



A program funded by the Community Foundation for the Alleghenies' Summer 2014 Youth Philanthropy Internship through The Heinz Endowments

Applications Due: Thursday July 31st 2014 at Noon

Funding Opportunity:

The Community Foundation for the Alleghenies' Summer 2014 Youth Philanthropy Internship Program is requesting applications from I.R.S. designated 501 (c)(3) nonprofit organizations or governmental entities to fulfill a community need. We are seeking an organization to develop a marketing program that will increase and maintain participation of students and young adults in the community by promoting local events, activities, and businesses through internet, television, radio, newspaper, and local schools. The project proposal should promote local events, activities, and businesses geared toward teens. This would ideally take place through business partnerships, and the distribution of promotional materials to businesses, agencies, parents, congregations, schools, and youth. In order to reach the targeted age group, the organization will need to collaborate with high school students, universities, graphic design students, business students, and/or marketing students to create an educational learning experience. Recognizing the gap in communication between teens and the directors of activities in the community, we believe a mobile application needs to be created to fill the void. In doing so, we hope to engage students in local events and strengthen their bond with the area, thus fostering a sense of ownership and appreciation for their hometown. Preferably, but not necessarily, the program would benefit students ages 13 to 20. It is anticipated that one organization will be awarded one grant up to \$25,000; however, budgets should not be inflated to meet that amount.

Statement of Need:

As current students in the region, we are well aware of the complaints of the lack of activities from our age demographic. Through our site visits in the tri-county area we have experienced firsthand the miscommunication regarding local events when it comes to teens and young adults. We are all too familiar with hearing the complaint, “There’s nothing to do here!” A common problem present in our region is the lack of communication between young adults and local business owners and organizations who host events and activities. **Through our research we realized that there is not a lack of events, but rather a lack of awareness for these events. The youth of our region need to be educated about regional activities that will engage them in the community. Students are often unaware of the local activities and events that await them. Frequently, these students resort to drug and alcohol abuse, illicit crime, and pointless violence. This sometimes stems from boredom and the fact that students are not well enough informed of the happenings in their area.** This program would resolve this issue by informing students of alternative options to fill their time. In doing so, we are creating a stronger bond between students and local businesses and enlightening the interests of student involvement in our community.

Project Goals:

- Creation of an informative and visually appealing mobile application and website that services both Apple and Android devices
- Free mobile application download
- Active social media presence to establish online community interaction with local students: Facebook, Twitter, Instagram
- Promotional startup event
- Send regular press releases and story articles to television, radio, local newspapers, and school newspapers
- Collaboration with area businesses and school districts
- Stay on top of youth culture by reaching out to local colleges and high schools
- Create flyers and newsletters to post in schools and develop information packets for teachers
- Search for business partners to include in programs and sponsor ads
- Offer a continuous updated stream of content to engage audience

Preferences (not limitations):

- Include links and information regarding local scholarships
- Use QR coded stickers in local businesses as a check in feature on the mobile application
- Offer contests, scavenger hunts, and challenges to the app user
- Let the app be open-sourced, meaning the code which runs the app may be accessed by the public so that anyone may make improvements to the application which may later be adopted by the developer

Who May Apply:

Applications may be submitted by a single agency, but partnerships and collaborations will also be considered. The agency/lead agency must meet the following criteria:

- A 501 (c)(3) organization in Bedford, Cambria, and/or Somerset County.
- In full compliance with all federal, state, county, and local requirements and laws pertaining to nonprofits, including the USA Patriot Act and other counterterrorism laws.

How to Apply:

Applicants must submit the following:

- Agency information and application questions (below)
- Detailed project budget
- Organization's annual financial statements
- Organization's most recent audit
- List of board of directors
- IRS 501 (c)(3) determination letter

Agency Information:

Nonprofit Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Organization Website: _____

Primary Contact Name and Title: _____

Primary Contact's Phone Number: _____

Alternate Phone Number: _____

Primary Contact's Email: _____

Funding Request (Up to \$25,000): _____

Total Project Budget: _____

Relationship with other organization(s) relevant to this project (if applicable):

Please complete the following questions in a separate document.

Application Questions:

1. Give a detailed description of your organization and any collaborative organizations, including your goals, mission statement, and major accomplishments.
2. Outline your intended program (or program you wish to improve) and its implementation and timeframe. Will you be receiving or applying for any other grants?
3. Will you partner with any other organizations or utilize other resources to help you accomplish these objectives?
4. What is the target number of participants expected to be served by this program? How do you intend to market this program to teenagers and young adults? What do you want them to gain from this experience?
5. What is your target community(ies) and area(s) of interest? Please be as specific as possible.
6. What are the long-term goals for your program? How will you measure the success of your program? If applicable, in what ways have you measured your success in the past?

7. How does your organization plan to sustain the program beyond this grant period?
8. What challenges do you expect to face and how will you address them?
9. Is your organization, or one of your partners, experienced with working with students and/ or businesses? Who will be in charge of your program and its implementation? What qualifications do they possess?
10. How are you going to make sure the program is centered around young adults and not fully adult-directed?
11. Do you plan to replicate or expand this program in other areas of our region in the future? If so, how would you go about doing so?
12. What method do you plan to pursue to create the mobile application?

Please send proposals to:

Community Foundation for the Alleghenies
Attn: 2014 Youth Philanthropy Internship Program
116 Market Street, Suite 4
Johnstown, Pennsylvania 15901

(814) 536-7741

Or submit them electronically to:

aberzonski@cfalleghenies.org

or

kslis@heinzinterns.org

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