



SEAMAAC Request for Proposals
Asian American & Pacific Islander (AAPI) Coulter Convener- PA
2021 Civic Engagement Subgrants
Deadline to Apply: February 19, 2021

INTRODUCTION

SEAMAAC (founded in 1984, as the Southeast Asian Mutual Assistance Associations Coalition, Inc.), announces the availability of 2021 sub-grant funds for organizations working to increase civic engagement within Pennsylvania's Asian American and Pacific Islander (AAPI) communities. We envision a Pennsylvania with AAPI voters registered, voting, and participating in the electoral process and building power and leadership in Pennsylvania.

SEAMAAC has more than 36 years of experience serving and advocating for Philadelphia's AAPI immigrants and refugees. Our mission is to *"To support and serve immigrants and refugees and other politically, socially and economically marginalized communities as they seek to advance the condition of their lives in the United States."* As the convener organization of the Coulter Foundation AAPI Civic Engagement Table in Pennsylvania, SEAMAAC is responsible for: sub-grant distribution; coordinating Pennsylvania's goals and outcomes; and administrative oversight of sub-grantees' work plan development and implementation. SEAMAAC and sub-grantees will conduct nonpartisan voter registration, GOTV, volunteer recruitment and training, assistance with getting to the polls, poll monitoring, development and translation of election guides, counter-disinformation, multilingual voter education, and other forms of civic engagement. Sub-grantees will receive technical support from SEAMAAC and/or Coulter Foundation consultants.

FUNDING DETAILS

SEAMAAC will issue a limited number of sub-grants to support organizations administering non-partisan Civic Engagement programs within Pennsylvania's AAPI communities during the 2021 Primary and General Elections. Funding can be requested to support programs for the 2021 Primary Elections, the 2021 General Elections, or both. The funding period is March 2021-December 2021.

Definitions of fundable activities:

- **Voter Registration**-Registering eligible citizens to vote using paper or electronic methods in preparation for the 2021 primary and general elections. Voter registrations for the 2021 primaries must be conducted by May 3, 2021. Voter registrations for the 2021 General Election must be conducted by October 18, 2021.
- **Phone Banking**-Calling predetermined phone lists using hand dialing or predictive dialer methods during GOTV [within two weeks of election] to ensure voter turnout and participation in elections and during the month before the vote by mail deadline to encourage early voting.

- **Text Banking**-Texting predetermined cell phone lists during GOTV [within two weeks of election] to ensure voter turnout and participation in elections.
- **Door Canvassing**-Using designated turf targeted for your organization's goals, canvass doors during GOTV [within two weeks of election] to encourage voter turnout and offer non-partisan voter information. This is dependent on public health guidelines during the COVID-19 pandemic.
- **Voter Education**-Creating ways in which your AAPI community can become informed about voting and elections. Voter education may include but is not limited to non-partisan voter guides, voter/candidate forums, voter rights & responsibility cards, voting booth demonstrations, community forums and educational workshops.
- **Counter-disinformation campaign**-Address misinformation about voting and elections and provide accurate information to voters. This may include community surveys, SEAMAAC-coordinated message creation, translated messaging and materials, outreach to individual organizational networks, and utilizing social media and/or ethnic media.
- **Voter Protection**-Providing communities with tools and resources for knowing their rights as voters. This may include but is not limited to promoting/partnering on events that educate voters on their rights, distributing voter rights and responsibility cards, providing poll site monitoring.
- **Exit polling**- On Election Day, gaining a better understanding of the issues AAPI voters face and how we can better support them in future election cycles.
- **Election Day Accompaniment**-Providing services to voters on Election Day, such as assisting first-time voters at polling sites, language translation and guiding voters to their polling locations.
- **Volunteer Recruitment, Training, and Coordination**-Creating new or building on existing volunteer recruitment structures within your organization to utilize volunteer support for civic engagement. Volunteer opportunities include but are not limited to interpretation/translation, phone/text banking, voter registration tabling, canvassing, and Election Day voter protection/exit polling/accompaniment.
- **Civic Engagement Partner Meetings**- Attending and participating in quarterly Civic Engagement Partner Meetings in which partners discuss how to increase civic participation for AAPI communities in PA; staying in regular communication with SEAMAAC; and collaborating with SEAMAAC and subgrantee partners to share resources and tools.
- **Conferences and Trainings with local and national partners**- Attending conferences and trainings with local and national partners to develop best practices, share ideas, and network. These could be virtual or in-person, per public health guidelines.
- **Redistricting work**: Build upon census work through redistricting which can be through community education, map drawing, and more.

| Subgrant Amount & Expectations Chart | | |
|---|---|--|
| Funding Tier | Sub-Grant Amount | Expectations |
| Tier 1 | Up to \$20,000 per election cycle. Maximum is \$40,000 total over both 2021 election cycles. | <p>Maximum participation in all of the following</p> <ul style="list-style-type: none"> ● Voter Registration ● Counter-disinformation campaign ● Phone/Text Banking ● Voter Education ● Voter Protection ● Volunteer Recruitment, Training, and Coordination ● Civic Engagement Partner Meetings ● Conferences and Trainings with national partners <p>Optional Participation in the following:</p> <ul style="list-style-type: none"> ● Voter Accompaniment & Exit Polling ● Redistricting ● Door Canvassing |
| Tier 2 | Up to \$10,000 per election cycle. Maximum is \$20,000 total over both 2021 election cycles. | <p>Maximum participation in all of the following:</p> <ul style="list-style-type: none"> ● Voter Registration ● Voter Education ● Civic Engagement Partner Meetings <p>Moderate participation in both of the following:</p> <ul style="list-style-type: none"> ● Phone/Text Banking ● Counter-disinformation campaign <p>Optional Participation in the following:</p> <ul style="list-style-type: none"> ● Volunteer Recruitment, Training, and Coordination ● Voter Protection ● Election Day Accompaniment & Exit Polling ● Redistricting ● Door Canvassing |
| Tier 3 | Up to \$5,000 per election cycle. Maximum is \$10,000 total over both 2021 election cycles. | <p>Moderate participation in both of the following:</p> <ul style="list-style-type: none"> ● Voter Registration ● Civic Engagement Partner Meetings <p>Participation at moderate level in 2 of the following:</p> <ul style="list-style-type: none"> ● Voter Education ● Phone/Text Banking ● Counter disinformation campaign ● Redistricting |

WHO CAN APPLY

Applicants must be non-profit organizations with 501(c)(3) status, or fiscal sponsorship from a 501(c)(3) organization. Applicants must have a fully-engaged leadership team and active board membership. Although the focus of this subgrant is AAPI organizations, we will accept applications from organizations that are involved in civic engagement for marginalized communities more broadly but would like to focus on engaging AAPI communities with this subgrant. SEAMAAC will prioritize organizations with demonstrated experience working with AAPIs in underserved geographic areas such as Northeast Philadelphia as well as Montgomery, Chester, Delaware, Bucks, Erie, Lehigh, Northampton, Centre, and Allegheny Counties.

SUB-GRANTEE REQUIREMENTS

- Implement a nonpartisan AAPI Civic Engagement program in alignment with project goals and objectives. See “Subgrant Amount & Expectations Chart” above.
- Submit activity reports to SEAMAAC at the conclusion of each election cycle.
- Adhere to any/all other expectations described in sub-grant agreement and RFP Appendix.

Reporting and Evaluation

• Sub-grantees will submit one interim report per election cycle. Sub-grantees will participate in at least two phone check-in’s with SEAMAAC per election cycle.

• If a sub-grantee receives funding for both the Primary and General Election cycles, release of funding for the second election cycle will be approved after timely receipt of Primary Election report and satisfactory progress toward achieving deliverables.

HOW TO APPLY

• Applicants that are requesting funding for **both** the 2021 Primary Election and the 2021 General Election or the 2021 Primary Elections **only** must submit their proposal **by Friday February 19, 2021 by 5 pm.** Proposals for the General Election only must submit by July 1, 2021. **The full application package should be emailed to Michelle Kim at mkim@seamaac.org.**

APPLICATION CONTENTS

Please email all of the following as one PDF:

A. **NARRATIVE:** use no more than 3 pages total (12 point font, single-spaced) to answer the following questions:

1. **Contact Information:** Include the organization’s name and the Civic Engagement Point-of-Contact’s name and contact information.

2. **Organization Overview:** Briefly describe your organization’s mission and programs. What is the target AAPI community/ies (including geographic location) of your civic engagement work? Does your organization have any unique capacities or skills that will help you to reach the specific population(s)?

3. **Civic Engagement Experience:** Describe your organization’s experience in non-partisan AAPI civic engagement work. What is your evidence of success? If this is your organization’s first time getting involved with non-partisan civic engagement work within Pennsylvania’s AAPI

communities, explain your interest in engaging in this work in 2021 and what skills/experience you will draw upon for this work.

4. **Capacity:** Describe your civic engagement program’s staffing structure. Briefly explain the qualifications/experience of the project leader. If volunteers will be used, describe how and when they will be recruited, trained, and managed.

5. Work Plan:

- a. State which Tier your organization is applying to.
- b. Following the expectations found in the “Subgrant Amount & Expectations Chart” above, describe the measurable outcomes (activities and numbers) that you will achieve.
- c. Describe the strategies/timeline that you will use to achieve your outcomes.

B. BUDGET & BUDGET NARRATIVE: Complete the attached budget /narrative budget template. Use the narrative fields to explain each line item and calculations.

C. DOCUMENTATION OF ELIGIBILITY: Submit proof of 501(c)(3) status or fiscal sponsorship from a 501(c)(3) organization.

Questions about this RFP: Any questions regarding this RFP may be directed to Michelle Kim mkim@seamaac.org. SEAMAAC looks forward to receiving your proposal.

Budget and Budget Narrative

All applicants are required to submit a budget (excel) and budget narrative forms. Please use the guidelines below.

For all expense items, indicate the formula used to calculate the specific expense

If you already prepared a project or program budget that approximates this format, you may submit that.

A. Personnel – For each staff position that would be funded by this subgrant, provide the title (and name of employee, if available). Show the annual salary rate/hourly rate and the percentage of time/hours per week to be devoted to the project. Describe the calculations for each salaried staff member, including their annual salary or hourly wage, the amount of time attributed to this grant and the duration (number of weeks or months) in your description. Each position that you are requesting funding for should be a separate line item.

EXAMPLE:

| <u>Name</u> | <u>Position</u> | <u>Computation</u> | <u>Cost</u> |
|-------------|---------------------|--------------------|----------------|
| Jane Smith | Program Coordinator | \$ 40,000.00 x 50% | = \$ 20,000.00 |

Or

| | | | |
|------------|---------------------|--|----------------|
| John Smith | Program Coordinator | \$19.23/hr. x 20 hours/week x 52 weeks | = \$ 19,999.20 |
|------------|---------------------|--|----------------|

TOTAL PERSONNEL: \$ 20,000

Briefly describe the duties to be performed.

B. Fringe Benefits – Fringe benefits must be based on actual known costs or an established formula. Fringe benefits are for the personnel listed in budget category (A) and only for the percentage of time devoted to the project. Example:

| <u>Position 1</u> | <u>Computation</u> | <u>Cost</u> |
|-------------------------------|--------------------|--------------------|
| Employer’s FICA | \$ 20,000 x 7.65% | = \$ 1,530.00 |
| Health Insurance | \$5000/year x 50% | = \$ 2,500.00 |
| Worker’s Compensation | \$ 20,000 x 1% | = \$ 200 |
| Unemployment Compensation | \$ 20,000 x 0.25% | = \$ 50 |
| Other (List) | | |
| TOTAL FRINGE BENEFITS: | | \$ 4,280.00 |

Please provide a narrative statement on the calculation

C. Travel – If you are planning to do in-person civic engagement work during 2021, itemize travel expenses of project personnel by purpose. Show the basis of computation. Provide Narrative.

Example:

| <u>Purpose of Travel</u> | <u>Computation</u> | <u>Cost</u> |
|---|--------------------------------|-----------------|
| Canvassing- mileage reimbursement | 150 miles x \$ 0.50 | = \$75.00 |
| Canvassing- (10) staff and volunteers, traveling via Public Transit | 10 Septa Key Cards x \$10/each | = \$100.00 |
| Tabling- (15) staff and volunteers, traveling via Public Transit | 15 Septa Key Cards x \$10/each | = \$150.00 |
| TOTAL TRAVEL: | | \$325.00 |

D. Equipment & Technology – List all items that are to be purchased with grant funds.

| <u>Item</u> | <u>Computation</u> | <u>Cost</u> |
|-------------------------|--------------------|--------------------|
| (2) Laptops | \$650/laptop x 2 = | \$ 1,300.00 |
| TOTAL EQUIPMENT: | | \$ 1,300.00 |

Explain what equipment is to be purchased and how the equipment is necessary for the success of the project.

E. Supplies

List items by type (office supplies, postage, training materials, program supplies, program refreshments etc.).

Examples:

| <u>Supply Items</u> | <u>Computation</u> | <u>Cost</u> |
|--|------------------------------------|------------------|
| Office Supplies (paper, printer, toner, pens, etc.) | Est.\$100/month x 3 Months = | \$ 300.00 |
| Lunch/Snacks for 5 volunteers for 3 Phone Banking days | 5 volunteers x 3 days x \$7/meal = | \$ 105.00 |
| Postage, 500 stamps for program related mailing | 500 stamps x \$0.55/stamp = | \$ 275.00 |
| TOTAL SUPPLIES: | | \$ 680.00 |

F. Other Expenses

List items (e.g., rent, printing, marketing, telephone, stipends etc.)

| <u>Item</u> | <u>Computation</u> | <u>Cost</u> |
|-----------------------------------|-----------------------------------|-------------------|
| Printing Voter Outreach Materials | 5,000 Door Hangers x \$0.45 ea. = | \$ 2,250.00 |
| Advertising | 10 Ads x \$80 ea. = | \$ 800.00 |
| TOTAL OTHER: | | \$3,050.00 |

Along with computation for each item, please explain what items you plan to purchase and how these items are is necessary for the success of the project.

Budget Summary. When you calculated all expenses, list the totals for each budget category.

| Budget Category | Amount |
|--------------------------------------|---------------------|
| A. Personnel | \$ 20,000.00 |
| B. Fringe Benefits | \$ 4,280.00 |
| C. Travel | \$ 325.00 |
| D. Equipment & Technology | \$ 1,300.00 |
| E. Supplies | \$ 680.00 |
| F. Other Expenses | \$ 3,050.00 |
| TOTAL EXPENSES | \$ 29,635.00 |

Appendix:

PROHIBITED USE

Sub-grantee organizations shall not use any portion of the funds in a manner inconsistent with Internal Revenue Code (“IRC”) Section 501(c)(3), including:

- Influencing the outcome of any specific election for candidates to public office;
- Inducing or encouraging violations of law or public policy; or
- Causing any private inurement or improper private benefit to occur;
- Promotion, support or engagement in terrorist activities or providing grant funding directly, or indirectly to terrorist entities or individuals that engage in terrorism.

LOBBYING BAN

Sub-grantee organization acknowledges that the funding source for work done under this subgrant is funding from a nonprofit funder, and that using this money for direct or grassroots lobbying is strictly prohibited as those terms are defined in federal tax law and regulations. If any of the subgrantee’s activities are found to violate these provisions, Subgrantee shall reimburse SEAMAAC, Inc. for any time and costs associated with these activities.

BAN ON ELECTIONEERING COMMUNICATIONS

Sub-grantee understands that SEAMAAC, Inc. is a public charity organized under section 501(c)(3) of the Internal Revenue Code that is absolutely prohibited from supporting or opposing political candidates in any fashion. Under no circumstances shall the subgrantee, in the course of this work, make any communications that could be construed, at the discretion of SEAMAAC, Inc. as supporting or opposing political candidates.

INDEMNIFICATION

Each party agrees that it will assume all risks and liabilities for itself, its agents, or its employees for any injury to persons or property resulting in any manner from the conduct of its own operations and the operations of its agents or employees.

AUDIT AND RECORDS RETENTION

Sub-grantee organization agrees to permit SEAMAAC, Inc. and/or its agent to audit records documenting expenditures relevant to this subgrant and agrees to retain its records of expenditures relevant to this subgrant for three years.