



# ■ Request for Proposals

## Immigrant Integration Strategy: Adult English Language Acquisition



## Introduction

Silicon Valley Community Foundation is a catalyst and leader for innovative solutions to our region's most challenging problems. Two of these challenging problems—the successful integration of immigrants and the inability of receiving communities to understand and recognize immigrants as real and potential assets in the community rather than as liabilities—are addressed through our immigrant integration strategy. To better understand our goals and objectives for this strategy, we encourage you to read the community foundation's research paper on the topic at <http://www.siliconvalleycf.org/grantmaking-strategies/pdf/research-paper-bridging-cultural-gap.pdf>

The immigrant integration strategy has a three-pronged approach:

- 1) Strengthening the legal services infrastructure, which addresses the need for affordable and reliable immigration legal services provided by nonprofit community organizations.
- 2) Adult English language acquisition, which seeks to promote English instruction, coordination and best practices among community colleges, adult education schools, and community-based organizations.
- 3) Bridging the cultural gap, which seeks to leverage established two-way educational programs that allow non-immigrant communities and immigrants and their receiving communities, to learn about the diverse immigrant populations in Silicon Valley.

**This request for proposals, or RFP, focuses specifically on adult English language acquisition.** By using an RFP approach, the community foundation aims to solicit the best thinking of nonprofit service providers, public sector agencies, research institutions and other entities serving San Mateo and Santa Clara counties.

*Responses to this RFP are due by 5 p.m. on on Friday, October 14, 2011. There will be no exceptions to the deadline for late proposals.*

## Problem Statement

Silicon Valley is an immigrant demographic microcosm of the United States. One-third of our residents are immigrants, nearly half of our work force 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 communities and that allows newcomers enhanced civic participation and improved economic mobility – is critical.

A key challenge to immigrant integration is the reluctance of many in receiving communities to understand and recognize immigrants as real and potential assets in the community rather than as liabilities. Conversely, newcomers may have cultural misunderstandings and misperceptions about their receiving community which may create barriers to integration and community building.

## 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. 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.

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 will 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 technologies.
- Priority will be given to organizations that demonstrate clear understanding of how their proposed project advances their stated goals, including having a dedicated amount of staff time to the project and having a clear plan for how to measure its success.

The community foundation will gauge success according to one or more of these indicators: increase in the number of immigrants gaining access to VESL and ESL courses, assessment of English language acquisition, usage and contexts in which English is spoken, number of participants who pursue next level English and/or additional coursework.

## 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, gender, 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 concrete, practical and impactful project proposals that:

- 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.
- Benefit from collaborative work and bring public and private partners together with nonprofit organizations.
- Demonstrate knowledge of the sector and its trends.
- Identify target population to be reached and justification for that focus.
- Provide clear benchmarks for measuring progress.
- Seek to collaborate with and/or build upon the efforts of other Adult English Language Acquisition projects.

### Application Process

#### 1) Review of reference materials.

- Key Dates (listed below and at <http://www.siliconvalleycf.org/grantmaking-strategies/key-dates.html>)
- Grant Applicant FAQ sheet (<http://www.siliconvalleycf.org/grantmaking-strategies/grant-FAQ.html>)
- Research paper (<http://www.siliconvalleycf.org/grantmaking-strategies/pdf/research-paper-bridging-cultural-gap.pdf>)
- RFP for Immigrant Integration: Adult English Language Acquisition

#### 2) Participation in the 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](http://www.siliconvalleycf.org) and register online. For planning purposes, we ask that you complete your online registration no later than three days prior to the date of the RFP information session.

Only those organizations considering a response to the 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) Proposal format: 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 Friday, October 14, 2011. There will be no exceptions to the deadline for late proposals.*

### Key Dates

<b>September 15, 2011:</b>	Release of RFP on Immigrant Integration: Adult English Language Acquisition
<b>September 26, 2011:</b>	Information session (Please visit our website to register)
<b>October 14, 2011, 5 p.m.:</b>	Proposal submission deadline
<b>December 2011:</b>	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. The narrative should be a maximum of eight typed pages, using a 12-point font and no less than one-inch margins. Grant proposals will be evaluated, on a competitive basis, using the following criteria:

- Clear project description and defined project 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.

## Total Awards

Successful applicants will receive grants for a minimum of one year. The average grant amount awarded in the 2010 grantmaking cycles was \$65,000. 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.

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.

## Review and Selection Process

An expert advisory committee with issue expertise for this strategy 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 December 2011.*

## Evaluation, Monitoring and Grantee Learning Activities

- Grantees will be expected to meet the community foundation's requirements for submission of financial and narrative reports, including an interim progress report, 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, build coalitions and work toward a common goal of enhancing immigrant integration in Silicon Valley.

*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** that directly and succinctly addresses the proposal information requirement questions specified on the Cover Sheet

- A maximum of eight pages, 12-point font, margins no less than one inch

**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:** Memorandums of Understanding from collaborative partners (if appropriate)

Send to [grantproposals@siliconvalleycf.org](mailto:grantproposals@siliconvalleycf.org) OR mail one hardcopy 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 received by email or postmarked no later than 5 p.m. on Friday, October 14, 2011. There will be no exceptions made for late proposals.**

*Thank you for your application.*

If you have any questions, please call 650.450.5400 or email us at [grants@siliconvalleycf.org](mailto:grants@siliconvalleycf.org)

# Application Cover Sheet

## Immigrant Integration: Adult English Language Acquisition

**Submit one electronic\* copy to:**

**grantproposals@siliconvalleycf.org**

**or**

**Submit one hard copy to:**

**Silicon Valley Community Foundation**

*Attn: Grantmaking Department*

2440 West El Camino Real, Suite 300

Mountain View, CA 94040

Telephone: 650.450.5400 Fax: 650.450.5453

*\*We prefer electronic submissions. If you have questions, please contact us at grants@siliconvalleycf.org*

### General Information

Date: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_ Duration of project: \_\_\_\_\_

Name of Institution/Organization: \_\_\_\_\_

Organizational Budget: \$ \_\_\_\_\_ Region/County Served: \_\_\_\_\_

Project Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Website Address: \_\_\_\_\_

Name and title of primary contact for proposal: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

Executive Director of organization (if other than above): \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

Are you a past grantee under this grantmaking strategy? Yes  No

Please describe in one sentence the project and the purpose for which funding is being sought:

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## 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 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 measures, e.g. quantitative measurements might include increase in the number of immigrants gaining access to VESL and ESL courses or number of participants in ESL or VESL programs who pursue next level of English and/or additional coursework, while qualitative measurements might be assessments of English language acquisition or usage and contexts in which English is spoken).*
7. What are the unique aspects and features of your project?
8. What experience does your organization or collaborative have working in this area? *(Please provide specific achievements that describe your organization's capacity.)*
9. Describe your organizational capacity to implement the project. *(Please include staffing and board leadership as well as operational and fiscal health and management.)*
10. What is the most difficult aspect of this project that could affect your success?
11. Why is this the right time for this project?
12. If your proposal receives funding from the community foundation, would it have the potential to become self-sustaining when the community foundation's support ends? If so, how?
13. 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	Integrity
Diversity	Public Accountability
Inclusiveness	Respect
Innovation	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 \$1.8 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 endowment funds. The community foundation serves as a regional center for philanthropy, providing donors simple and effective ways to give locally and around the world. Find out more at [www.siliconvalleycf.org](http://www.siliconvalleycf.org).

## MORE INFORMATION

If you have questions,  
please contact us at  
[grants@siliconvalleycf.org](mailto:grants@siliconvalleycf.org)  
or call 650.450.5400.

**SILICON VALLEY** | **community<sup>®</sup>  
foundation**  
SERVING SAN MATEO AND SANTA CLARA COUNTIES

2440 West El Camino Real, Suite 300  
Mountain View, California 94040

tel: 650.450.5400  
fax: 650.450.5401

To read more about Silicon Valley Community Foundation  
visit [www.siliconvalleycf.org](http://www.siliconvalleycf.org)  
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