

OVERVIEW: PHILADELPHIA EMPOWERMENT ZONE

HISTORY

The Empowerment Zone (EZ) was a federally funded initiative established to foster economic development in distressed rural and urban communities. In 1994, Philadelphia and Camden were designated the only bi-state EZ and shared a \$100 million grant; Philadelphia received \$79 million. Both cities received special tax incentives to attract and retain businesses.

The EZ designation was extended to December 2009.

NEIGHBORHOODS

There are three EZ neighborhoods in the City of Philadelphia. American Street generally spans the area from Front to 6th Streets and from Girard to Lehigh Avenues. North Central encompasses much of the area between 6th and 23rd Streets and from Poplar to Montgomery Avenues. West Philadelphia generally includes the West Parkside, Carroll Park, Cathedral Park and Mill Creek neighborhoods.

MISSION STATEMENT

The Philadelphia Empowerment Zone (EZ) was established as a community development and economic revitalization program, created federally and guided locally. The EZ's goal was to guide and fund the implementation of strategies and programs that improve public safety, advance human development, create a welcoming environment, and invigorate commerce. Collaborating with neighborhood planning boards, community based organizations, businesses, and City agencies, the EZ worked to achieve a common vision built upon each neighborhood's strengths. That vision is to create vibrant communities in each neighborhood.

OBJECTIVES

The EZ's goal was and continues to be to attract business and employment opportunities to the once industry-rich areas of American Street, North Central and West Philadelphia, while creating economic opportunity and sustainable social programs for community residents. The ultimate goal was to increase commerce, public safety, health and human services and community capacity.

PARTNERS

The EZ was created and is sustained by collaboration between community and government. Each EZ neighborhood has a Community Trust Board (CTB), comprised of community representatives and other experts. The community-driven model is guided by the principle that the successful revitalization of designated neighborhoods depends on a strong working partnership among residents, community organizations, local businesses, and local government. The process is successful because it allows residents to determine priorities for their neighborhood and then allocate funds for program implementation.

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NEIGHBORHOOD FUNDING STREAM

General

In 2004, the City of Philadelphia Empowerment Zone (EZ) announced a signature project called the **Neighborhood Funding Stream (NFS)**. The NFS makes grants available on an annual basis to support activities serving residents of the American Street, North Central and West Philadelphia Empowerment Zone Neighborhoods.

Guiding Principle

The mission of the Neighborhood Funding Stream is to support sustainable community and economic development efforts in a culturally and ethnically diverse community. The Neighborhood Funding Stream contributes to a healthy, self sufficient and safe environment providing all amenities of life to community members and residents.

The West Philadelphia Empowerment Zone (WPEZ) Community Trust Board (CTB) establishes the priorities to be addressed by the Neighborhood Funding Stream in the WPEZ, and consists of local residents, local employers and other community experts.

WORKFORCE DEVELOPMENT FUNDING PRIORITY 2012-2013 GRANT CYCLE

The Neighborhood Funding Stream of the West Philadelphia Empowerment Zone will award grants to projects in which a modest grant can make a noticeable difference in the community. During its first grant-cycle (starting July 2, 2012 and ending June 30, 2013), one annual grant of up to \$100,000 will be awarded to a selected organization to link residents of the West Philadelphia Empowerment Zone aged 18-35 to job-readiness and life-skills training.

The goal of funded activities will be to attract WPEZ residents in need of job readiness and life skills training in order to successful gain entry level employment opportunities that are available at the Park West Town Center and other local employers. Funded activities will include but not limited to:

- Outreach to WPEZ residents aged 18 to 35 in need of job readiness and life skills training. The selected grantee should utilize WPEZ community-based organizations (i.e., Parkside Association, West Philadelphia Financial Services Institution, Cathedral Park Association, Carroll Park Community Council and the Men of Mill Creek) and other local community-based organizations as a resource to inform the WPEZ community about these services (an outreach plan is required);
- Provision of one-on-one comprehensive assessments to clients;
- Provision of job-readiness training including but not limited to: adult basic education (ESL, GED), computer training, resume writing, interviewing skills, job search and placement assistance;
- Provision of life-skills training including but not limited to: appropriate workplace behaviors and appearance, language and communication skills, conflict resolution skills, time-management skills, budgeting and banking skills; and,

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- Activities related to building relationships with local employers to assess their workforce development needs and avenues for job placement.

The Community Trust Board (CTB) guides the activities of the Neighborhood Funding Stream, and has established Workforce Development as a priority for this grant cycle and possibly as a priority for three years. Funded activities will begin with pre-employment job readiness skills provision but may expand into other areas of local workforce development as projects develop and lessons are learned.

The successful applicant will address a well-defined need, offer a concrete and detailed plan of action, present clearly defined outcomes, and demonstrate a track record of success in providing pre-employment skills training that can lead to employment. The successful applicant will be an organization that has an established pre-employment skills program and provides a full range of comprehensive job-readiness supports, a track record of partnering with other service providers to meet gaps in service delivery and will employ a staff that has the ingenuity, commitment, local knowledge and relationships, and motivation to carry out the proposal's objectives.

The ideal applicant will also show a trajectory of how their pre-employment services have the potential to grow into a workforce development initiative that will help individuals access post secondary education and/or jobs that provide career ladders and opportunities for higher, family sustaining, wages. Additionally, the applicant will have an established relationship with one employer, but the ideal applicant will have relationships with more than one employer.

The funded grantee will agree to attend monthly meetings of the CTB to share ongoing successes, challenges and learning's during the period of funding. The grantee should consider the CTB a partner in forging and creating relationships helpful to the successful implementation of funded activities, accessing local knowledge and relationships with residents who may need services, and helping the grantee to find creative and collaborative solutions to project challenges.

GEOGRAPHIC BOUNDS OF THE GRANT: WEST PHILADELPHIA EMPOWERMENT ZONE

The Neighborhood Funding Stream invites responses from organizations that benefit residents within the West Philadelphia Empowerment Zone (WPEZ). **The targeted geographic areas are roughly defined by 44th and 54th Streets to the east and west and Market Street to Parkside Avenue to the south and north. The area includes the census tracks 105 and 111.**

The Neighborhood Funding Stream will ONLY consider funding those organizations that clearly and convincingly identify how residents from these geographic areas will be served with the grant.

Please note: It is impossible to track WPEZ residency by recording the zip codes of participants. The WPEZ region is irregularly shaped and partially includes several zip codes. It is necessary to determine WPEZ residency by obtaining the addresses of participants.

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Please refer to the attached map and corresponding WPEZ address listing for more information.

ELIGIBILITY

- **In order to be eligible, organizations do not have to be located within WPEZ boundaries.** However, organizations applying for a grant must document significant involvement and demonstrated impact in providing requested services outlined in the Request for Proposals. Please refer to the map and corresponding address listing for more information. Services must be provided in WPEZ boundaries.
- Organizations must address clearly the funding priority set forth in the guidelines and provide necessary details concerning program implementation.

EXCLUSIONS

The NFS Small Grant Program will NOT support:

- Individuals
- Organizations without a Section 501 (c) (3) public charity determination from the Internal Revenue Service or are not under a fiscal agent/sponsor that is has a 501 (c) (3) determination.
- Organizations/projects, program that do not fit within the Neighborhood Funding Stream funding priorities for the year 2008.
- Organizations unable to show a significant impact in service delivery to the West Philadelphia Empowerment Zone community
- Capital expenditures (construction)
- Endowments
- Tuition and Scholarships unrelated to the goals of the Neighborhood Funding Stream
- Religious Education and private schools
- Litigation
- Debt Service

Selection Criteria

1. The NFS will support one organization with one grant.
2. The NFS will support an existing, successful program only – not a start-up activity.
3. The NFS will support training for an individual and/or specific outreach efforts to attract EZ residents.
4. The selected organization can demonstrate that it serves people in the age range from 18-35.
5. The selected organization can demonstrate organizational capacity, through program successes and longevity.
6. The selected organization has an established track record in the field.
7. The organization measures or can measure both quantitative and qualitative outcomes including number of Empowerment Zone residents who receive services, number of

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Empowerment Zone residents who are referred to other services, number of WPEZ service recipients who attain employment, duration of

8. The organization tracks clients after completion of activity into job training or job placement, or education and vocation training and tracks the results.
9. Comprehensive pre-employment and post-employment services, or if agency has a narrowly defined mission, established relationships with providers of other workforce development supports

Application Deadline

All proposals must be received by Friday, June 8, 2012 at 5:00 p.m. Late or incomplete proposals will not be considered. Awards will be announced during the week of June 18, 2012. Grant-funded activities must occur between July 2, 2012 and June 30, 2013.

Please deliver one (1) original and four (4) copies of your application by to:

NFS Grants – West Philadelphia Empowerment Zone
Attn: Aiisha Herring-Miller
Philadelphia Department of Commerce
1515 Arch Street, 12th Floor

Please also send one electronic copy of your application via email to:

Aiisha.g.herring@phila.gov

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Grant Application Narrative

In not more than **five** pages using font size 12, (single-spaced) please answer all of the following questions under I, II, and III:

I. Agency Information

- Brief summary of agency history
- Brief statement of agency's mission
- Description of current programs and activities
- Overall agency plan for the coming year
- Documentation identifying how eligibility requirements are met
- What outcomes does your agency currently measure or have the capacity to measure?
- Based on these measurements, what success has the agency had in providing services?

II. Purpose of the Grant

Your request is for a **specific project, program, or matching grant**. Please provide the following information:

- How does this project fit into your overall organizational mission?
- Who is the primary constituent served by your organization and by this project?
- Detailed description of the project's planned goals and objectives
- Detailed description of planned events and activities
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- Description of key staff and volunteers involved in the project.
- Implementation timeline (with approximate dates of activities)
- Who will collaborate with your organization on this project? How do you plan to interact with other organizations?
- Describe your plans for outreach. How will you recruit participants from the targeted area? Please submit a detailed Recruitment/Outreach plan. A sufficient outreach plan will carefully consider the geography and assets in the West Philadelphia Empowerment Zone, reveal local knowledge of this area and relationships with organizations that serve this area, identify specific contacts at organizations that will be helpful for recruitment, address the mode of recruitment (word of mouth, face-to-face outreach workers, flyers), and consider prime locations to engage with targeted audiences. **This plan should be at least one page in length.**
Please note: It is impossible to track Empowerment Zone residency by recording the zip codes of participants. The WPEZ region is irregularly shaped and partially includes several zip codes. To determine WPEZ residency the addresses of participants must be cross-listed with the list of WPEZ addresses provided at the end of this RFP.
- Your request is for **general operating support**, please describe your budgetary needs, and explain your need for support and the expected impact this support will have. Please also provide some explanation of per-client cost of proposed activities.

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III. Impact of Activities/Evaluation

- How would you define project success?
- How will the proposed activities impact the community or target population?
- Describe how you will evaluate your work or project. How will you measure the results? What outcomes have you defined that you will be able to report on?
- How will you share the results?

Attachments

1. Financial Information

- Organization's annual operating budget and actual income and expenses for most recently completed fiscal year **AND** for current year-to-date.
- Itemized budget for how this specific grant will be used (see sample).
- Organization's most recent AUDITED financial statements (if budget greater than \$100,000) or tax statement form 990 (if budget between \$25,000 and \$100,000). Include unaudited financial statement only if neither document is available. Provide explanation and signature by Chair Person of the Board.
- Copy of 501 (c)(3) Tax Exempt IRS Letter.
- Contact information for organization's three (3) largest funders in the last fiscal year.

2. Other Supporting Documents

- Latest annual report or summary of the organization's prior year activities.
- List of Board Members and their Affiliations, and years served.
- Organizational Chart, if available.
- Letters of agreement from any collaborating agencies.
- Letters of support and significant recent reviews, articles etc.

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Please fill in the **Project Budget** in the format provided. Please fill in ONLY the LIGHT GRAY cells. The successful grantee will be asked to fill in the WHITE cells at the end of the grant period. **You may enter additional Budget Items as necessary.**

Please provide justifications for all expense budget items on a separate page.

Organization:

Project:

Project INCOME/REVENUE		Projected	Confirmed	Actual
Private Sources of Income				
1.	Neighborhood Funding Stream			
2.	Total Foundation support			
3.	Total Corporate support (companies, banks)			
4.	Total Individual donations/contributions			
5.	Total from Fundraising Events			
6.	Total from Gifts/Bequests			
7.	United Way (not including NFS, if applicable)			
8.	Program/service fees			
9.	Membership Dues (if applicable)			
10.	Investment income/transactions			
11.	In-Kind Donations			
Public Sources of Income				
1.	Government Agencies (Grants/Contracts)			
2.	Miscellaneous Revenue			
Totals				

Project EXPENSES Budget Item	Total Expenses		Expenses Paid with NFS grant	
	Projected	Actual	Projected	Actual
1. Salaries of Provider Staff				
2. Fringe Benefits				
3. Professional Fees (contract, consultant)				
4. Supplies (consumable)				
5. Printing, Postage				
6. Phone, Fax				
7. Travel, Meetings				
8. Training				
9. Evaluation				
10. Equipment Purchase/Rental				
11. <i>Add additional Items as necessary</i>				
Totals				

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Grant Application Cover Sheet

1. Organization

- Address, Telephone, Fax
- Email Address and Web address
- Name and Title of Contact Person
- Executive Director
 - Total number of employees and volunteers (fulltime, part-time)
- President of the Board
 - Total Number of Board members
- Federal ID Number
- IRS 501(c) (3) nonprofit? Please, attach copy of IRS designation letter

2. Name of the Project

- Time period of this grant
- Amount requested from Neighborhood Funding Stream for the funding year 2008

- Total organizational budget for current fiscal year
- Project budget

3. State your organization's mission in two (2) sentences

4. Summarize the proposal and its impact in four (4) sentences

5. List target population and geographic community

6. List support from other funders for this effort. Provide purpose, amount and dates.

7. Signature of the Executive Director and Date

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DEADLINE FOR SUBMISSION: FRIDAY, JUNE 8, 2012 AT 5:00 P.M.

To be considered, one (1) original and four (4) paper copies must be by the deadline.

NFS Grants – West Philadelphia Empowerment Zone
Attn: Aiisha Herring-Miller
Philadelphia Department of Commerce
1515 Arch Street, 12th Floor
Philadelphia, PA 19102

In addition, one (1) copy of the application including attachments must be sent electronically by the deadline to: aiisha.g.herring@phila.gov

Please note that late applications and incomplete applications will not be considered.

Your application should include:

One (1) e-mail (with attachments) and four (4) copies of the completed:

- Grant Application Cover Sheet
- Grant Application Narrative
- Budget
- Attachments:
 - Organization's annual operating budget and actual income and expenses for most recently completed fiscal year **AND** for current year-to-date.
 - Itemized budget for how this specific grant will be used (see sample).
 - Organization's most recent AUDITED financial statements (if budget greater than \$100,000) or tax statement form 990 (if budget between \$25,000 and \$100,000). Include unaudited financial statement only if neither document is available. Provide explanation and signature by Chair Person of the Board.
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West Philadelphia Empowerment Zone

All streets are North or West, unless otherwise noted.

If the range of address for a street is followed by "Even," then only even house numbers in that range are included in the Zone. If a range of addresses is followed by "Odd," then only the odd house numbers are included. Even house numbers are on the South and West sides of the street; odd numbers are on the North and East.

44th Street 630 to 872 Even	Lancaster Ave 5200 to 5298 Even
45th Street 800 to 1031	Lansdowne Ave 5312 to 5354
46th Street 1 to 599 Even	Leidy Ave 5100 to 5180
46th Street 600 to 1070	Lex Street 600 to 894
47th Street 701 to 999	Market Street 4600 to 4799 Odd
48th Street 1 to 953 Odd	Markoe Street 751 to 940
48th Street 1000 to 1030	Master Street 4958 to 5353
49th Street 1200 to 1337	May Street 600 to 850
50th Street 1207 to 1416	Media Street 5184 to 5340
51st Street 600 to 1728	Melon Street 4701 to 4729
52nd Street 601 to 683 Odd	Melville Street 600 to 790
52nd Street 1200 to 1498	Meridith Street 4601 to 4647
52nd Street 1501 to 1729 Odd	Merion Ave 4500 to 5358
53rd Street 1209 to 1513	Moss Street 603 to 883
54th Street 1213 to 1699 Odd	Ogden Street 4500 to 4640
Aspen Street 4400 to 4428	Olive Walk 4419 to 4432
Belmont Ave 600 to 1298 Even	Parkside Ave 4400 to 5176 Even
Brown Street 4401 to 4735	Parrish Street 4406 to 4719
Columbia Ave 5100 to 5180	Paxon Street 1442 to 1737
Fairmount Ave 4400 to 4755	Peach Street 1413 to 1556
Farson Street 1300 to 1325	Perot Walk 4418 to 4428
Folsom Street 4418 to 4646	Poplar Street 4500 to 4599
Girard Ave 4400 to 5156	Saint Bernard Street 1206 to 1232
Girard Ave 5211 to 5345 Odd	Stiles Street 4901 to 5335
Harlan Street 5101 to 5240	Swain Walk 4400 to 4422
Haverford Ave 4401 to 4599 Odd	Thompson Street 4900 to 5334
Haverford Ave 4600 to 4799	Viola Street 5100 to 5184
Heston Street 5164 to 5181	Wallace Place 4700 to 4729
Hoopes Street 4510 to 4731	Warren Street 5100 to 5320
Jefferson Street 5165 to 5181	Westminster Ave 4400 to 4706
June Court 700 to 893	Wilton Street 1208 to 1492
Kershaw Street 4900 to 5335	Wyalusing Ave 4402 to 4730
Laird Street 4500 to 4599	Wyalusing Ave 4800 to 5169 Odd
Lancaster Ave 4402 to 5194	

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