Request for Proposals
Immigrant Integration Strategy:
Adult English Language Acquisition

Introduction
As a new organization created to address the region’s most challenging problems, Silicon Valley Community Foundation undertook a comprehensive process to select new grantmaking strategies to respond to some of the most pressing challenges facing San Mateo and Santa Clara counties. This process, which began in spring 2007, involved identifying the key issues facing the region, conducting research, highlighting best practices and seeking community input through a series of community conversations and an online survey.

After extensive discussions, the community foundation’s board of directors selected five grantmaking strategies: Economic Security, Immigrant Integration, Education, Regional Planning and a Community Opportunity Fund focused on safety-net issues and innovative ideas. Research papers published by the community foundation on each of the first four targeted issues, existing Requests for Proposals, or RFPs, to address these strategies and key dates for future RFPs and information sessions are available at www.siliconvalleycf.org. This RFP addresses Adult English Language Acquisition.

We are enthusiastic about these strategies and believe that by working together with others who share these interests, we can have a transformative effect on our region. We value your work and look forward to collaborative efforts to make this a better place for all the people who work and live in our region.

By using an RFP approach, the community foundation aims to solicit the best thinking of nonprofit organizations and other agencies serving San Mateo and Santa Clara counties. We encourage you to read the community foundation’s research paper on Immigrant Integration to better understand our goals and objectives in this area (http://www.siliconvalleycf.org/grantmaking-strategies/pdf/research-paper-bridging-cultural-gap.pdf)

Responses to this RFP are due 5 p.m. on Tuesday, June 30, 2009.

Background
In Silicon Valley, one-third of our residents are immigrants, nearly half of our workforce is foreign-born and close to two-thirds of those under the age of 18 are the children of immigrants. Given this demographic reality, a new social model of immigrant integration – one that promotes mutual benefits for immigrants and their receiving community and that allows newcomers enhanced civic participation and improved economic mobility – is critical.

Current thinking on immigrant integration supports the idea that both the immigrant must take responsibility for the adaptation process, as well as the immigrant’s new home community, known as the receiving community. This two-way model doesn’t place the entire burden on the individual, but rather emphasizes that both mainstream institutions and community members have important roles to play. The goals behind immigrant integration are for the individual immigrant to take responsibility to be productive and contribute fully, and for the community to acknowledge the differences among community members and work toward becoming a cohesive whole.

We believe that our region’s future success depends on whether immigrants are well-educated, their families prosper and their communities fully participate in the civic process.

Problem Statement
In the past decade, Silicon Valley has experienced rapid demographic change. 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. This is more than twice as many immigrants as any other two counties in the Bay Area. Of California’s 58 counties, only Los Angeles County and Orange County have more immigrants than Silicon Valley, making it a majority-minority region with more Asian or Latino immigrants than any other 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 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 percent of residents are foreign-born.

A key challenge to immigrant integration is the insufficient number of effective adult English language acquisition programs. Immigrants come to Silicon Valley to build – or rebuild – their lives. They come to Silicon Valley with potential to contribute, but the lack of English prevents them from using their skills and talents. Providing adult English language instruction is an investment in the human capital of our region that generates quantifiable net gains in the form of increased tax revenues, lower social welfare payments, and improved educational and workforce outcomes among the children of immigrants.

**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. The growth in immigration to Silicon Valley highlights the importance of developing effective strategies to help adult newcomers acquire English skills. 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.

Immigrants want and need to learn English in the context of something useful and practical so that they find English language acquisition curricula applicable to their daily lives and the work they do. Immigrant workers need classes specifically designed for them. Such programs respond to the job market needs in Silicon Valley, which include the high-tech industry, hospitals, agriculture, construction and retail.

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 modest-sized planning grant requests ($50,000 or less) that would enable possible collaborators to come together and explore the prioritization of unmet English language needs for adult immigrants 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, sex, 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 project proposals that:

- Are collaborative in nature and bring public and private partners together with nonprofit organizations.
- Are concrete, practical and impactful.
- 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.

What are not likely to be competitive are proposals that fail to demonstrate:

- Knowledge of the sector and its trends.
- Clarity of project rationale and approach.
- Clarity in identifying target populations to be reached and justification for that focus.
- Benchmarks for measuring progress.

**Application Process**

   - Key Dates (http://www.siliconvalleycf.org/grantmaking-strategies/key-dates.html)
   - Grant Applicant FAQ sheet (http://www.siliconvalleycf.org/grantmaking-strategies/grant-FAQ.html)
   - RFP for Immigrant Integration

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 one week 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 Tuesday, June 30, 2009.

**Key Dates**

- **May 1, 2009:** Release of RFP: Adult English Language Acquisition
- **May 6 and 8, 2009:** Information sessions (Please visit our website to register)
- **June 30, 2009, 5 p.m.:** Proposal submission deadline
- **September 2009:** 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 and include any other information necessary to explain the proposed project. 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.

Review and Selection Process
• An advisory committee with issue expertise 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 September 2009.

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 and/or 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.

Total Awards
Up to 15 successful applicants will receive grants in the range of $50,000-$250,000 for a minimum of one year. The average grant amount awarded in this year’s grantmaking cycles has been $65,000. Please think carefully about all the aspects of the proposed project that require support, prioritize what you need, and budget for those items – do not automatically request the maximum published amount. 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.

How to Apply for a Grant
Submissions should include the following:

• Completed RFP Proposal Cover Sheet.
• Proposal narrative that contains illustrative information about the project and the sponsoring organization(s) and that addresses the questions specified at the end of this document. The proposal should not exceed eight pages, with a 12-point font and one-inch margins.
• Proposal attachments (specified on the proposal checklist).
• Completed Application Checklist showing all documents being sent electronically or via U.S. mail, postmarked no later than 5 p.m. on Tuesday, June 30, 2009.

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 addressing proposal information requirements

- A maximum 8 pages, 12 point font, margins no less than 1”.

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)

☐ Submit online at: www.siliconvalleycf.org/grantmaking-strategies or send to grantproposals@siliconvalleycf.org OR one hard copy mailed 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 sent or postmarked no later than 5 p.m. on Tuesday, June 30, 2009.

Thank you for your application.

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

• Date: __________________________

• Amount Requested: $________________________ Duration of project: __________________________

• Name of Institution/Organization: __________________________

• Project Name: __________________________

• Address: __________________________

• City/State/Zip: __________________________

• 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 sentence the purpose and the project 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 are the unique aspects and features of your project?

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

8. Describe your organizational capacity to implement the project. (Please include staffing and board leadership as well as operational and fiscal health and management.)
9. 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. identify and train X# of community leaders to participate in planning processes.)

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

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

12. What do you plan to contribute to the field in terms of knowledge-building?

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

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:
Collaboration
Diversity
Inclusiveness
Innovation
Integrity
Public Accountability
Respect
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 more than $1.5 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 Community Endowment Fund. In addition, the community foundation serves as a regional center for philanthropy, providing donors simple and effective ways to give locally and around the world. Silicon Valley Community Foundation launched in January 2007 following the landmark merger of Community Foundation Silicon Valley and Peninsula Community Foundation and is now one of the largest community foundations in the nation.

Find out more at www.siliconvalleycf.org.

MORE INFORMATION

For a schedule of information sessions, supporting research papers, issue briefs and other information, go to www.siliconvalleycf.org

Requests for proposals will be issued beginning in September 2008 and continuing through 2009.