



A program funded by the Community Foundation for the Alleghenies' Summer 2017 Youth Philanthropy Internship through The Heinz Endowments
Applications Due: Thursday, August 3, 2017 at Midnight

Statement of Need:

As a result of personal and professional experience, we have become cognizant of a general pessimism toward the region among young people (and often older generations, as well). We believe the root of this problem to be twofold: Primarily, many youth have little personal connection to the place they live and feel as though there is nothing here for them. Secondarily, they lack a sense of ownership over their community and believe that their voices go unheard and their interest unheeded. We believe that this pessimism is the reason that so many young people quickly flee from our area. Talking to many leaders and local officials in our community, a common theme develops. Repeatedly, they state that negative voices drown out those who are trying to be positive in our community and they identify a need for our area to change the way it thinks. It can be hard for individuals to have a strong, positive voice when the majority of headlines about our community, both locally and nationally, are negative. **Therefore, we have identified a need to establish a sense of ownership and connection between young people of the Alleghenies and the area in which they live in order to encourage a positive perspective.** In 2015, an overflow of hometown pride washed through the area when the Cambria County War Memorial Arena won Kraft Hockeyville, and communities from all areas came together and voted for one common goal. Our goal is to return and sustain that sense of pride and ownership of where we live.

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, governmental entities, or religious organizations to fulfill a community need. We are seeking an organization to develop a program or

campaign with a focus on youth enrichment and community engagement to provide an accessible portal to local government, culture, and recreation. Programming should utilize sources of information that are readily available to young people such as social media and extracurricular activities. Furthermore, the project should seek to inspire a sense of pride and ownership in one's community by way of civic involvement and targeted marketing. Pamela Schallhorn, a professor of Community and Economic Development at the University of Illinois Extension, wrote an article identifying five key strategies for rural communities to retain young people, and the key points involved investing in high-speed Internet and **youth priorities**, encouraging an entrepreneurial spirit, **actively consulting youth on community development**, and **marketing the community to young people**.

It is our hope to promote an optimistic outlook of the surrounding area by engaging young people in the local electoral process and bringing their attention to the plethora of unique opportunities offered by their region. Furthermore, according to the Center for Information & Research on Civic Learning & Engagement, the most effective method for getting modern youth engaged in the electoral process is a new concept known as "Action Civics," which exists at the crossroads of youth leadership, experiential education, and traditional education. It is modeled by such concepts as Youth Advisory Councils and local, student-run political events and elections. Finally, it is our desire for young people to discover a place for their threads within the tapestry of our community and become further empowered to weave their own fabric going into the future. We anticipate 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 meritorious programs, or to one project to be funded over multiple years.

Primary Goals:

- To restore and create connections in the community to encourage a positive outlook of the area
- To foster a greater sense of community by providing a portal through which young people may gain access to and involvement in their local government
- To encourage excitement and interest about the local community
- To empower young adults (primarily between the ages of 13 to 23) with the opportunity to take pride and ownership of their local neighborhoods
- To provide context for the role that young people play in our community and the role our community plays in young people
- To be something pertinent and exciting to a large swath of people as opposed to localized sections
- To provide a sense of unity to the various organizations working to improve the area

Secondary Preferences (not limitations):

- Applying gamification to make the programming more effective
- A program centralized in Johnstown, yet beneficial to surrounding areas
- Utilize a multifaceted youth recruitment approach
- Be sustainable for at least two years

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 in Bedford, Cambria, Indiana, and/or Somerset County.
- In full compliance with 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, project 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:

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):

Please complete the following questions in a separate document:

1. Please give a summary of your organization.
2. Please give a summary of the project.
3. Define a timeline for planning, implementing, maintaining, and evaluating the project, as well as a tangible way to measure success.
4. Please describe what areas will be impacted by the project and how, as well as outline any potential plans for future growth.
5. What will be different due to this project?
6. Will you be partnering with other organizations? If yes, list and describe what roles they will play.
7. How do you plan to recruit, retain, and engage people for the program? Is there an intended number of people you would like to participate in the program?
8. What do you want participants to gain from this program?
9. If funding was awarded to your organization, would it be used to expand a program already in place or to develop a new program?
10. How will your organization sustain this program beyond the grant period?
11. What challenges do you expect to face and how you will address them?
12. If the full grant request is not awarded, how will the project be impacted?
13. How will a youth perspective be incorporated into the design and implementation of this program?
14. Please give any additional information that was not provided already.

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 ooravecypi@gmail.com
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