DR. MARTIN LUTHER KING JR. DAY OF SERVICE

“A Day On, Not A Day Off”

January 15, 2018

APPLICATION PLANNING GUIDE

Applications due by 12 p.m. EST EST Wednesday, October 25, 2017

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

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

Website: http://www.broward.edu/community/MLKDayofService/
2018 MLK Day of Service

The 2018 MLK Day of Service Advisory Board under the auspices of Broward College is pleased to release this application package for the 2018 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 Wolford and Atlanta Congressman John Lewis, both veterans of the Civil Rights Movement with Dr. King. Wolford 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, operating costs and capital improvement projects 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, increased job & revenue to the State; Topics related to unmet educational needs within communities, especially those that help at-risk youth to achieve success in school and prevent them from dropping out; Engaging Communities to support schools; Establishing mentor/mentee relationships for the school year; Tutoring BLAST! - Developing academic skills (reading, writing, mathematics, critical thinking)

- **Health:** Physical, mental, and behavioral health services, improved healthcare cost quality and access; addresses unmet health needs, including access to health care, increasing physical activity and improving nutrition in youth, and increasing seniors’ ability to remain in their own homes.; addressing health needs within communities by focusing specifically on independent living (aging in place), childhood obesity and access to health care; increase seniors’ ability to remain in their own homes with the same or improved quality of life for as long as possible; increase physical activity and improve nutrition in youth with the purpose of reducing childhood obesity; improve access to primary and preventive health care for communities served; access to health care supported programs; Let’s Move It, Move It (physical activity)

- **Clean energy/environmental stewardship:** Matters regarding energy and water efficiency, renewable energy use, at-risk ecosystems, and behavioral change leading to increased efficiency; direct, sustained recycling and waste treatment activities; improvements of at-risk public lands or waterways (beyond general cleanup); creating awareness among economically disadvantaged communities of personal actions to benefit energy and water conservation/efficiency and solid waste recycling; formal and informal green job training for economically disadvantaged people.

- **Economic opportunities:** Improving individual and/or family financial conditions, credit counseling; Addresses unmet needs of economically disadvantaged individuals, including financial literacy, affordable housing, and employment-related assistance; improve the financial well-being and security of economically disadvantaged individuals. Community organizations across the country are learning about specific
interventions to address the housing, financial literacy, and employment needs of low-income populations; financial coaching show strong potential for this service to aid asset building among low-income families; Example: collaboration among various service programs support low-income families by recruiting hundreds of volunteer attorneys and law students who provided hours of pro bono service

- **Basic Needs:** Support services for residents at-risk (non-emergency) such as provide resource information for rent/utility assistance, clothing, shelter including food; care packages and/or hot meals for the homeless and needy

- **Disaster preparedness:** Concerns regarding the preparation, mitigation, response, and recovery efforts that relate to disaster events; concerns regarding transportation, food, clothing, shelter, and emergency services, crisis interventions; helps communities prepare, respond, and recover from natural and man-made disasters; helping communities brace for damage from tornadoes, floods, forest fires, and hurricanes

- **Supporting veterans and military families:** Military families; Addresses unmet needs of veterans, members of the armed forces, and family members of deployed military personnel; Promote community-based efforts to meet the unique needs of military families while a family member is deployed and upon that family member’s return home; Recruit Veterans, particularly returning Veterans, into service opportunities as volunteers, including opportunities that utilize their military experience; assist veterans in developing their educational opportunities (including opportunities for professional certification, licensure, or credentials), coordinating activities with and assisting state and local agencies administering Veterans’ education benefits; coordinate activities with and assist entities administering Veterans’ programs with internships and fellowships that could lead to employment in the private and public sectors; Promote efforts within a community to serve the needs of Veterans and active duty members of the U.S. Armed Forces, including helping Veterans file benefits claims, and assisting federal agencies in providing services to Veterans; provide mentoring to military children, and assist Veterans to develop mentoring relationships with economically disadvantaged students; develop projects to assist Veterans with disabilities, unemployed Veterans, older Veterans, and Veterans in rural communities, including assisting them with transportation; assist Veterans and their family members through establishing or augmenting programs that assist them with access to legal assistance, health care (including mental health care), employment counseling or training, education counseling or training, affordable housing, and other support services.

- **Public safety:** Reduce recidivism or involvement in the juvenile justice system; postcard mailings; encouraging families and children of inmates

- **Neighborhood project:** In collaboration with local agencies (in-kind donations) assisting the elderly, building community gardens, beautifying streets, etc. with sustainability procedure in application

**AWARDS**

Funding for the 2018 MLK Day of Service award opportunity was made possible by the State of Florida. The total amount of funding available is $185,000 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 the MLK Day of Service, Monday, January 15, 2018. Additionally, service projects may engage volunteers during the week leading up to the MLK Day of Service (January 8-14, 2018). All groups must be from Broward County and all projects must be held in Broward County.

Your project will be registered as an official Broward 2018 MLK Day of Service project and will be displayed on the national 2018 MLK Day of Service Website.

PROJECTS THAT WILL NOT BE FUNDED

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

- Groups outside of Broward County (All groups must be from Broward County)
- Projects outside of Broward County (all projects must be held in Broward County)
- Any project application that arrives after the 12:00 p.m. deadline (Wednesday, October 25, 2017)
- Ineligible applicants and incomplete applications (i.e. no budget, no w9, 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 15, 2018
• Requests for non-fundable items (see additional info below)

Allowable Expenses:
The MLK Day of Service is a way to transform Rev. Dr. Martin Luther King, Jr.’s life and teachings into community action that helps solve social problems. That service may meet a tangible need, or it may meet a need of the spirit of service. On this day, Americans of every age and background celebrate Dr. King through service projects that strengthen communities, empower individuals, bridge barriers, and create solutions.

Project funds must be used for activities that directly support the accomplishment of the project purpose, priorities, and expected outcomes in local communities.

Unallowable Expenses:
Project funds may not be used to supplant existing programs and/or funding. Examples may include:

- Personal digital assistants (PDAs), cell phones, smartphones, and similar devices
- Service costs to support PDAs, cell phones, smartphones, and similar devices such as wireless services and data plans
- Proposal preparation including the costs to develop, prepare or write the proposal
- Pre-award costs
- Entertainment (i.e. disc jockey, band, performers for social events)
- Out-of-state travel; non-local travel expenses
- Gift cards
- Purchase/lease of facilities or vehicles (e.g., buildings, buses, vans, cars)
- Rentals – one day only (additional time requires written justification and approval)
- Land acquisition
- Furniture
- Honorius for presenters/speakers
- Kitchen appliances (e.g., refrigerators, microwaves, stoves, tabletop burners)
- Tuition/Scholarships
- Capital improvements and permanent renovations (e.g., playgrounds, buildings, fences, wiring)
- Clothing or uniforms (written justification and approval)
- Project banquets/luncheons
- Costs for items/services already covered by indirect costs allocation (supplanting)

This is not an all-inclusive list of unallowable items. Consult fiscal agent with questions regarding allowable costs.
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.

PROJECT DEVELOPMENT

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

- **Community Engagement**
  - *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).
    ▪ Requests for non-fundable items include (but are not limited to): salaries, wages, 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/community/MLKDayofService

2. Submit appropriate documentation and attachments:
   a. Signed letter of authorization from the City/County for all projects completed on city/county property (if applicable).
   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. Please follow the budget template format.
   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 **Wednesday, October 25, 2017 by 12:00 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 **Wednesday, October 25, 2017 by 12:00 p.m.**

File Naming of Electronic Attachments

- Attached files must be emailed and labeled appropriately using the following naming convention: “2018 Award Application [Agency/Organization Name] [File Name]”

  For example: 2018 XYZ Agency Letter Authorization
  2018 XYZ Agency Letter of Commitment
  2018 XYZ Agency Itemized Budget (using online budget template)
  2018 XYZ Agency W9
  2018 XYZ Agency IRS Letter *(if applicable)*

Submit attachments as an email to MLK Day of Service Staff at: Kelly@StrategicPhilanthropyInc.com with the following subject line: “**2018 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 November 20, 2017. 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 November 2017 and end in February 2018. 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 50% of the total allocation and be issued in November at the Mandatory Orientation
- The second will equal 35% of the total allocation and will be issued in December 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 15% of the total allocation and will be issued in February at the Mandatory Awards Celebration 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 2019 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 1/15/2018 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** Orientation Workshop on **November 30, 2017**
- 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 Interim Report on or before December 6, 2017.
  - Failure to provide an Interim Report will forfeit all anticipated project funding AND render the applicant ineligible for 2019 funding.
  - Failure to provide a Final Report will forfeit all anticipated project funding AND render the applicant ineligible for 2019 funding;
  - You **may not apply** for 2019 funding if you have unspent or uncommitted funds from the 2018 award that **HAVE NOT** been returned to Broward College.

**PROJECT TIMELINES**

**October**
1<sup>st</sup> - MLK Applications Opens
3<sup>rd</sup> - Broward College Info Session #1 – 111 E. Las Olas Blvd., 12<sup>th</sup> floor, Rm. 1208 10-11 a.m.
4<sup>th</sup> - Broward College Info Session #2 – 111 E. Las Olas Blvd., 12<sup>th</sup> floor, Rm. 1208 12-1 p.m.
5<sup>th</sup> - Broward College Info Session #3 – 111 E. Las Olas Blvd., 12<sup>th</sup> floor, Rm. 1208 6-7 p.m.
25<sup>th</sup> - **MLK DAY OF SERVICE APPLICATIONS DUE at 12 p.m.** Late entries not accepted.

**November**
20<sup>th</sup> - Broward College Announces Winners
30<sup>th</sup> - **MANDATORY PROJECT ORIENTATION WORKSHOP** - 111 E. Las Olas Blvd., 12<sup>th</sup> floor,
Rm. 1208 from 11:30 a.m. – 1:30 p.m.

December
6th - Interim Report Due at 12 p.m.
13th - Last day to register for MLK project and receive a t-shirt
15th - 2nd wave of funding to groups to be sent

January
4th - Broward College MLK Shirts Distributed - 111 E. Las Olas Blvd., 12th floor, Rm. 1208 from 3:00 p.m. – 6:00 p.m.
5th - Last day to register to volunteer for an MLK project
8th – MLK Day of Service Projects may begin
15th – MLK DAY SERVICE - All projects must occur and conclude.
24th – MANDATORY ONLINE WORKSHOP ON FINAL REPORT - 6:00 – 7:00 p.m.
31st – FINAL REPORTS DUE 12 p.m.

February
22nd – MANDATORY AWARDS LUNCHEON 11:30 – 1:30 p.m. 111 E. Las Olas Blvd., 12th floor, Rm. 1208

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.