

BRANCHING



A program funded by the Community Foundation for the Alleghenies' Summer 2017 Youth Philanthropy Internship through The Heinz Endowments

Applications Due: Thursday August 3rd, 2017 at Midnight

Statement of Need:

In order to keep up with the current, fast-paced world, exposure to different cultures is invaluable. Knowledge about varying customs makes it easier for people to communicate. Throughout our personal experience, we have found that many people who live in Bedford, Cambria, Indiana, and Somerset counties remain exclusively within the area. Due to insufficient funding or lack of opportunity, they do not have the chance to travel outside of our community, which is only slightly linguistically and racially diverse. According to the latest United States Census, 80% of people living in Johnstown identify as Caucasian, and 14% of the local population is African American, leaving just 6% with other ethnic backgrounds. Nationally, the population consists of 72% Caucasians and 12.6% African Americans, with about 16% made up of different races. Those who are unexposed to different cultures are generally behind in cultural awareness, compared to those from more diverse regions. This is particularly evident when young professionals begin their college careers, where they are exposed to many new cultures. After all, the United States Census Bureau reported that only 54% of students enrolled in school (at every level) are white. The world is becoming more globally connected every day. Devices like cell phones allow people across the globe to communicate in an instant, and this international communication is becoming more prominent daily. In an interview conducted by *Made in PA Magazine*, President and CEO of the Cambria County Chamber of Commerce, Mike Artim, said, "Connections [help parties to move in the same direction with a set of shared goals]." However, in the modern age, these connections are not limited to small localities. For businesses and individuals to become strong, it is important for them to make connections not only within their counties, but also to learn how to connect nationally and, more importantly, globally. In order to achieve these goals, immersion and education in different cultures are fundamental to elevating a city and its community members.

Funding Opportunity:

The Community Foundation for the Alleghenies' Summer 2017 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 or expand a program that will promote cultural awareness throughout Bedford, Somerset,

Cambria, and/or Indiana counties. The organization should seek to bring more international information to locals as well as tap into the diverse cultural heritage the region already has to offer. By doing so, we hope to generate awareness and interest in different cultures and new ideas. We believe this will help to prevent and reduce bias and prejudice. The program should inform members of the community about subjects such as, but not limited to: foreign languages, international lifestyles and cultures, cuisine, music, and heritage. Examples of ways these programs can be implemented could include, but are not limited to: foreign language classes, ethnic cooking classes, cultural stores, international music concerts, global food restaurants, cultural diversity training for local businesses and students, or a community speaker series. These are just a few simple examples that could be expanded upon. Sustainability and the intent of becoming an ongoing program should be key objectives. The program should strive to educate local residents by creating a more diverse atmosphere and/or adding cultural elements to already existing businesses and programs. The program should intend to serve most or all of the general public rather than limit itself to one age group. It is anticipated that one organization will be awarded one grant of \$25,000; however, budgets should not be inflated to meet that amount. Consideration will also be given to awarding several smaller grants (totaling no more than \$25,000) to multiple meritable proposals.

Primary Project Goals:

- Bring cultural awareness to residents, businesses, and entrepreneurs
- Reduce bias in the community
- Promote embracement of personal heritage

Secondary Preferences (Not Limitations):

- Focuses on providing international education to entrepreneurs
- Serves the majority of the community
- Broadens the abundant cultural heritage the region already has to offer
- Brings cultural elements into new or already existing businesses

Who May Apply:

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

- A 501(c)(3) organization providing a service in Bedford, Cambria, Indiana, 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.

Applications must include the following:

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

Agency Information:

Organization 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: _____

Project Information:

Project Name: _____

Funding Request (up to \$25,000) _____

Total Project Budget: _____

Partner organization(s) relevant to this project (if applicable):

Questions (typed on a separate sheet):

1. Describe your mission statement and major goals for the future of your organization.
2. Describe some of your organization's past achievements and their lasting effects in the community.
3. Thoroughly outline your intended program (or program you wish to expand), including but not limited to: what will be changed in our community as a result of this program, its target audience, implementation, location, and accessibility to community members.
4. In what timeframe do you see this proposal's main goals being met?

5. If you do not receive full funding through the grant, how would you either stretch the money given or come up with the remaining balance?
6. Are you willing to or planning to partner with other organizations? If so, name them and their possible role in the project.
7. What challenges do you expect to face and how will you address them?
8. How do you plan to market and advertise this endeavor?
9. How do you plan on sustaining this program past the grant period?
10. Who is your target audience and age demographic?
11. How will you measure the success of the project?

Please send proposals to:

Community Foundation for the Alleghenies
Attn: 2017 Youth Philanthropy Internship Program
116 Market Street, Suite 4, Johnstown, Pennsylvania 15901

Or submit proposals electronically to: aberzonski@cfalleghenies.org

Questions? (814) 536-7741 or jduricaypi@gmail.com

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