



■ Request for Proposals

Immigrant Integration Strategy:
Adult English Language Acquisition



Introduction

Silicon Valley Community Foundation is a catalyst and leader for innovative solutions to our region's most challenging problems. Two of these challenging problems – the successful integration of immigrants and the inability of receiving communities to understand and recognize immigrants as real and potential assets in the community rather than as liabilities – are addressed through our immigrant integration strategy. To better understand our goals and objectives for this strategy, we encourage you to read the community foundation's research paper on the topic at <http://www.siliconvalleycf.org/grantmaking-strategies/pdf/research-paper-bridging-cultural-gap.pdf>.

The immigrant integration strategy has a three-pronged approach: (1) strengthening the legal services infrastructure which seeks to address the need for affordable and reliable immigration legal services provided by nonprofit community organizations; (2) adult English language acquisition which seeks to promote English instruction, coordination and best practices among community colleges, adult education schools, and community-based organizations; and (3) bridging the cultural gap, which seeks to leverage established two-way educational programs that allow non-immigrant communities and immigrants and their receiving communities, to learn about the diverse immigrant populations in Silicon Valley. This request for proposals, or RFP, focuses specifically on adult English language acquisition. By using an RFP approach, the community foundation aims to solicit the best thinking of nonprofit service providers, public sector agencies, research institutions and other entities serving San Mateo and Santa Clara counties.

Responses to this RFP are due by 5 p.m. on Wednesday, November 10, 2010. In order to be fair to all applicants, there will be no exceptions to the deadline for late proposals.

Problem Statement

Silicon Valley is an immigrant demographic microcosm of the United States. Data from prior years and indicators from Census 2000 show that the best estimate of the number of immigrants in San Mateo and Santa Clara counties is nearly 800,000 out of an estimated total general population of 2.7 million. Of California's 58 counties, only Los Angeles County and Orange County have more immigrants than Silicon Valley. San Mateo and Santa Clara counties are both majority-minority counties, and have more Asian and Latino immigrants than any Bay Area community. In Santa Clara County, San José, the 10th largest city in the United States with a population of 925,000, is a majority-minority city and has more Vietnamese than any other city outside of Vietnam. In San Mateo County's Daly City – one of four cities in the community foundation's region with 100,000 or more residents – 55% of residents are foreign-born.

A key challenge to immigrant integration is the inability of the receiving communities to understand and recognize immigrants as real and potential assets in the community rather than as liabilities. Conversely, newcomers may have cultural misunderstandings and misperceptions about their receiving community which may create barriers to integration and community building.

Program Goal

The goal of the community foundation for this strategy is to address the growing demand for high-quality English language programs in our region. English is truly the language of opportunity for today's immigrants: it opens the door to jobs that can pay family-sustaining wages and allows immigrants to communicate with their neighbors,

their children’s teachers, health care providers, landlords and others with whom they must interact on a regular basis. English skills are also crucial to passing the U.S. citizenship exam, which serves as a gateway to full participation in the life of one’s community, including the ability to vote in local, state and federal elections.

The community foundation will invest in two programs that improve English skills for adult immigrants – English as a Second Language and Vocational English as a Second Language, or ESL and VESL instruction. In light of limited state and federal funding coupled with high demand for quality English language acquisition programs, the community foundation will prioritize funding consideration for region-wide efforts that: 1) coordinate community college, adult education and nonprofit ESL and VESL programs; 2) target instruction in our region to immigrants from the top five sending countries (Mexico, the Philippines, India, Vietnam and China) and 3) promote best practices and maximize funding sources. The community foundation is receptive to planning grants that allow possible collaborators to come together and explore the prioritization of unmet immigrant legal needs and build cross-county connections. The community foundation will also provide implementation grants to established English language skills partnerships that:

- Develop and maintain high-quality programs that bring together different community institutions – government, community colleges, job-training programs and nonprofit organizations – which result in expanded use of services, persistence in study and achievement by adult learners.
- Integrate adult instructional systems and offer a range of VESL and ESL courses to address different language skill levels and learning goals with curricula that address topics related to students’ interest and lives.
- Expand and improve adult English language instruction through “anytime-anywhere” programs using onsite, blended and online new technologies.

Proposal Eligibility Criteria

- San Mateo and/or Santa Clara County-serving organizations. Organizations headquartered outside the two county region must demonstrate significant service to the area.
- Organizations with a 501(c)(3) designation, those that have a fiscal sponsor with a 501(c)(3) designation, public agencies, collaborations of nonprofit and public agencies, or other entities that have a designated charitable purpose.
- Organizations that do not discriminate based on race, color, national origin, citizenship status, creed, religion, religious affiliation, age, gender, marital status, sexual orientation, gender identity, disability, veteran status or any other protected status under applicable law. If an organization only serves a specific population, e.g., women or specific ethnic populations, the community foundation will consider the proposal on a case-by-case basis.
- Organizations with religious affiliations will be considered for funding only if the project for which they seek support attempts to address the needs of the wider community without regard to religious beliefs.

Project Proposal Characteristics

We are receptive to concrete, practical and impactful project proposals that:

- Include both well-tested models that can be scaled up or expanded regionally while maintaining local relevance, and new pilots that, if successful, can be grown and replicated.
- Benefit from collaborative work and bring public and private partners together with nonprofit organizations.
- Demonstrate knowledge of the sector and its trends.
- Identify target population to be reached and justification for that focus.
- Provide clear benchmarks for measuring progress.

Eligible Projects

This RFP focuses on Adult English Language Acquisition. While we expect that most of the proposals funded will focus on program implementation, we also may consider requests for planning grants as stand-alone endeavors where a compelling case can be made for them. For these types of grants, the community foundation is interested in projects that have potential for significant impact in the RFP priority area and where planning activities are a necessary component for moving an issue forward. The community foundation will not fund planning that is part of an organization's or program's ongoing activities. Note that successful planning grant recipients are not guaranteed to receive an additional grant for project or program implementation, but such support may be awarded.

Application Process

1) Review of reference materials.

- Key Dates (listed below and at <http://www.siliconvalleycf.org/grants/key-dates.html>)
- Grant Applicant FAQ sheet (<http://www.siliconvalleycf.org/grants/FAQ.html>)
- Research paper
(<http://www.siliconvalleycf.org/grantmaking-strategies/pdf/research-paper-bridging-cultural-gap.pdf>)
- RFP for Immigrant Integration: Adult English Language Acquisition.

2) Participation in one information session is highly encouraged for those interested in responding to this RFP.

To reserve your seat, please visit our website at www.siliconvalleycf.org and register online. For planning purposes, we ask that you complete your online registration no later than two days prior to the date of the RFP Information Session.

Only those organizations considering a response to a RFP should attend an information session.

Follow-up phone consultations and in-person meetings will be available with community foundation staff as time permits.

3) Submission of proposal. Although we prefer proposals in electronic form, hard copies will be accepted.

All proposals must be received by email or postmarked no later than 5 p.m. on Wednesday, November 10, 2010. In order to be fair to all applicants, there will be no exceptions to the deadline for late proposals.

Key Dates

| | |
|----------------------------|--|
| October 20, 2010: | Release of RFP on Immigrant Integration: Adult English Language Acquisition |
| October 26, 2010: | Information session (Please visit our website to register) |
| November 10, 2010, 5 p.m.: | Proposal submission deadline |
| December 2010: | Announcement of grant awards |

Proposal Evaluation Criteria

Proposals for grants should include a narrative that responds to the questions posed at the end of this document. The narrative should be a maximum of eight typed pages, use 12-point font and no less than one-inch margins. Grant proposals will be evaluated, on a competitive basis, using the following criteria:

- Clarity of project description and project activities regarding steps to be taken to achieve desired outcomes.
- Achievable timeline that corresponds to the key activities.
- Meaningful benchmarks and indicators of success.
- Innovative and effective strategy with potential for systems change.
- Organizational capacity to implement project – including staffing and leadership, operational and fiscal management.
- Established track record in specific program content area or potential to achieve needed content expertise.
- Ability to leverage financial, human and technical resources leading to greater impact.
- Ability to contribute content area knowledge to the field.

Total Awards

Successful applicants will receive grants for a minimum of one year. The average grant amount awarded in the 2009 grantmaking cycles was \$65,000. Budget requests will be closely analyzed and applicants should include a budget narrative that makes clear the necessity of the project's specific line-items. Planning grant requests should not exceed \$50,000.

Please note that project proposal narratives may be posted publicly on our website to reflect our value of transparency and encourage learning among grantees and future applicants as well as members of the community at large.

Review and Selection Process

An expert advisory committee with issue expertise for this strategy will help staff to review all proposals recommended for funding to the community foundation's board of directors. Applicants may receive a site visit, telephone call and/or other type of communication from community foundation staff as part of the proposal review process.

Successful applicants will be informed of selection in December 2010.

Evaluation, Monitoring and Grantee Learning Activities

- Grantees will be expected to meet the community foundation's requirements for the submission of financial and narrative reports, including an interim progress report, presentation to community foundation staff and donors, and a final report.
- In an effort to further the overall program goals of this RFP, inform future RFPs related to this topic and contribute to larger field-building objectives, grantees will be asked to participate in periodic meetings to share information on project activities and best practices, as well as participate in research-based evaluations.

Thank you very much for your interest in responding to this RFP and in making our region a better place. We look forward to reviewing your proposal.

Application Checklist

- Cover Sheet**

- RFP Proposal Narrative** that directly and succinctly addresses the proposal information requirement questions specified on the Cover Sheet
 - A maximum of eight pages, 12-point font, margins no less than one inch

Attachments: All attachments are required.

- Attachment A:** A detailed line-item budget for the project (that includes details on how the community foundation's funding would be used)

- Attachment B:** A budget narrative for the project

- Attachment C:** A copy of your organization's current overall operating budget

- Attachment D:** Most recent audit, if available

- Attachment E:** Board of Directors list that includes members' professional affiliations

- Attachment F:** Evidence of tax-exempt status

- Attachment G:** Memoranda of Understanding from collaborative partners (if appropriate)

- Send to grantproposals@siliconvalleycf.org OR mail one hardcopy to Silicon Valley Community Foundation's headquarters.

**Silicon Valley Community Foundation
Attn. Grantmaking Department
2440 West El Camino Real, Suite 300
Mountain View, CA 94040**

Submissions must be received by email or postmarked no later than 5 p.m. on Wednesday, November 10, 2010. In order to be fair to all applicants, no exceptions will be made for late proposals.

Thank you for your application.

If you have any questions, please call 650.450.5400 or email us at grants@siliconvalleycf.org

Application Cover Sheet

Immigration Integration:

Adult English Language Acquisition

Submit one electronic copy to:

grantproposals@siliconvalleycf.org

or

Submit one hard copy to:

Silicon Valley Community Foundation

Attn: Grantmaking Department

2440 West El Camino Real, Suite 300

Mountain View, CA 94040

Telephone: 650.450.5400 Fax: 650.450.5453

We prefer email submissions. If you have questions, please contact us at grants@siliconvalleycf.org

General Information

Date: _____

Amount Requested: \$ _____

Project Name: _____

Duration of Project: _____

Name of Institution/Organization: _____

Address: _____

City/State/Zip: _____

Website Address: _____

Name and title of primary contact for proposal: _____

PHONE: _____

FAX: _____

EMAIL ADDRESS: _____

Executive Director of organization (if other than above): _____

PHONE: _____

FAX: _____

EMAIL ADDRESS: _____

Please describe in one brief sentence the project and the purpose for which funding is being sought:

Proposal Information Requirements

1. What is the mission of the organization?
2. What is the project for which funding is being sought and what is the primary purpose of the project?
3. What is the geographic region(s) served by the proposed project (county and specific cities/communities)?
4. What is the demographic population that will be served by your project? *(Please provide specifics, e.g. percentage of low-income or people of color; etc. as available.)*
5. What are the key project activities and time line?
6. What impact do you hope to achieve? How will you know if you achieve it? *(Please provide specific outcomes, identified benchmarks and indicators of success that are meaningful and can be captured using qualitative and or quantitative evaluation approaches - e.g. number of participants in ESL or VESL program who pursue next level of English and/or additional coursework.)*
7. What are the unique aspects and features of your project?

8. What experience does your organization or collaborative have working in this area? *(Please provide specific achievements that describe your organization's capacity.)*

9. Describe your organizational capacity to implement the project. *(Please include staffing and board leadership as well as operational and fiscal health and management.)*

10. What is the most difficult aspect of this project that could affect your success?

11. Why is this the right time for this project?

12. What can your organization contribute to the field in terms of knowledge-building?

13. If the proposal were to receive funding from the community foundation, how will your organization sustain the project after the funding period ends?

14. Collaborative Partners/Agencies (if any) and their contact information.



ABOUT SILICON VALLEY COMMUNITY FOUNDATION

The vision of Silicon Valley Community Foundation is to be a comprehensive center for philanthropy that inspires greater civic participation throughout San Mateo and Santa Clara counties.

The mission of Silicon Valley Community Foundation is to strengthen the common good, improve quality of life and address the most challenging problems. We do this through visionary community leadership, world-class donor services and effective grantmaking.

We value:

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|---------------|-----------------------|
| Collaboration | Integrity |
| Diversity | Public Accountability |
| Inclusiveness | Respect |
| Innovation | Responsiveness |

At a Glance

Silicon Valley Community Foundation is a catalyst and leader for innovative solutions to our region's most challenging problems. Serving all of San Mateo and Santa Clara counties, the community foundation has \$1.7 billion in assets under management and 1,500 philanthropic funds. The community foundation provides grants through donor advised and corporate funds in addition to its own endowment funds. The community foundation serves as a regional center for philanthropy, providing donors simple and effective ways to give locally and around the world. Find out more at www.siliconvalleycf.org.

MORE INFORMATION

If you have questions,
please contact us at
grants@siliconvalleycf.org
or call 650.450.5400.



2440 West El Camino Real, Suite 300
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To read more about Silicon Valley Community Foundation
visit www.siliconvalleycf.org
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