



Mayor's Office of
Immigrant Affairs
Nisha Agarwal
Commissioner



ActionNYC

Application Package & Instructions for Immigrant Outreach Community-Based Organization Fellows



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I. BASIC INFORMATION AND INSTRUCTIONS

- This application is to select community-based organizations that wish to participate in the Immigrant Outreach Capacity-Building Fellowship program as “CBO Outreach Fellows.”
- The Association for Neighborhood and Housing Development’s (ANHD’s) Center for Neighborhood Leadership (CNL) will serve as the ActionNYC Immigrant Outreach Capacity-Building Fellowship Coordinator.

Application Release Date	February 28, 2017	
Application Due Date	March 22, 2017, 5:00PM	
Anticipated Contract Term	March 2017 to June 2017	
Anticipated Number of Contracts Under the Outreach Services Capacity-Building Funding Stream	ActionNYC will support up to ten (10) organizations to participate in the <u>Immigrant Outreach Capacity-Building Fellowship</u> , which includes up to 40 hours of organizing training for staff at selected organizations over approximately 4 months.	
Anticipated Funding for Legal Services Capacity Building	<ul style="list-style-type: none"> • \$5,000 per community-based organization participating in the program as a CBO Outreach Fellow. • Payment structure is contingent on meeting performance metrics. 	
Questions	<ul style="list-style-type: none"> • Questions regarding this Application must be transmitted in writing to ActionNYCApplication@rfcuny.org by March 6th, 2017 at 5:00 PM. • ActionNYC will also convene in-person Q+A session(s). Date(s) and location(s) will be posted on the City University of New York Research Foundation (CUNY RF) website WWW.RFCUNY.ORG. • Substantive information/responses to questions will be released in an addendum to be posted on the CUNY RF website WWW.RFCUNY.ORG by March 17th, 2017, unless the question is of a proprietary nature. 	
General Guidelines	<ul style="list-style-type: none"> • Applicants must be non-profit organizations that are either 501(c)(3)s or have a fiscal sponsor that is a 501(c)(3). • All applications must be submitted to the CUNY Research Foundation at ActionNYCApplication@rfcuny.org. • Applicants are responsible for the timely electronic submission of applications. It is strongly recommended that applicants complete and submit their applications at least 24 hours in advance of the Application Due Date and Time. 	
Required Documents	Document Type	Description
	1. Application	Application Cover Sheet and Application Responses
	2. Key Staff Resumes	Resumes and/or Description of Qualifications for Key Staff Positions
	3. List of Board Members	Names and Affiliates
Technical Requirements	<ul style="list-style-type: none"> • Application documents must be combined into a single PDF. • Formatting requirements: 12pt font, 1-inch margins, include page numbers at the bottom, include name of applying organization at the top of every document. • Page limit: Application narratives should not exceed four pages in length. 	

II. PROGRAM BACKGROUND

A. Program Background and Description

ActionNYC is launching a new Capacity-Building Fellowship program to support small organizations across the City strengthen their ability to engage hard-to-reach immigrant communities.

Statement of the Problem

In New York City, there are a number of small community-based organizations that are well positioned to inform, empower, and engage hard-to-reach immigrant communities, including recently arrived populations from Africa, Asia, and the Caribbean. These organizations are deeply rooted in immigrant neighborhoods and communities, have well-established cultural and linguistic competencies, and have obtained the trust of community members — making them uniquely placed to meet community-specific needs. And yet, despite these strong ties to community members and cultural competence, we recognize that small organizations face a number of capacity challenges before they can effectively engage — and compete for funding to engage — hard-to-reach immigrant communities. In the City's discussions with leaders from these groups, we have repeatedly heard organizations cite a significant need for ongoing technical support and capacity building in order to engage and scale up their coverage of hard-to-reach immigrant communities.

Program Description

To address these issues, ActionNYC will support **up to ten (10) community-based organizations ("Immigrant Outreach Fellows" or "Outreach Fellows")** to participate in the ActionNYC Immigrant Outreach Capacity-Building Fellowship program ("Fellowship"). The Fellowship will deliver training, technical assistance, and mentorship to these organizations so that they can better organize and engage hard-to-reach immigrant communities.

The Association for Neighborhood and Housing Development's (ANHD's) Center for Neighborhood Leadership (CNL) will act as the "Immigrant Outreach Fellowship Coordinator" ("Outreach Coordinator") to provide deep, multi-layered support to strengthen the Outreach Fellows' neighborhood-based organizing efforts, as well as to support each Fellow to convene 1-2 culturally tailored Know-Your-Rights (KYR) forums of their own — reaching up to 30-40 unique community members each. The purpose of the Immigrant Outreach Capacity-Building Fellowship is to meet Fellows where they are and to provide them with the technical and hard skills needed to strengthen their outreach to hard-to-reach communities. These immigrant communities include, but are not limited to, recently arrived populations from Africa, Asia, and the Caribbean.

Training Curriculum: This training will include instruction on the technical aspects of organizing, such as how to maintain and pull data; cut turf; map, track, and set metrics on relevant populations to assess needs; and build lists to inform organizations' broader work and strategies. It will also focus on new techniques and shared best practices for establishing and improving organizing workflows. After the Outreach Fellows have been determined, CNL will tailor the final curriculum to meet the needs of the organizational fellows.

Technical Assistance & Coaching: ANHD will also offer technical assistance and coaching to Fellows individually and in small groups. Technical assistance may include strategizing to create the Fellow organization's outreach workplan, planning the KYR forums, and/or troubleshooting any challenges that the organization has encountered in past and current attempts in community outreach.

The training will be for staff at community-based organizations who have some experience in



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community organizing and are interested in learning new techniques and sharing their learned best practices. ActionNYC will provide \$5,000 in funding to each Outreach Fellow in order to facilitate their participation in the Fellowship.

B. Program Model and Funding Streams

Selected Outreach Fellows will be expected to:

- I. Send one¹ relevant and consistent staff member to actively participate in a minimum of 40 hours of training. Fellows may send lead organizers, advocates, or other staff to fully participate in these trainings;
- II. Develop a plan to engage hard-to-reach immigrant communities, including through convening 1-2 culturally tailored Know-Your-Rights (KYR) forums and other outreach events that reach up to 30-40 people on topics such as preventing and addressing discrimination, safety planning, etc.;
- III. Complete Fellowship assignments as will be prescribed;
- IV. Take part in an evaluation and/or pre- and post- surveys and discussions, and provide ongoing feedback throughout the Fellowship to assess outcomes and further recommendations regarding what the Outreach Fellows still require for effective organizing and community empowerment; and
- V. Incorporate the learnings from this Fellowship into their organization's institutional planning, structure, or mission, beyond the Fellowship's end.

¹ Capacity permitting and with sufficient justification, CNL may allow organizations to send more than one person to the trainings.

III. OUTREACH FELLOWS APPLICATION

A. Application Cover Sheet

Organization's Legal Name	
Main Address(es)	
Primary Contact	Primary contact name, title, phone number, email address
Website	
Phone Number	

B. Long-Term Vision and Commitment

<i>Well laid out vision and commitment to integrating the learnings from this Fellowship into your organizational mission and/or long-term growth plans</i>	35
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1. Please describe your plan and commitment to integrate the learnings from this Fellowship into your organizational mission and/or long-term growth plans. Please be as specific as possible, including whether your organization will incorporate more advocacy, organizing, and/or education into its outreach work, integrate the use of technology and data into organizing strategies, etc.
 - a. Please describe your current mobilizing and community engagement challenges. Do you have institutional barriers, new staff who need training, etc.?
 - b. Please describe how you want your mobilizing and community engagement capacity to develop as a result of this training.

C. Cultural Competency

<ul style="list-style-type: none"> - <i>Applicants must demonstrate cultural and linguistic fluencies, as demonstrated through prior or current programmatic functions;</i> - <i>Considerable presence and deep relationships in one or more 'hard-to-reach' immigrant neighborhoods and communities, including but not limited to recently arrived populations from Africa, Asia, and the Caribbean</i> 	35
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2. Please detail any organizing experience your organization has around a specific campaign and/or Know-Your-Rights (KYR) issue, especially in relation to hard-to-reach immigrant populations. Specify whether your organization serves other particularly underserved populations or geographic regions.
3. Please detail the linguistic and cultural competencies of your staff.

D. Ability to reach program deliverables

<p><i>Demonstrated experience and ability to reach program deliverables, including:</i></p> <ul style="list-style-type: none"> - <i>Willingness to work with the ActionNYC capacity-building model that includes demonstrated interest in growing their organization's organizing capacity and/or skills; and</i> - <i>Ability to reach program deliverables.</i> 	<p>30</p>
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4. Please describe your existing outreach or organizing work. Be as specific as possible and include the total number of staff, level of experience of each staff, existing workflow, and overall strategies for engaging your bases (e.g. categories of in-person/individual outreach, phonebanking, experience convening KYR forums/events, and strategic field engagement).
 - a. Please attach the resumes of your current organizing staff.

5. Identify the staff² that will be participating in the Fellowship program.
 - a. Please attach their resume(s).
 - b. Please describe their community engagement and mobilization experience.
 - c. Please explain how the relevant staff member will have time to attend all the trainings and complete the practicum assignments, such as convening the KYR forums.
 - d. Would the relevant staff be able to start participating in the Fellowship program immediately upon receiving the grant award?

6. What do you wish to gain from this training program?
 - a. Are there particular topics or skills that your organization is interested in learning? Please be specific.

² We can only commit to having one staff member per organization attend the trainings. Capacity permitting and with sufficient justification, CNL may allow organizations to send more than one person to the trainings.



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IV. APPLICATION EVALUATION

Responses will be evaluated against the criteria set out above. The process does not assign points to individual questions, but instead awards a maximum score for each evaluation criterion.

Basis of Contract Award

ActionNYC will evaluate responses against the evaluation criteria stated above. After scoring submitted applications, ActionNYC will consider the geographic coverage provided by qualified applicants. ActionNYC seeks to ensure an adequate distribution of Outreach Fellows to address levels of need within the target populations.

All applications will be reviewed to determine if they are responsive to the requirements of this application (i.e. all the necessary information and documentation are included and/or attached). An evaluation committee will review and score all applications based on the above evaluation criteria. ActionNYC reserves the right to conduct site visits and interviews and to request that applicants make presentations and demonstrations, as ActionNYC deems applicable and appropriate. Although discussions may be conducted with proposers, ActionNYC reserves the right to award contracts solely on the basis of initial applications received. Applicants will not be reimbursed for any costs incurred to prepare applications or to do presentations and/or demonstrations if requested by ActionNYC.

ActionNYC reserves the right to postpone or cancel this application process, in whole or in part, and to reject all applications. Contract award shall be subject to timely completion of contract negotiations between ActionNYC, CNL, and the selected applicant.