DR. MARTIN LUTHER KING JR. DAY OF SERVICE

“A Day On, Not A Day Off”

January 19, 2015

APPLICATION PLANNING GUIDE

Applications due by 5:00 p.m. Tuesday, November 25, 2014

Please direct any questions about the MLK Day of Service to Kelly Alvarez Vitale, Project Manager at 561.985.2418 or email Kelly@StrategicPhilanthropyInc.com

MLK Day of Service Project
Broward College
111 E. Las Olas Blvd.
Ft. Lauderdale, FL 33304

Website: https://www.broward.edu/MLKService
2015 MLK Day of Service

The 2015 MLK Day of Service Advisory Board under the auspices of Broward College is pleased to release this application package for the 2015 Martin Luther King Jr. Day of Service. We seek to award funds up to $5,000 to support projects honoring the MLK Day of Service, that 1) include meaningful service that meets an identified community need; 2) engages volunteers in service; 3) recruit a diverse cross-section of the community as volunteers; 4) support the legacy of Dr. King; and 5) provide opportunities for sustained service and ongoing community involvement. Awards funding is contingent on the availability of funds.

HISTORY OF MLK DAY OF SERVICE

The National Martin Luther King Day of Service was created in 1994 through federal legislation co-authored by former Pennsylvania U.S. Senator Harris Wofford and Atlanta Congressman John Lewis, both veterans of the Civil Rights Movement with Dr. King. Wofford and others led some 3,000 volunteers in 150 service projects, along with corporate sponsors, community leaders, students, volunteers and people from throughout the region all to honor Dr. King’s legacy and uplift the community, as he would have, with a “Day On” of service, not a “Day Off.”

Since that time, the project has caught hold around the U.S. and grown tremendously. By example, the Greater Philadelphia King Day of Service, which includes Pennsylvania, New Jersey, and Delaware, held the record in 2011 for the largest King Day of Service event in the nation. A record 75,000 people of all ages and backgrounds volunteered in some 1,200-service projects.

MLK DAY OF SERVICE BROWARD COUNTY

Through funding from the Florida Legislature, Broward College, in cooperation with the MLK Day of Service Advisory Board made up of citizens of the city of Broward, seeks to perpetuate the same goals for the upcoming year by promoting an MLK Day of Service. This project offers awards to organizations or groups to develop and complete a service project that will positively impact the community, while honoring Dr. King’s legacies of non-violent activism, racial equality, service to others and social uplift.

PURPOSE

The awards are intended to encourage service projects that address education, health, clean energy/environmental stewardship, economic opportunity, basic needs, disaster preparedness, veterans and military families’ issues, public safety, neighborhood projects, or a proposal that you feel will positively impact our community. Please note these funds are available solely to engage people in volunteer projects; salaries, wages, and operating costs are not funded.

Also, projects should demonstrate collaboration with others in the community. Partner with organizations such as colleges, volunteer centers, youth service organizations, sororities, fraternities, military family support programs, city departments, service organizations, athletic organizations, elementary and middle schools, high schools, parent teacher associations, professional organizations, etc.
ELIGIBLE APPLICANTS

- K-12 Schools
- Colleges/Universities
- For Profit Businesses
- Not for profit Agencies/Organizations
- Volunteer Centers and Organizations
- Government
- Greek, Civic, and Service Organizations
- Neighborhood Organizations
- Professional Association
- Churches/places of worship – Faith-based organizations may be eligible for funding if they welcome and serve all members of the community regardless of religious belief.

SERVICE AREAS

Projects must focus on at least one of these categories:

- Education: Primary or secondary, workforce development, adult education, leadership development
- Health: Physical, mental and behavioral health services
- Clean energy/environmental stewardship: Natural resources such as water, land and wildlife and including recreational and cultural activities
- Economic opportunities
- Basic Needs: Support services for residents at-risk (non-emergency) such as credit counseling, furniture, rent/utility assistance
- Disaster preparedness: Transportation, food, clothing, shelter and emergency services (crisis intervention, etc.)
- Supporting veterans and military families
- Public safety
- Neighborhood project

AWARDS

Funding for the 2015 MLK Day of Service award opportunity was made possible by the State of Florida. The total amount of funding available is $200,000 and features the following award opportunity for participating organizations:

Service Award

MLK Service Award amounts vary up to $5,000. Funds are provided to directly support the completion of an awarded service project.

Awarded projects must take place and/or culminate on the MLK Day of Service, Monday, January 19, 2015. Additionally, service projects may engage volunteers during the week leading up to the MLK Day of Service (January 10-18, 2015).

Your project will be registered as an official Broward 2015 MLK Day of Service project and will be displayed on the national 2015 MLK Day of Service Website.
PROJ ECTS THAT WILL NOT BE FUNDED

The MLK Day of Service Advisory Board will not approve funding for the following:

- Any project application that arrives after the 5:00 p.m. deadline (Tuesday, November 25, 2014)
- Ineligible applicants and incomplete applications (i.e. no budget, no letters of authorization/support – if necessary, etc.)
- Non-charitable projects/purposes
  - A group does not have to be a charity to apply, however, the project funded must have a charitable purpose, i.e. benefit the wider community.
- Religious worship
  - We welcome applications from religious or faith-based organizations for projects that are designed to benefit the wider community. However, projects that are deemed to promote a particular religion are excluded from funding.
- Lobbying or Political activities
- Endowments
- Contributions to Fundraising Campaigns or Fundraisers
- Debt or Encumbrances
- Costs/Expenses incurred after January 19, 2015
- Requests for non-fundable items include (but are not limited to): salaries, operating costs or contingency funds, financial prizes (i.e. monetary awards, scholarships, gift cards, etc.) and honorariums

REVIEW PROCESS

Applications are reviewed by a confidential, independent panel of diverse community members who have no conflicting interests with the Broward College & MLK Day of Service Award process.

Each application is reviewed and scored based on its content and merit alone and evaluated using a scoring matrix that identifies six categories for consideration: demonstrated vision, purpose and outcome; continuing a legacy of service; population(s) served, community engagement/ collaborative principles; creativity and innovation; and budget appropriateness.
• Vision
  o *Project has Demonstrated Purpose and Outcome:*  
    ▪ Demonstrate purpose & vision for success in the community  
    ▪ Explain how project will enhance or impact the community

• Legacy of Service
  o *Since service and volunteerism are planned as a tribute to Dr. Martin Luther King’s vision of a collaborative community, values of non-violence, racial equality, and social uplift, how will your service project illustrate Dr. Martin Luther King’s legacy:*  
    ▪ Detail project’s relationship to continuing a legacy of service

• Populations(s) Served
  o *Project Clearly Impacts Diverse Populations and/or Project Clearly Impacts Multiple Priority Categories:*  
    ▪ Identify targeted population(s):  
      o Vulnerable (seniors, children, abuse victims, etc.)  
      o Volatile (mentally ill, substance abusers, abuse perpetrators, etc.)  
    ▪ Identify Impact areas/priority categories  
      o Multiple priority categories (for example, a health initiative project may also have a heavy education component)  
      o Cross-sector collaboration is encouraged  
    ▪ Explain need to address the targeted population(s)

• Community Engagement
  o *Project Promotes Volunteerism and Demonstrates Collaborative Principles:*  
    ▪ Engage in partnerships so that your group or organization is not taking on too much alone  
    ▪ Multiple partners and/or partnering organizations recommended

• Creativity and Innovation
  o *We encourage applicants to think outside the box and develop projects that are new and creative in promoting a legacy of service:*  
    ▪ Be Creative and Innovative

• Budget
  o *Provide financial information about the proposed service project. This information must include an accurate, itemized budget with justification (as necessary).*  
    ▪ Itemized budget must list each item requested, and provide the following information: 1) number needed; 2) unit cost of each item; and 3) total amount requested.  
    ▪ All budget items **must** be related to the project’s objectives  
    ▪ Applicants **must** provide reasonableness of expense(s) for all budget items with a cost of $100 or more per unit (see Justification of Expense Column on budget spreadsheet).  
    ▪ Non-fundable items include (but are not limited to): salaries, operating costs or contingency funds, financial prizes (i.e. monetary awards, scholarships, gift cards, etc.) and honorariums.
FUNDING

The MLK Day of Service Advisory Board reserves the right to approve or disapprove requested budget items outside of the scope of the MLK Day of Service funding award criteria.

The MLK Day of Service Advisory Board reserves the right to approve or deny funding to applicants.

APPLICATION PROCESS

1. ALL AWARD APPLICATIONS MUST BE SUBMITTED ONLINE. To submit your application please visit http://www.broward.edu/MLKservice/

2. Submit appropriate documentation and attachments:
   a. Signed letter of authorization and support from the City for all projects completed on city property.
   b. Signed letter(s) of commitment from organizations participating in the project.
      i. Letters of commitment describe the specific role of each partner and should be printed on the partner’s official letterhead and signed by an authorized representative.
   c. Submit an accurate, itemized budget.
   d. Provide a copy of the IRS W-9 Tax Form.
   e. Submit a copy of your organization’s IRS letter or certificate, if applicable, verifying tax exempt status as a 501(c)(3) organization.

3. Applicants must provide a physical project, which is a clear public benefit to Broward County.

4. Identify the primary contact and fiscal agent (including title, organization, and full contact information) that will administer the awarded project.

5. Submit completed online application on or before Tuesday, November 25, 2014 by 5 p.m.

SUBMISSION OF REQUIRED APPLICATION & ATTACHMENTS

Applications **MUST** be submitted electronically via online web submission. Attachments may be sent electronically to Project Manager, Kelly Alvarez Vitale at Kelly@StrategicPhilanthropyInc.com

Attachments submitted electronically must be received by MLK Day of Service Staff no later than Tuesday, November 25, 2014 by 5 p.m.
File Naming of Electronic Attachments

- Attached files must be emailed and labeled appropriately using the following naming convention:
  “2015 [Agency/Organization Name] [File Name]”

  For example: 2015 XYZ Agency Letter Authorization
  2015 XYZ Agency Letter of Support
  2015 XYZ Agency Letter of Commitment
  2015 XYZ Agency Itemized Budget
  2015 XYZ Agency W9
  2015 XYZ Agency IRS Letter

Submit attachments as an email to MLK Day of Service Staff at Kelly@StrategicPhilanthropyInc.com
with the following subject line: “2015 Award Application [Agency/Organization Name]”.

Applications will not be considered for review if:
- The application is incomplete
- The application is not received on time
- The application fails to include the required attachments

**INCOMPLETE OR LATE APPLICATIONS WILL NOT BE ACCEPTED.**

**AWARD APPROVAL NOTIFICATIONS**

Service Award approval notifications will be released via e-mail to the contact name provided on your
award application on or before December 9, 2014. It is the responsibility of the agency to update Broward
College MLK Day of Service staff of any changes to the primary contact and/or fiscal agent via email to
project manager.

You will be notified if your organization does not receive an award. We encourage you to still register
and complete your project. Send us pictures, your volunteer sign-in sheets, and comments from
participants. We will post your project pictures on the MLK Day of Service website if you obtain
photo releases of participants.

**SERVICE AWARD DISBURSEMENTS**

The awards disbursement process will begin in December 2014 and end in February 2015. To ensure full
receipt of awards, applicants must follow all approved budgets and submit all reporting requirements
in a timely manner.
There will be three payouts during the period:

- The first will equal 40% of the total allocation and be issued in December;
- The second will equal 50% of the total allocation and will be issued in January upon receipt AND approval of the interim report
  - Failure to provide an interim report will render a project ineligible to receive future payouts.
- The third payout will be the final 10% of the total allocation and will be issued in February upon receipt AND approval of the final report.
  - Failure to provide a final report and/or failure to utilize all of the prior allocated funds from the first two payouts will render a project ineligible to receive the third and final payout and render the organization ineligible for 2016 funding.

***Please Note: Funds Must Be Used To Support MLK Day of Service Projects. FRAUDULENT USE OF MLK AWARD FUNDS WILL RESULT IN PROSECUTION.***

**ALL UNSPENT FUNDS MUST BE RETURNED**

**ALL FUNDS SPENT AFTER 1/19/2015 MUST BE RETURNED**

DELIVERABLES

Financial, Interim and Final Reports are established to provide specific services/outcomes in return for funding support. The recipient’s Fiscal Agent will be required to sign an agreement with Broward College in order to receive the funds. Failure to return executed agreements on time will prevent or delay timely disbursement of awards. Reporting requirements outlining deliverables achieved will be submitted in the Interim and Final Reports.

ADMINISTRATIVE REQUIREMENTS

Organizations receiving these funds are required to:

- Attend mandatory Project Orientation Workshop on December 15, 2014
- Matching funds, if any, must be reported in financial reports and can be a combination of cash or in-kind donations.
- Adhere to the final submitted budget.
- Include approved MLK Day logo on all program materials and publicity.
- Maintain proper records and documentation during the life of project.
- Monitor and Track volunteer activities and hours.
  - Track the number of volunteers recruited and activities undertaken.
  - Ensure that volunteer sign in sheets are maintained with time signed in and out.
    - Also, each volunteer must complete and sign a photo release agreement.
- Provide before and after photographs of the project's physical improvements (if applicable)
- Submit financial reports with all required documentation of expenditures (including original receipts/proofs of payments)
  - Only properly documented expenditures will be funded.
- Submit the 2015 Interim Report on or before January 9, 2015.
  - Failure to provide an Interim Report will forfeit all anticipated project funding AND render the applicant ineligible for 2016 funding.
• Submit the 2015 Final Report on or before February 5, 2015.
  o Failure to provide a Final Report will forfeit all anticipated project funding AND render the applicant ineligible for 2016 funding;
  o You may not apply for 2016 funding if you have unspent or uncommitted funds from the 2015 award that HAVE NOT been returned to Broward College.

**PROJECT TIMELINES**

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>November 25, 2014</td>
<td>Applications Due</td>
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<tr>
<td>December 9, 2014</td>
<td>Awarded applicants will be notified</td>
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<tr>
<td>December 15, 2014</td>
<td>MANDATORY PROJECT ORIENTATION WORKSHOP</td>
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<tr>
<td>January 9, 2015</td>
<td>Interim Report Due</td>
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<tr>
<td>January 10, 2015</td>
<td>MLK Day of Service Projects may begin</td>
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<tr>
<td>January 14, 2015</td>
<td><strong>AWARDS CONFERENCE</strong></td>
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<td>• If approved, 50% of the service award amount will be distributed by check during the conference.</td>
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<tr>
<td>January 19, 2015</td>
<td>MLK Day of Service</td>
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<td>• All projects must occur and conclude.</td>
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<tr>
<td>February 5, 2015</td>
<td>Final Reports Due</td>
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<tr>
<td>February 2015</td>
<td><strong>AWARDS LUNCHEON</strong> (date to be determined)</td>
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<td>• If approved, final 10% of the service award amount will be distributed by check during the luncheon.</td>
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**Technical Assistance**

Broward College will provide technical assistance for applications on an individual basis. If you have questions regarding this application, please contact Kelly Alvarez Vitale, Project Manager at 561.985.2418 or email Kelly@StrategicPhilanthropyInc.com.