



# 2014-2015 Request for Proposals and Application Guidelines

## Program Description

The Mayor's After-School Achievement Program (ASAP) is designed to expand after-school opportunities for Houston youth and support the needs of working families. Through ASAP, the City of Houston funds schools and non-profit agencies to provide after-school programming for elementary through middle school age youth serving a minimum of 20 children per site Monday-Friday, at least 2 1/2 hours daily, generally between 3:00 to 6:00 p.m.

## The After-school Achievement Program Goals are as follows:

- To provide a healthy safe environment, supervised, structured program that fosters great expectations for participants and supports working families.
- To prevent delinquency and reduce crimes committed by/against juveniles.
- To improve participants' school performance, conduct, and attendance.
- To increase youth awareness in career orientation, financial literacy and continuing education.
- To motivate youth to develop citizenship and good health habits.

Funded schools and organizations set their own curricula in collaboration with students, teachers and program partners. Each site is required to incorporate activities from ASAP's four component areas:

- **Academic Enhancement** - Activities may include tutorials, homework assistance, test preparation skills, and college exposure/preparatory skills.
- **Skill Development** - Activities may include leadership, team building, conflict management, financial literacy, and job readiness/career orientation skills.
- **Enrichment** - Activities may include recreation and sports; arts; dance; writing; and career exploration and technology activities.
- **Community Involvement** - Activities may include citizenship, volunteerism, parental involvement, youth service projects and community service.

## Priority given to proposals that demonstrates the capability to build:

- Evidence of sustainable resources to start the afterschool program utilizing the required Matching Funds Contribution.
- Comprehensive programs that are evidence-based and represent systemic approaches through the innovation of Science, Technology, Engineering and Mathematics (STEM) education, workforce readiness and college exposure/preparatory skills.
- Renewing applicants must demonstrate how continuation of funding will help to enhance the deliverance and improvement of quality afterschool programming and not duplicate existing services.

Pending City Council approval, grants will be awarded based upon availability of funds and successful applicants must begin after-school programs with Matching Funds Contribution no later than September 2, 2014. Failure to begin program activities within 30 days of the before mentioned date will result in immediate cancellation of funding. Awards are expected to be announced by July 14, 2014.

## Mandatory Workshops

All applicants are required to attend one of the following application workshops. The workshops are scheduled as follows:

**Wednesday, March 12, 10 a.m.**  
**Wednesday, March 19, 10 a.m.**

**Houston Parks & Recreation Department  
Recreation & Wellness Building  
6200 Wheeler Bldg #3  
(Parking is available throughout the campus)**

**Friday, March 28 at 11 a.m.**  
After-School Partnership Fair  
6300 Irvington

## Application Forms

The ASAP application is comprised of four parts – an application, narrative, weekly schedule and budget. These forms can be accessed electronically at [www.houstonparks.org](http://www.houstonparks.org). Applications that are not submitted on the required forms will be screened out and not reviewed.

## Application Deadline

**April 7, 2014 at 5 p.m.**  
**City Secretary Office  
City Hall Annex  
900 Bagby, Public Level**

## Child Care Licensing

**Licensed Child-Care Center** – An operation providing care for seven or more **children younger than 14 years old** for less than 24 hours per day at a location other than the permit holder's home.

For information about childcare licensing requirements, contact the Texas Department of Family and Protective Services (TDFPS) at 713-940-3009. Direct specific questions to Christina Harvey at 713-940-5102.

## Reminder

**Matching Funds Contribution** must be available to start your program no later than Tuesday, September 2, 2014.

Failure to begin program activities within 30 days of the executed contract will result in immediate cancellation of funding.

**Schools awarded 21<sup>st</sup> Century CLC and/or CASE Partnership Project funds for 2014-2015 are ineligible for ASAP funding.**

TDFPS requires a childcare license for all non-profit agencies to operate after-school programs. Exemption from licensing will not be accepted.

## Questions?

Contact the Mayor's After School Achievement Program at 832-395-7259.

## Are you eligible to apply?

- Did you attend an application workshop?
- Is your site located within the city of Houston limits?
- Will you serve at least 20 children daily?
- Will your program be free-of-charge?
- Will your program operate Monday through Friday at least 2 1/2 hours daily from the close of the school day until at least 5:30 p.m.?
- Does your program incorporate all four ASAP component areas?

### Eligible applicants

- Public elementary/middle schools
- Charter elementary/middle schools
- Community and faith-based nonprofit organizations that:
  - serve youth in elementary/middle school
  - are incorporated as a nonprofit organization
  - have a volunteer board of directors
  - have maintained 501(c)(3) tax-exempt status for at least one year
  - comply with Ch. 42 of the Texas Human Resource Code regarding child care facilities

### Ineligible applicants

- Schools receiving 21<sup>st</sup> Century CLC funding for 2014-2015
- Schools receiving CASE Partnership Project funding for 2014-2015
- Private elementary schools
- For-profit organizations
- Nonprofits that do not meet the criteria above
- Organizations that charge a fee for participation in after-school activities
- Schools and organizations located outside the City of Houston
- Delinquent City taxes

## Maximum Grants & Required Match

Funding is determined based upon a \$1,000 per child rate.

### Grant Range

\$20,000 - \$30,000

### Required Match Contribution

Cash Match..... \$10,000  
In-Kind Match ..... \$10,000

NOTE: Matching Funds Contribution must be available to start your program no later than Tuesday, September 2, 2014.

### Reporting Requirements

Agencies awarded ASAP funds are required to maintain detailed financial records of all eligible expense. Funds will be disbursed on a reimbursement basis, and grantees must submit a monthly reimbursement request with documentation of expenditures. Monthly program reports are due by the 15<sup>th</sup> of each month includes:

1. A narrative description of the month's activities, listing of any commendations, as well as complaints about the program made by staff, students or parents.
2. Client data sheets documenting attendance, ethnicity, gender and socio-economic characteristics for any new and returning students enrolled in the program.
3. Project status report documenting the number and characteristics of the children that participated in ASAP activities during the month.
4. Document Performance Outcome Measurements for participants (reported in January/June). Participate in the end of the year program evaluation.

Data from all ASAP sites is incorporated into a formal program evaluation. Programs receiving funds will be expected to cooperate with all aspects of the evaluation.

### How to Apply

A complete application is required for each existing or proposed ASAP site. Agencies proposing to serve more than one site must submit a separate application for each site.

The application narrative and budget must be prepared using the electronic files available from [www.houstonparks.org](http://www.houstonparks.org). **Each proposal and budget must be in 10- or 12-point type on white 8 1/2 X 11" letter-size paper with 1" margins.** Do not staple, use folders or any binding materials such as binder clips. A completed proposal package contains:

1. Signed Application Cover Sheet
2. Application narrative, **not to exceed 5 pages**
3. Proposed Site budget (spreadsheet)
4. Proposed Weekly Schedule of Activities
5. Attachments

### Attachments

Each application may include up to three letters of collaboration/commitment from primary partners or sponsors. Additional required attachments for **charter schools and non-profit applicants include (more details on last page):**

- A copy of your 501(c)(3) determination letter from the IRS
- A copy of your articles of incorporation
- A list of the agency's board of directors including names, addresses, and telephone numbers
- Evidence of compliance with child care licensing requirements per each site
- A copy of your agency's most recent audit (if agency's operating budget is more than \$100,000) or financial statement documenting one year's fiscal activity, reviewed or compiled by a CPA (if agency's operating budget is less than \$100,000)
- Proof of insurance
- Affidavit of Ownership Form

### Instructional Guidelines for Faith-Based Organizations

ASAP funds cannot be used for religious instruction, nor can participants or their parents/guardians be required to participate in religious instruction or activities as a condition for participation in after-school programming.

## Review Criteria

### **Program Need** (15 points)

1. Why do you need ASAP funding to support your after-school programs?
2. What existing after-school programs currently serve your community (including those at your location)? What is the enrollment and capacity of each?

### **Program Description** (45 points)

1. Outline and describe the specific activities that will be offered in each of the four ASAP component areas:
  - **Academic Enhancement**
  - **Skill Development**
  - **Enrichment**
  - **Community involvement**
2. List all paid and volunteer staff that will work on the ASAP program. Describe the responsibilities for each and number of hours that each will work. How will staff be selected? How will volunteers be recruited and screened?
3. Complete proposed weekly scheduled of activities as described in the outlined program description.

### **Collaborative Resources** (15 points)

1. Describe your agency's experience and qualifications to provide after-school programming.
2. List all non-ASAP funded after-school programming underway at this site. What is the current enrollment/capacity of each? How will ASAP funding expand or supplement these existing programs?
3. Identify all organizations/agencies/schools partnering to implement the project described in this application. List of all collaborative partners including names, organizations and telephone numbers.
4. Describe the types of support available to the project, including facilities, equipment, supplies, and other resources provided by the applicant.
5. What is the source of the cash match you will contribute to the project, and will it be available to start your program no later than Tuesday, September 2, 2014?

### **Budget** (25 points)

1. Outline proposed expenditures of ASAP, in-kind match and cash match. Be specific in your calculation and justification – how many, how often and for what price. Check your math to assure that your budget balances.
2. Funds may be used for **supplies, part-time personnel, fringe benefits, sub-contractors not to exceed 70% of overall ASAP budget, mileage, sporting equipment, board games, administrative cost not to exceed 10% of overall budget, etc.**
3. Funds may **NOT** be used for **food, beverages, field trips, utilities, religious items, clothing (uniforms/T-shirts), transportation, equipment valued at \$100 or more, and full-time personnel.** Funds may not be utilized to pay for Principals or nonprofit Executive Directors of the organization.

## **Selection Process**

Applications from eligible schools/non-profit organizations within the City of Houston limit will be considered after the initial review and evaluation of each application package submitted. The following actions will result in immediate removal in the selection process:

- Proposals not received in the City Secretary's Office on Monday, April 7, 2014 by 5:00p.m. will not be accepted for consideration.
- Failure to attend a mandatory application workshop
- Incomplete applications will not be reviewed
- Applications that are not submitted on the required forms will be screened out and not reviewed.
- Failure to meet the minimum requirements of the program
- Exceeds five pages
- Failure to demonstrate evidence of compliance with child care licensing requirements for each site

The Department will consider past grant management performance in funding determinations, usage, and compliance. In addition, the Department reserves the right to award decisions based on factors other than scoring to promote dissemination of funding across service and geographic areas.

## **Review Criteria**

A committee of Houston professionals that work with communities, schools, and non-profit agencies will review and score proposals on a scale of 0-100 based on the following criteria:

Program Need	15 points
Program Description	45 points
Collaborative Resources	15 points
Budget	25 points

Up to 5 points will be added based on an assessment of the juvenile crime and victimization statistics for the police beat surrounding the proposed ASAP site.

Actual review questions include:

- Is the need for the after-school program explained?
- Are activities outlined and clearly defined to accomplish the four components of the curriculum?
- Is the applicant qualified to provide after-school programming?
- Is it clear that ASAP funds will create a new program, or expand the capacity of an existing program?
- Is the total budget (ASAP, cash, and in-kind match) reasonable to operate an after-school program?

## Tips on Collaboration

**Understand its purpose.** Collaboration is not just a buzz-word or a way for funding agencies to reduce the number of applications they receive. It's a strategy for communities to get together, prioritize their problems and develop solutions.

**Tell us what's important.** Funding agencies demand collaboration so that we can know that the funds awarded will be spent on the problems that your community has prioritized and is working together to solve.

**Define your collaboration.** While you may not need to list every single person who is involved in your collaboration, make sure you list all of the key players that are actively involved.

**Don't waste letters of support.** Use letters to demonstrate the commitment of your collaborative partners to your program. What resources are they committing to the project?

## Tips for Proposal Writing

**Follow instructions.** Your proposal will not be reviewed if it exceeds page limits, if you leave out a required attachment, or if you fail to submit three copies of the narrative and budget.

**Plan ahead.** Read all of the questions first, and plan your answers accordingly to avoid repetition.

**Budget your space.** Spend the bulk of your allowable space on the answers that are worth the most points. These are what the reviewers will be most interested in, but don't neglect other questions all together.

**Don't assume.** The individuals who will review your proposal may have no knowledge of your school/agency or its programs. Make sure to describe existing and proposed programs in detail.

**Avoid generalizations.** Rather than stating, "We have operated a successful after-school program for the last four years", use numbers to prove your case. Try, "Our agency served more than 150 youth in our after-school program last year, with 90% of first-time students maintaining regular attendance."

**Proofread.** The best-intentioned application is weakened if it contains typographical errors or responses that fail to address the questions. A good idea is to let a few people read over your narrative before you submit it.

## Insurance Requirements

Agencies awarded ASAP funds will be required to carry commercial/general liability insurance (\$500,000 per incident). Agencies proposing to transport youth will also be required to carry automobile insurance (\$1,000,000 per incident).

## Required Attachments

Up to three letters of collaboration/commitment from primary partners or sponsors. Additional required attachments for **charter schools and non-profit applicants** (*provide one copy only*) include:

- **A copy of your 501(c)(3) determination letter from the IRS**
- **A copy of your articles of incorporation**
- **A list of the agency's board of directors including names, addresses and telephone numbers**
- **Evidence of compliance with child-care licensing requirements per each site. If applying for license a copy of the application must be included as an attachment. Child-care license must be in place no later than June 30, 2014 order to be considered for funding.**
- **If agency's operating budget is more than \$100,000, provide a copy of the most recent annual audit**
- **If agency's operating budget is less than \$100,000, provide a copy of a financial statement documenting one year's fiscal activity, reviewed or compiled by a CPA**
- **Proof of insurance**
- **Affidavit of Ownership Form**

## Deadline and Submission Procedures

Applications must be received in the City Secretary's Office by **5 p.m. on Monday, April 7, 2014**. Submit *one original and two copies* of your proposal. Envelopes containing proposals should be clearly marked "**ASAP APPLICATION**" and should be delivered to:

**City Secretary's Office  
City Hall Annex  
900 Bagby, Public Level  
Houston, Texas 77002**

Houston Parks and Recreation Department  
2999 S. Wayside  
Houston, TX 77023

Information (832) 395-7000  
[www.houstonparks.org](http://www.houstonparks.org)



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& recreation  
department**  
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