

Black Communities Investment Initiative

Request for Proposals

Issued March 9, 2021

Proposals due **by 3:00 pm Central Time on Friday, April 16, 2021**

Proposals may be found at: <https://www.grantinterface.com/Home/Logon?urlkey=stlgives>

ST. LOUIS



**COMMUNITY
FOUNDATION**

Black Communities Investment Initiative



BACKGROUND & PURPOSE

The Black Communities Investment Initiative was established at the St. Louis Community Foundation to provide operating support and/or capacity building opportunities to Black-led nonprofits directly serving Black communities in the St. Louis Metro Area.

In an effort to support Black communities, Facebook identified the St. Louis Community Foundation as one of 20 partners in a nationwide campaign to invest \$20 million in Black communities and Black-led nonprofits around the country. Their \$1 million commitment to St. Louis is intended to improve the sustainability of nonprofit organizations embedded in and directly impacting Black communities. Recognizing their unique ability to enhance nonprofits' ability to use social media, as part of this grant program Facebook is also offering training and support in social media for grant recipients.

Black communities - and the individuals, families, nonprofits, and businesses that comprise them - have been disproportionately impacted by the COVID-19 pandemic and economic fall-out. Since its inception, the St. Louis Community Foundation's COVID-19 Regional Response Fund has sought to support these communities and the nonprofit safety net that has borne the brunt of the pandemic. The COVID-19 Regional Response Fund Advisory Council has allocated an additional \$500,000 to strengthen the Facebook offering, creating a larger pool of funding and additional capacity building opportunities.

The goals of this initiative are two-fold:

- To provide stability to Black-led nonprofits serving Black communities through operating support and/or capacity building
- To increase Black-led nonprofits' ability to fundraise through social media

In an effort to ensure that the community has a voice in how these funds are used, The St. Louis Community Foundation has established an Advisory Committee with representatives from businesses, nonprofits, funders, consultants, community leaders, and the St. Louis Community Foundation Board.

OVERVIEW

The Black Communities Investment Initiative seeks established nonprofit partners working directly with Black communities in the following impact areas:

- Arts, Culture and Humanities
- Civil Rights, Social Action and Non-political Advocacy
- Community Improvement and Capacity Building
- Education
- Human Services, including organizations addressing mental health, behavioral health, and trauma

Grants will support general operating costs for up to two years or one-time capacity building projects. The Black Communities Investment grants will range from \$5,000 to \$40,000 with a limited number of grants available in each of the following funding levels:

- \$5,000 - \$9,999
- \$10,000 - \$19,999
- \$20,000 - \$40,000

Each grant recipient will be required to complete a short report at the end of the grant period. Those recipients that are awarded a two-year grant will be required to complete a report after the first year before receiving their second year of funding.

DEFINITIONS

For the purpose of this initiative, Black-led is defined as an organization in which either the current Chief Executive Officer/Executive Director and/or Board Chair/Board President identify as Black.

For the purpose of this initiative, capacity building will be defined as funding for administrative or program capacity, including:

- Training (staff professional development or program-specific)
- Special projects (ex. strategic planning, board development)
- Consulting costs
- Executive coaching
- Certain capital expenses (ex. computers, reconfiguring a classroom) but not building / capital campaigns

As these are one-time only grants, funds to increase staff will not be considered.

As this initiative is in support of Black communities, the St. Louis Community Foundation encourages organizations interested in capacity building grants to consider supporting Black businesses through their projects. To this end, the Community Foundation is compiling a list of Black consultants with experience in nonprofit capacity building. Please feel free to contact Elizabeth George or Nikki Martinez, contact information below, if you would like to receive the list or contribute names to the list.

ELIGIBILITY

The Black Community Investment Initiative defines eligible organizations as:

- Any 501(c)3 nonprofit organization or organization under the fiscal sponsorship of a 501(c)3 that meets the requirements outlined in this Request for Proposals (RFP)
- Having at least two years of operating/financial history
- Operating within the St. Louis City, St. Louis County, Jefferson County, and St. Charles County in Missouri and the counties of Madison and St. Clair in Illinois
- Preference will be given to organizations with at least 75% of the total service population identifying as Black or African American

Successful applications will also:

- Demonstrate an understanding of community need
- Articulate the impact of the pandemic on operations and/or fundraising
- Demonstrate practices and policies necessary to create inclusive and equitable programming

ADDITIONAL CAPACITY BUILDING OPPORTUNITIES

Over the course of the first year of funding, a series of capacity building opportunities will be available to grant recipients. Potential offerings may include:

- Group trainings on subjects such as enhancing your social media presence, fundraising, financial management, or others
- Peer convenings and coaching
- An on-line platform such as [Catachafire](#). Catchafire strengthens nonprofits by matching professionals who want to volunteer their time with nonprofits that need their skills

In addition, Facebook will be offering a suite of capacity building options specifically on social media, including education, one-on-one consultation, community-building, and (potentially) Facebook ad credits.

TIMELINE for 2020-2021 FUNDED PROJECTS

March 8, 2021	Request for Proposals released
April 16, 2021	Proposal due by 3pm CDT
May 2021	Grant recipients announced
May 2021	Funds disbursed for capacity-building grants and Year 1 General Operating Support (GOS)
April 1, 2022	Reporting due
May, 2022	Second Year funds for GOS requests to be disbursed, if applicable

APPLICATION

The application for funding through the Black Communities Investment Initiative may be found on the St. Louis Community Foundation's on-line grant portal at <https://www.grantinterface.com/Home/Logon?urlkey=stlgives>.

Applications are due by 3 pm on April 16, 2021.

QUESTIONS

Please contact us with questions about the Black Communities Investment Initiative or this Request for Proposals.

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ATTACHMENT 1 - APPLICATION QUESTIONS

Organizational Information:

1. Does your organization use another name?
2. Are you using a fiscal sponsor
 - Fiscal sponsor Name
 - Fiscal sponsor Tax ID
 - Fiscal sponsor contact name
 - Fiscal sponsor contact email
 - Fiscal sponsor contact phone
3. Organizational Mission or Purpose
4. Founding Year / First Year of Operations
5. Organization's Fiscal Year
6. Total Operating Budget
7. Geographic Area Served – please check all that apply to your organization's COVID-19 response
 - St. Louis City, Missouri
 - St. Clair County, Illinois
 - St. Louis County, Missouri
 - Jefferson County, Missouri
 - St. Charles County, Missouri
 - Madison County, Illinois
8. Within the County(ies) selected, please list the cities/towns where your organization focuses. If St. Louis City, please list neighborhoods with corresponding zip codes
9. Please provide a brief description of the services your organization provides
10. Please describe the population(s) that your organization reaches including, as appropriate, descriptors such as:
 - Demographics
 - Population strengths
 - Environmental factors and trends impacting the population(s)
 - Any other descriptors that are important to understanding your communityIn your description, please include your organization's history with population(s). Please provide information about how you incorporate perspectives of the community(ies) your organization serves into your operations.
11. How has the COVID-19 pandemic impacted your organization? Please consider changes in programming, increase or loss of clients/program participants/audiences, changes to fundraising, or other impacts of the pandemic.
12. Diversity, Equity and Inclusion - How are the demographics of the community/clients your organization serves reflected in the composition of your staff, board, and/or volunteers?
13. Type of Request
 - General Operating Support
 - Capacity Building
14. Amount Requested
15. Funding Period Start
16. Funding Period End

For Capacity Building Requests

17. Total Project Budget (for capacity building requests)
18. Project Summary
19. Project Purpose - What does your organization hope to accomplish through this capacity building project?
20. Project Activities –
 - What activities do you intend to engage in with this capacity building grant?
 - What is your proposed timeline for implementing these activities?
21. Budget Narrative Justification – Please provide a budget for your capacity building project using the budget template. After completing the budget template, please provide a description of each line item expense listed on the capacity building budget. Indicate whether this is a new expense due to capacity building or if funding is being requested to cover a current/existing expense.

Social Media

22. Which, if any, of the following social media does your organization use? (check all that apply)

<input type="checkbox"/> Facebook	<input type="checkbox"/> SnapChat
<input type="checkbox"/> Instagram	<input type="checkbox"/> TikTok
<input type="checkbox"/> Website	<input type="checkbox"/> Other
<input type="checkbox"/> Twitter	<input type="checkbox"/> None of the Above
23. Which, if any, of these has your organization used for fundraising? (check all that apply)

<input type="checkbox"/> Facebook	<input type="checkbox"/> SnapChat
<input type="checkbox"/> Instagram	<input type="checkbox"/> TikTok
<input type="checkbox"/> Website	<input type="checkbox"/> Other
<input type="checkbox"/> Twitter	<input type="checkbox"/> None of the Above
24. Which, if any, did your organization find beneficial for fundraising? (check all that apply)

<input type="checkbox"/> Facebook	<input type="checkbox"/> SnapChat
<input type="checkbox"/> Instagram	<input type="checkbox"/> TikTok
<input type="checkbox"/> Website	<input type="checkbox"/> Other
<input type="checkbox"/> Twitter	<input type="checkbox"/> None of the Above
25. Please list purposes other than fundraising for which you are using social media
26. Are you interested in learning more about how to use social media for fundraising and/or how to enhance your fundraising through social media? (Yes/No)
27. Upload Files
 - Copy of IRS Tax Determination Letter or Fiscal Sponsor's IRS Tax Determination Letter
 - Organization's Board Approved FY2021 Budget
 - Capacity Building Project Budget, if applicable
 - Organization's Board List
 - Audited Financial Statements or IRS Form 990
 - Financial Statements (required only if submitting IRS Form 990)