and other organizations. We are the largest funder of nonprofit organizations in the metropolitan Washington region, with annual grants of more than \$50 million.

[CityCenterDC](#) is a unique, pedestrian-friendly, 10-acre mixed-use development, located in the heart of downtown Washington on a 4.5-block parcel bounded by New York Avenue, 9th, H and 11th Streets, NW. Foster + Partners of London and Washington D.C.'s Shalom Baranes Architects served as master-plan architects. Phases I and II of the project will contain more than 270,000 square feet of retail space situated at the base of seven buildings that encompass 520,000 square feet of office space, 458 rental apartment units, 216 condominium units, a 370-room luxury hotel, a public park, a central plaza and pedestrian-oriented streets and alleyways.

Construction of Phase I of the project commenced in March 2011. The two office buildings, two apartment buildings, and two condominium buildings are anticipated to be able to accept initial occupants during the fourth quarter of 2013. A joint venture between Clark Construction Group, Smoot Construction of Washington, D.C., and McKissack and McKissack is the general contractor.

Construction of Phase II of the project is expected to commence in the second half of 2014. It will consist of an approximately 370-room luxury hotel and 73,000 square feet of additional retail.

The CityCenterDC retail component will consist of over 60 stores, restaurants and cafés. CityCenterDC's retail will complement and enliven the existing downtown retail by providing one-of-a-kind shopping and dining destinations for the Washington, D.C. metropolitan area. The project will feature a unique mix of local, national and international brands that will contain quality retail space with extensive street frontage and dynamic storefronts and signage. Initial leases are being finalized, and it is expected that a critical mass of tenants will be committed by spring 2013, with a grand opening scheduled for spring 2014.

[Hines](#) is a privately owned real estate firm involved in real estate investment, development and property management worldwide. The firm's historical and current portfolio of projects that are underway, completed, acquired and managed for third parties includes 1,273 properties representing more than

514 million square feet of office, residential, mixed-use, industrial, hotel, medical and sports facilities, as well as large, master-planned communities and land developments. Currently, Hines manages 406 properties totaling 148.5 million square feet, which includes 78.3 million square feet for third parties. With offices in 113 cities in 18 countries, and controlled assets valued at approximately \$24.3 billion, Hines is one of the largest real estate organizations in the world. Hines is also a world leader in sustainable real estate strategies, with extensive experience in LEED®, ENERGY STAR®, BREEAM, Haute Qualité Environnementale and DGNB green building rating systems.

Funding Priorities

CityCenterDC Opportunity Grants will address the needs of low-income, underemployed, and unemployed residents living in the communities surrounding the new CityCenterDC development. CityCenterDC is located in the heart of the District in close proximity to Advisory Neighborhood Commissions 2C, 2F, 5E, and 6E.

Based on 2007-2011 American Community Survey 5-Year Estimates, the Census tracts immediately surrounding CityCenterDC are home to approximately 40,000 residents, including 30,000+ working-age adults. A significant number of these residents could benefit from additional education and training to boost their earnings: more than 10,000 working-age adults in these communities have no post-secondary credential, 2,000+ residents report that they speak English less than “very well,” and approximately 2,000 working-age adults in this area are unemployed.

Grants will be competitively awarded to organizations that help these residents improve their basic skills, employment prospects, and earnings through one or more of the following four priority services:

1. **Work Readiness Services**, including:
 - a. A needs assessment that examines each individual’s readiness for employment; and/or
 - b. Case management services, including providing referrals to partner organizations that can help individuals address barriers to work; and/or
 - c. Basic counseling/career coaching that helps individuals evaluate their career interests, establish goals, and develop a plan to acquire the education, training, and work experience needed to advance their careers; and/or
 - d. Drug testing, medical testing, criminal background checks, credit checks, and related counseling; and/or
 - e. Job placement assistance, including help with job search, resume writing, and interviewing; and/or
 - f. Job retention services.
2. **English as a Second Language (ESOL)** instruction for individuals for whom English is not their first language;
3. **Adult basic education and literacy instruction** for native English speakers who lack a high school credential or need to upgrade their skills in order to expand their college and career prospects; and/or

4. **Short-term job training programs** (i.e., less than one year in duration) that help individuals obtain the skills and credentials they need for in-demand jobs, with a particular emphasis on preparing workers for the types of opportunities created by the CityCenterDC development (e.g., restaurant, hospitality, retail, security, property maintenance, property management, and/or office careers).

All grant funds must be used to serve older youth and adults (i.e., 16+) and no fewer than 50% of those served through CityCenterDC Opportunity Grant funds must be residents of the neighborhoods contained within the boundaries of Advisory Neighborhood Commissions 2C, 2F, 5E, and 6E (see Appendix A for maps of these areas).

Eligibility Criteria

Applicants must meet the following criteria to be eligible for a grant:

1. The applicant is a 501(c)3 nonprofit organization; **and**
2. The applicant has demonstrated experience providing services at a location within the District for at least one year; **and**
3. The applicant is able to recruit and serve low-income adults and older youth (16+); **and**
4. The applicant is able to recruit and serve residents of the District of Columbia who reside in any of the targeted neighborhoods (i.e., those contained within the boundaries of Advisory Neighborhood Commissions 2C, 2F, 5E, and 6E); **and**
5. The applicant is able to help individuals improve their basic skills, employment prospects, and earnings through one or more of the following priority services:
 - a. Work readiness services; and/or
 - b. English as a Second Language (ESOL) instruction; and/or
 - c. Adult basic education and literacy instruction; and/or
 - d. Short-term job training programs; **and**
6. The applicant is able to collect basic demographic, participation, and outcomes data for program participants.

Applications from partnerships comprised of multiple organizations are acceptable, but the roles and responsibilities of each partner must be clearly articulated in your Letter of Inquiry and project budget. An organization may apply to serve as a *supporting partner* on multiple applications, but may only apply as the *lead applicant* (fiscal agent) for a single project.

Selection Criteria

Priority will be given to applicants that can demonstrate:

1. **Successful experience serving residents of the targeted neighborhoods** (i.e., those contained within the boundaries of Advisory Neighborhood Commissions 2C, 2F, 5E, and 6E).
2. **Cultural competencies** that enable an organization to effectively engage older youth and adults in the targeted communities.
3. **A track record of success helping individuals improve their basic skills, employment prospects, and earnings**, as demonstrated by evidence of the following outcomes for program graduates:
 - a. Literacy/basic skill gains;
 - b. Credentials earned (GED, HS diploma or equivalent, or industry-recognized post-secondary certificates);
 - c. Job placements + retention; and/or
 - d. Career advancements (raises/wage gains, promotions).
4. The **breadth of services** the applicant is able to provide.
5. Adoption of **evidence-based practices** such as:
 - a. Integrated/contextualized approaches that combine basic skills instruction and job skills training;
 - b. Pre-college “bridge” programs;
 - c. Career pathways approaches; and/or
 - d. Sector strategies.
6. The level of **employer engagement** reflected in the proposed project.
7. **Strong overall organizational capacity**, including a good track record of effective financial management and proven ability to use data for continuous improvement.

Application Process and Timeline

We anticipate receiving a large number of applications. As such, in order to minimize the burden on applicants and expedite the grantmaking process, we have elected to use a two-tiered grantmaking process:

- **Phase 1:** All eligible applicants are invited to submit a brief letter of inquiry (LOI) and budget describing their proposed projects no later than October 1, 2013. Instructions can be found below.

- **Phase 2:** The most highly-qualified applicants will be named finalists by November 2013 and invited to submit a full proposal. Proposal instructions will be sent to each finalist. Approximately 4-5 grantees will be chosen from among the finalists. Grant awards will be announced by early January 2014.

Phase 1 Guidelines

Failure to comply with any of the following guidelines will cause your application to be disqualified:

1. Interested applicants must submit a letter of inquiry (LOI) and project budget via the Community Foundation's online application system no later than 5pm October 1, 2013. Paper submissions will not be accepted.
 - a. See Appendix B of this document for instructions on how to use our online application system.
 - b. Your letter of inquiry and budget must be submitted as PDF documents. Resources for converting files to PDF format can be found in Appendix C.
2. Letters of inquiry must be no longer than three letter-sized pages, single or double-spaced, 11pt or larger font, with 1" or greater margins.
3. Your letter should include the following information:
 - a. A brief description of your organization and its mission (if you are applying as a partnership, you must also identify the names of your partner organizations).
 - b. The amount of funding requested.
 - c. A brief description of your proposed project, including:
 - i. Which of the four priority services – work readiness services, ESOL, adult basic education/literacy, and/or job skills training – your project will utilize;
 - ii. Your organization's (or partnership's) history of providing this service, including whether the proposed project is new or already exists; and
 - iii. The number of individuals you anticipate serving and the outcomes you anticipate that you will be able to help them achieve.
 - d. A discussion of the proposed project's alignment with the eligibility and selection criteria described in this notice.
4. All letters of inquiry must be signed by applicant organization's Executive Director or President.
 - a. For partnerships, LOIs must be signed by the Executive Director or President of the lead entity (fiscal agent) for your partnership and you must also include a brief letter of support (1 page or less) signed by the Executive Director or President of each additional supporting partner. Each letter of support should describe the supporting partner's organizational mission, the amount of CityCenterDC Opportunity Grant funding they would receive as a participant in your partnership, and their roles and responsibilities in your proposed project.

5. Each LOI must be accompanied by a one-page project budget which specifies how you will use the funds requested. We recommend that you model your budget after the example provided below, which is provided solely for illustrative purposes:

Sample Project Budget				
Category	Cost	Amount to Be Covered by CityCenterDC Grant*	Amount to Be Covered via Other Funding Sources	
Personnel	\$ 75,000	\$ 15,002	\$ 59,998	
Fringe Benefits	\$ 15,000	\$ 3,000	\$ 12,000	
Curriculum	\$ 2,000	\$ 2,000	\$ -	
Software	\$ 1,475	\$ 1,475	\$ -	
Transportation Assistance for Participants	\$ 1,250	\$ 1,250	\$ -	
Classroom Space	\$ 8,500		\$ 8,500	
Overhead	\$ 10,373	\$ 2,273	\$ 8,100	
TOTAL PROGRAM BUDGET	\$ 114,098	\$ 25,000	\$ 89,097	
* At least 50% of those served using CityCenterDC funds and at least 50% of CityCenterDC funding (\$12,500) will be used to serve residents of ANCs 2C, 2F, 5E, and 6E.				
<u>Additional Funding Sources:</u>				
Local Government	\$ 45,000			
John Doe Foundation	\$ 25,000			
Jane Smith Foundation	\$ 15,000			
Individual Contributions	\$ 5,000			
<u>Budget Narrative</u>				
- Personnel and Fringe Benefits costs will cover .5 FTE project manager and two part-time instructors				
- \$2,000 will purchase the Good Jobs for Good Workers curriculum from Instructors, Inc.				
- \$1,475 will pay for five licenses of the Good Jobs for Good Workers virtual training module				
- \$1,250 will provide bus tokens and other transportation support for up to 50 individuals while they are participating in training + their first six weeks of employment				
- Classroom Space costs will cover rent for part-time use of one classroom and computer lab				
- Overhead will cover all additional costs incurred by Community Organization, Inc.				

6. The only additional attachments allowed during Phase 1 of the CityCenterDC Opportunity Grants process are the following letters of support:

- a. Letters of support from business/employer partners who will be significantly involved in your project which clearly describe the business/employer's role; and/or
- b. Letters of support from nonprofit or educational partners who will assist you in serving program participants (e.g., by providing referrals, by providing supportive services such as food or housing assistance, etc.).

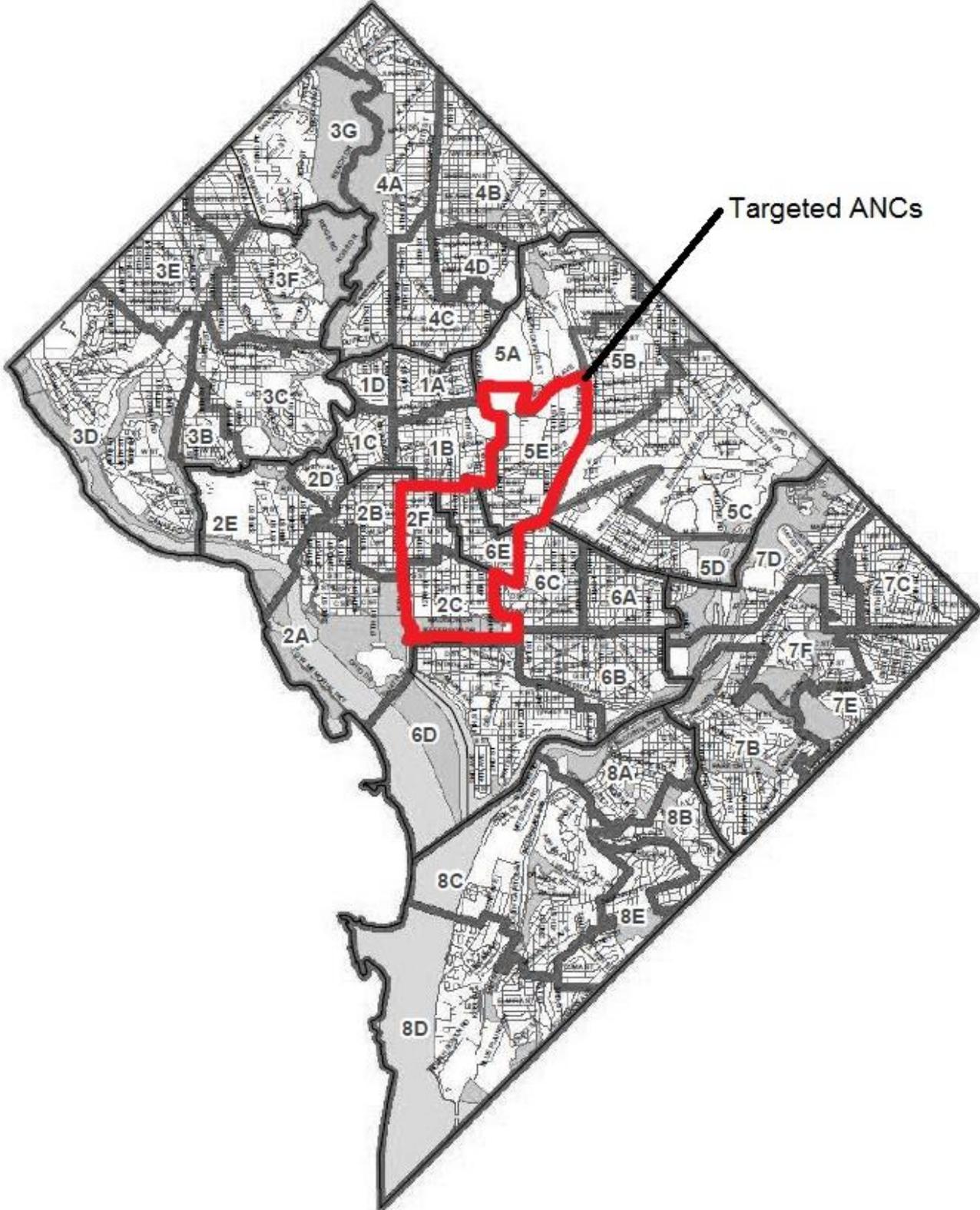
All letters of support must be one page or less and use letter-sized paper, single or double-spaced, 11pt or larger font, with 1" or greater margins. Please note that any additional attachments will be discarded and will not be considered as part of your application.

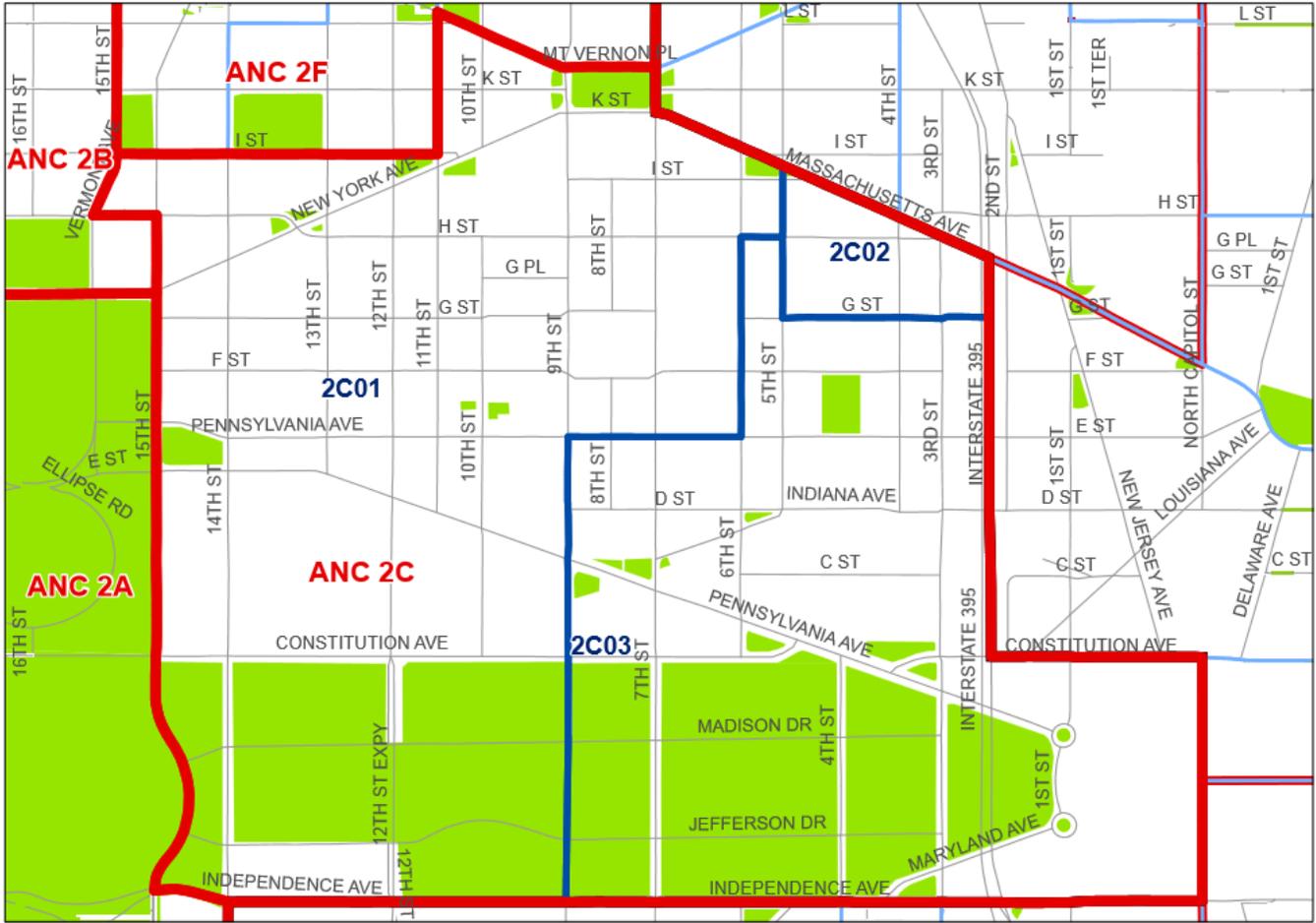
For Additional Information

Should you have any questions about this opportunity, please contact:

Jennylee Hansen
Philanthropic Services Associate
The Community Foundation for the National Capital Region
202-263-4772
jhansen@cfncr.org

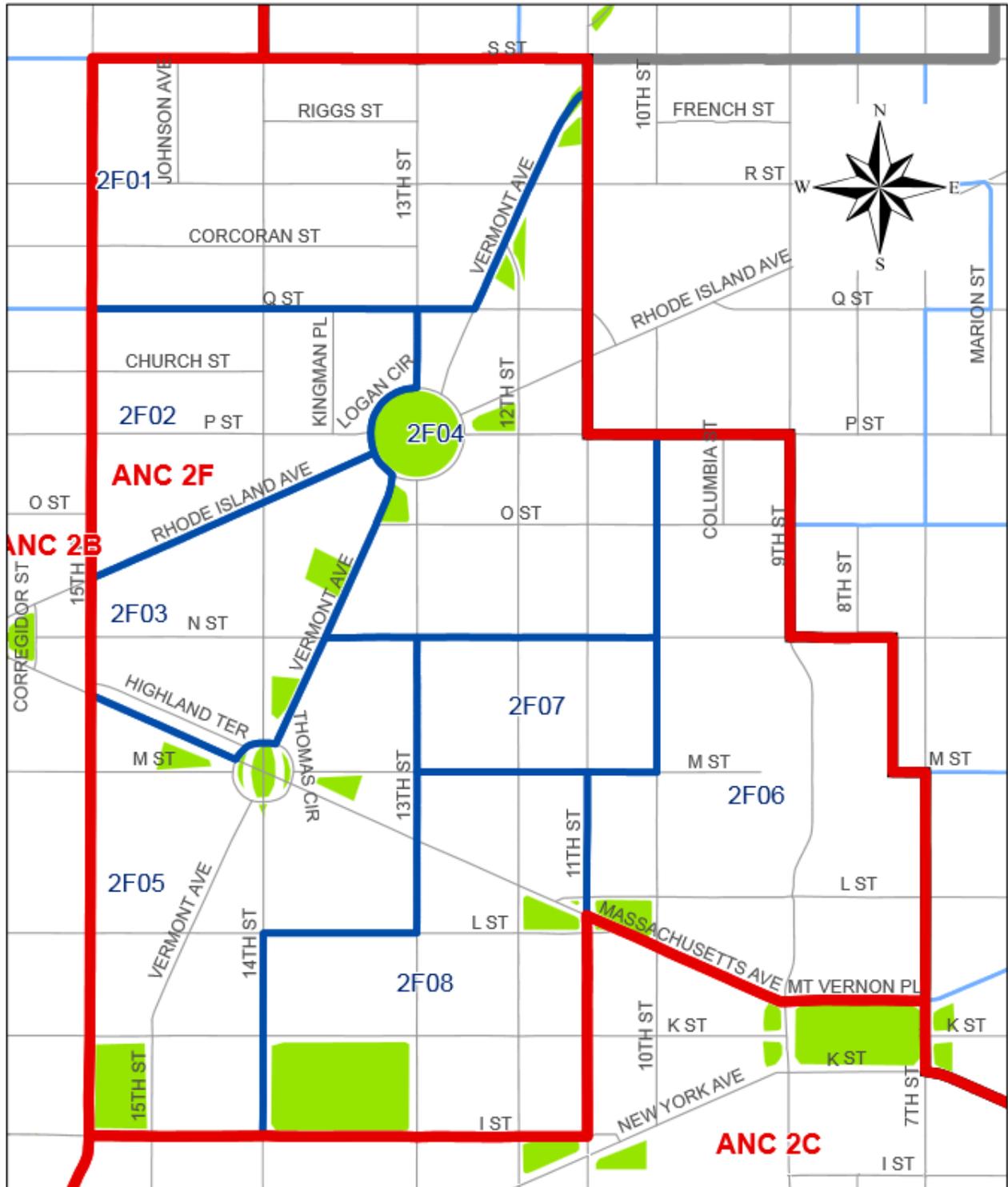
Appendix A: Maps for Targeted ANC's 2C, 2F, 5E, and 6E





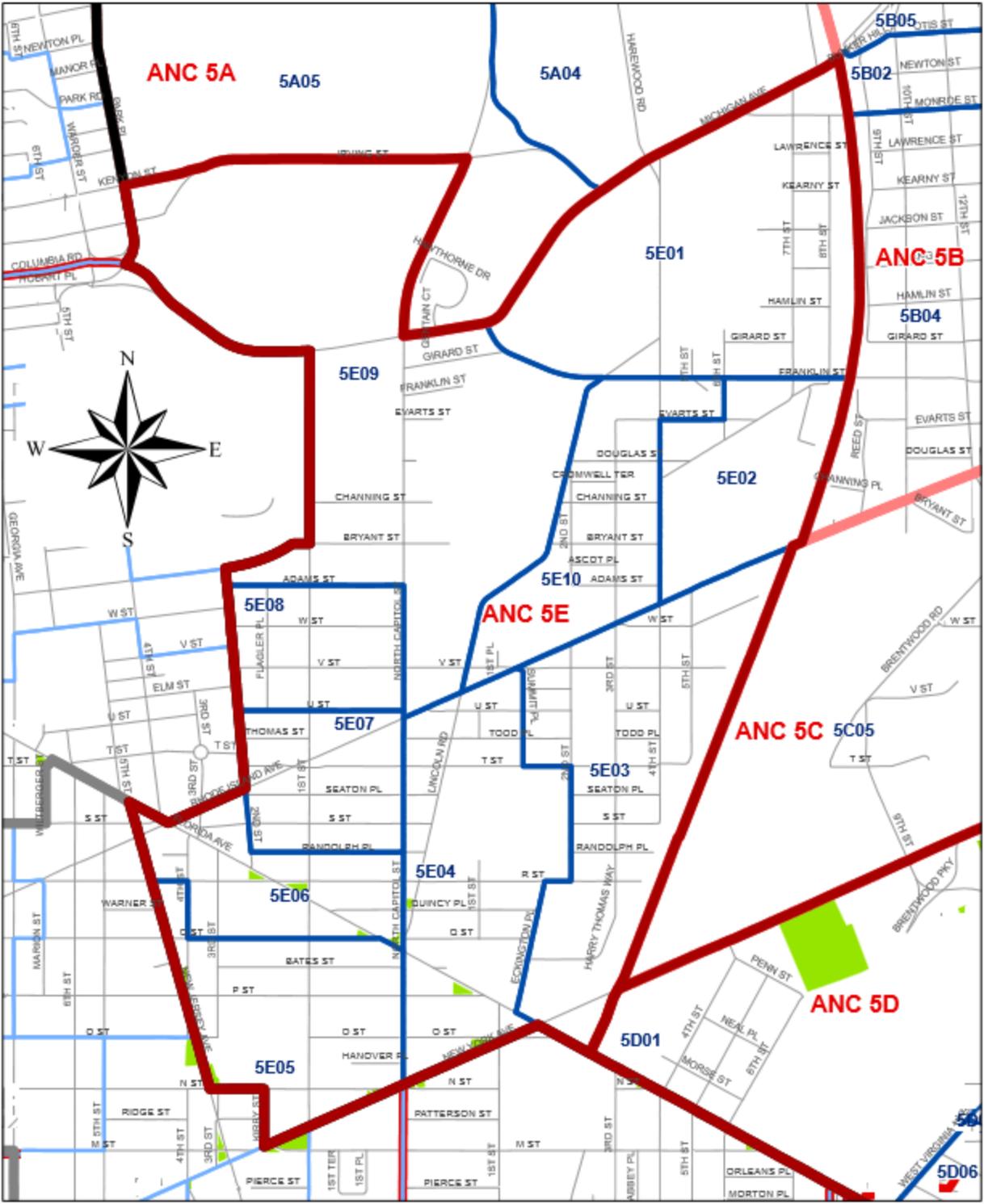
Office of ANC 7/2012

ANC 2C 2013 Boundaries

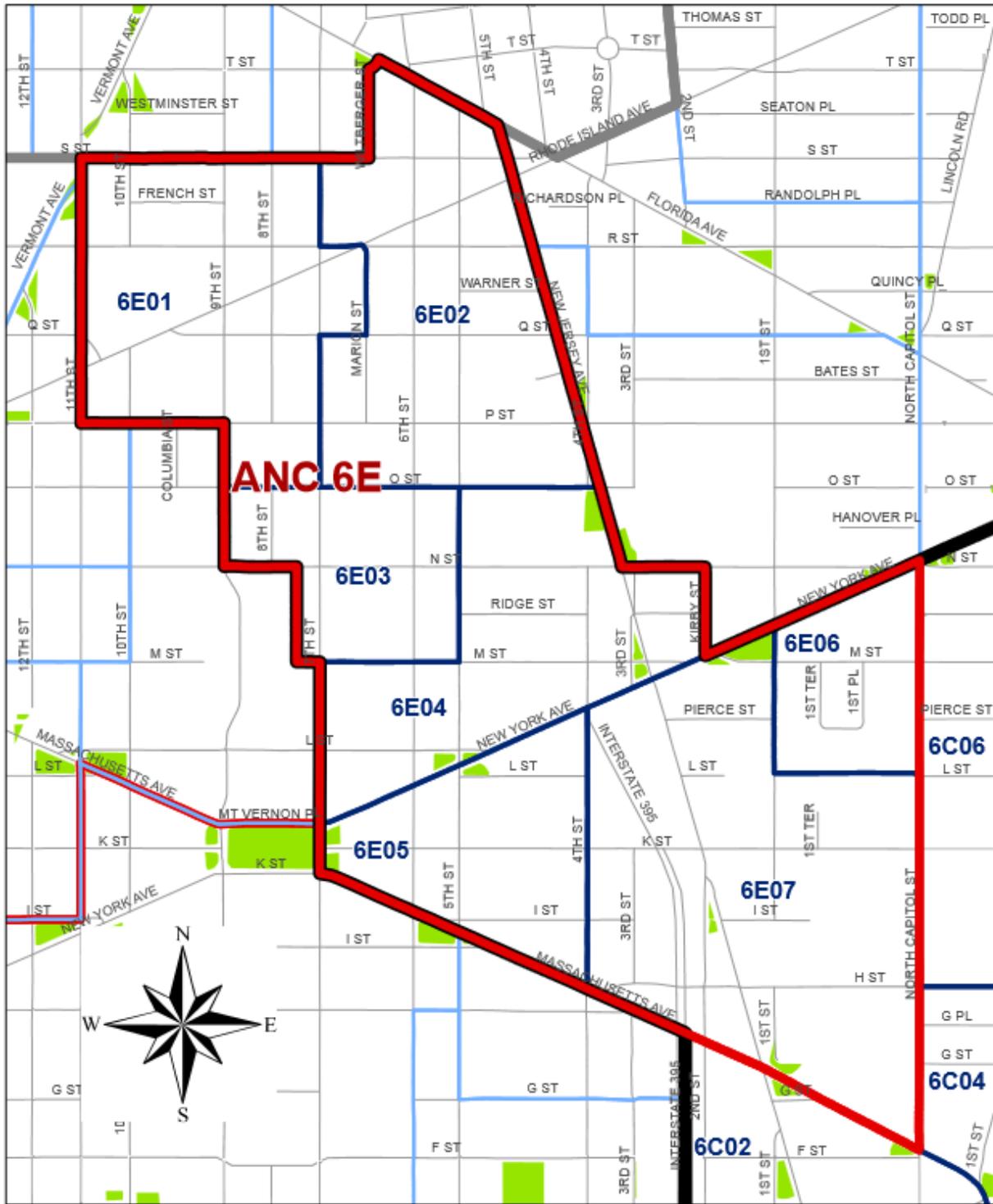


Office of ANCs 7/2012

ANC 2F 2013 Boundaries



ANC 5E 2013 Boundaries



ANC 6E 2013 Boundaries

Appendix B: How to Use the Community Foundation's Online Grant Application System

System Requirements

Applicants must have one of the following browsers, with cookies enabled:

- Internet Explorer v7 or higher
- FireFox v3 or higher

The applicant should make sure that his or her connection to the internet is active.

To start a **new application**, click on this link:

https://www.GrantRequest.com/SID_966?SA=SNA&FID=35085

Please note, **if you already started an online application** and wish to return to your account to view and finish it, please click on the following link instead:

https://www.grantrequest.com/SID_966/?SA=AM

1. Application Form. Click on the following link to access the online application form:

https://www.GrantRequest.com/SID_966?SA=SNA&FID=35085

2. Create an Account. Creating an account allows you to save and continue working on an application. ALL new applicants must create an account. Only an email address is needed to create an account. Please write down your password for future use.
3. Enter Data. Enter your organization's contact information into the online application form.
4. Upload Proposal and Attachments. The next page of the online application system allows you to upload the required proposal and attachments.
 - a. Each item on the checklist must be individually uploaded into the system and properly labeled. The Executive Summary and Narrative should be one (1) single document. Only 1 document may be uploaded for each label.
 - b. Documents will only be accepted in PDF file format. A list of free PDF software is available in Appendix B of this document.
5. Save & Finish Later. At the bottom of any page of the application, you can click Save & Finish Later to save the data entered thus far and return later to complete the application prior to the submission deadline. To access your account and finish your partially completed application click here:

https://www.grantrequest.com/SID_966/?SA=AM

6. **Submit your application.** Carefully review your application for completeness. Click the submit button to send your application to The Community Foundation. You will receive an email confirming receipt of your application. **Please check your spam filter then contact us if you do not receive a confirmation.**

Appendix C: PDF Conversion Programs

All application materials must be submitted as PDF documents.

When naming your file, please do not use special characters (such as /, *, %, etc.) or spaces in the file names. Such files are unrecognizable as PDFs to some systems.

The list below contains some of the PDF generators available, many of which are free or very inexpensive. The Community Foundation does not endorse any particular software.

- Adobe: <http://www.adobe.com/products/acrobatstd/main.html>
- CutePDF: <http://www.cutepdf.com>
- Google free PDF writer: www.google.com
- Open office: <http://download.openoffice.org>
 - Also includes Microsoft compatible Office apps – large download
- Primopdf: www.primopdf.com/
- PDF4free: www.pdfpdf.com/pdf4free.html
- PDFcreator: <http://docupub.com>