

**NY Nanum Foundation**

**2023 REQUEST FOR PROPOSAL**  
**for Program Support and Capacity Building**  
**Grants**

**Proposal Deadline: January 31, 2023**



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## Request for Proposal (RFP) To Support Programs and Capacity-Building in 2023

*Deadline: Grant applications must be received no later than 5:00pm on February 20, 2023.*

### **A. ABOUT THE NY NANUM FOUNDATION**

Established as a community foundation in 2006, the NY Nanum Foundation believes in improving lives and building strong and vibrant communities by spreading a culture of Nanum (“Sharing & Giving”). With our motto “***Beyond Charity, Towards Change***,” the NY Nanum Foundation seeks to identify and support community service programs that effectively respond to various critical needs of the underserved in and beyond the Korean/Asian American community through collective grassroots campaigns for fundraising, constructive and proactive engagement with the community, professional grant-making, effective education for capacity building, and strategic support for community activities. In addition, the NY Nanum Foundation seeks to pass on the invaluable cultural heritage of Nanum to future generations through its own programs and activities that embody the spirit of Nanum.

The NY Nanum Foundation serves the community in the following ways:

1. **Grant Makers** – Through strategic grantmaking, we provide financial support to community service programs that are designed to effectively meet the identified critical needs in our communities and strengthen the capacity of community based nonprofit organizations that are working to provide such services.
2. **Ambassadors of Philanthropy** – We are committed to changing the very culture in our communities by spreading the spirit of “Sharing and Giving” – to change the way people think about charity and its impact on overall community development. By doing so, we hope to engender communities that engage in the practice of continuous sharing and giving that can bring about real changes in our lives.
3. **Builders and Stewards of Community Resources** – We build and manage the charitable resources of donors and provide capacity-building conferences/workshops for community based service organizations, and community forums to represent the marginalized voices in our communities.

## **B. BACKGROUND FOR GRANTMAKING**

The NY Nanum Foundation is committed to supporting community service programs and organizations that are serving the most critical needs in our communities. Our priority is to fund programs that focus on the following underserved groups: the elderly, at-risk youth, women, immigrants, individuals with disabilities and their families, and those community organizations that focus on Asian culture (including language) and arts (including performing and visual arts). As a community foundation, we strive to constructively and continuously engage with our community members in order to identify specific weaknesses in the current welfare/social service system and assess the true needs of our communities. This will enable us to support specific programs that adequately address those weaknesses and distribute our funds in a manner that can most effectively meet the most critical needs of the underserved in our communities. Moreover, we believe that strong community service organizations are essential for the overall development of the community but recognize the unique challenges of smaller community organizations that have great potential community impact but often don't have the funding to support their work. So in addition to offering grants to support capacity-building which is crucial for long-term sustainability, we also limit our grants to organizations with limited access to meaningful ongoing funding sources.

## **C. CURRENT GRANT OPPORTUNITY**

The NY Nanum Foundation is pleased to announce our 2023 grantmaking program. Grants will be available in two categories: (1) Program Support **OR** (2) Capacity Building.

After the submission deadline, all completed proposals will be read by our Grant Advisory Committee which includes members knowledgeable in community welfare and philanthropy. This Advisory Committee will review the proposals and make recommendations to the NY Nanum Foundation for grant awards. We will announce the final grant recipients no later than March 10, 2023.

## **D. ELIGIBILITY**

To be eligible for the 2023 Program Support and Capacity Building Grants, your organization must:

1. Be a registered nonprofit 501(c)(3) organization in good standing or provide documentation that the organization is fiscally sponsored by an organization that has 501(c)(3) status;
2. Be a US-based organization providing services to underserved members in our communities, namely, seniors, women, at-risk youth, immigrants and people with disabilities;
3. Have programs devised to serve the population in the Northeast region (preferably but not limited to: New York, New Jersey, Pennsylvania, and Connecticut).
4. Have programs devised to serve ethnic minorities including but not limited to Korean Americans and Asian Americans.
5. Be able to provide a two-year track record of providing public services in the Northeast region.
6. Have received a NY Nanum Foundation grant for 2 consecutive years or less. Please note: If your organization has received a NY Nanum Foundation grant for 3 or more consecutive

years, you are not eligible for a grant for a 4<sup>th</sup> consecutive year. You are free to apply again after a 1-year break.

The NY Nanum Foundation does not support:

1. Political parties or partisan political action committees – this, however, does not exclude programs devised for advocacy efforts on behalf of the 5 targeted groups stated above.
2. Programs for religious purposes – this, however does not exclude programs run by faith-based organizations as long as the primary purpose of such organization is to promote a particular religion.
3. Organizations outside of the aforementioned geographical area
4. Fundraising event sponsorship, such as being a sponsor for an annual fundraising dinner
5. Projects that directly benefit a particular individual
6. Capital campaigns and building projects

## **E. FUNDING PRIORITIES**

The NY Nanum Foundation will award grants 1) for organizations seeking support for programs, and 2) for capacity-building support. **The grant period lasts for one year only, beginning January 1, 2023 and ending December 31, 2023. Due to limited funds, please note that applicants must choose between applying for Program Support OR Capacity Building Support; the NY Nanum Foundation will not accept applications for both Program and Capacity Building Support.**

1. “Program Support” is defined by the NY Nanum Foundation as any program serving the Korean/Asian American community and beyond in one or more of the Foundation’s priority groups: the elderly, women, at-risk youth, immigrants, individuals with disabilities and their families, and Asian culture and arts programs. The NY Nanum Foundation supports a wide array of programs from direct service programs to educational programs to advocacy programs, all designed to serve one or more of the five targeted groups mentioned above.
2. “Capacity Building” is defined by the NY Nanum Foundation as organizational activities and initiatives that enhance the organization’s ability to work towards its mission and to sustain itself over the long term. This includes activities and initiatives such as:
  - a. Board development and governance
  - b. Needs assessments, strategic planning and program planning
  - c. Staff development, leadership training and human resources development
  - d. Resource/Fund development, including from individual and/or institutional funders
  - e. Community outreach and membership development
  - f. Communications, marketing and public relations
  - g. Developing collaborative partnerships
  - h. Volunteer management
  - i. Effective management and operational practices, including financial and fiscal management

- j. Feasibility study for new programs
- k. System and data management of donors and clients
- l. Program and organizational evaluation

Please note that for both Program and Capacity Building Support, although priority has traditionally been given to those that are serving Korean and greater Asian American communities, the funding is not limited to particular ethnic groups.

## **F. APPLICATION PROCESS**

Proposals for a 2023 Program Support or Capacity Building grant should complete the online application. (Links provided separately.) Please note the following requirements:

1. All proposals, along with the attachments, must be completed, signed and received by the NY Nanum Foundation by close of business on **Monday, February 20, 2023**.
2. **We regret that proposals received after the deadline cannot be considered.** If you have any questions about the proposal process, please e-mail us at [contact@nynanum.org](mailto:contact@nynanum.org).

**\*Please note that we plan to announce grant decisions on or before March 10, 2023. We will be in contact with you should we want to request a site visit.**

## **G. PROPOSAL NARRATIVE**

**Please include the following in your proposal narrative:**

### **1. Executive Summary**

Briefly explain why your organization is requesting this grant, what outcomes you hope to achieve, and how you will spend the funds if the grant is awarded.

### **2. Organizational Background**

- a. Brief summary of organization's history
- b. Brief statement of organization's mission and goals
- c. Description of current programs, activities, and accomplishments
- d. Organizational chart, including board, staff and volunteer involvement

### **3. Statement of Purpose for **Program Support** (Complete ONLY if you are applying for Program Support)**

- a. Description of Proposed Program. Describe the program you are requesting support for. Is it in existence now or will you be creating it in the future? When was or will it be created?

- b. Target Needs. Describe the primary needs of the community and/or challenges that the program is aimed at addressing and how the program will address those needs.
- c. Target Population. Who is the target population for your program? How many people will be served by the program?
- d. Resource Qualifications. What are the qualifications of key staff and volunteers that will run the program and who will ensure the success of the program?
- e. Long-term Plans. Describe how the program will be funded after the termination of the grant.
- f. Evaluation. Explain how you will measure the effectiveness of the program (include criteria for success) and the results you expect to have achieved by the end of the funding period.
- g. Collaboration with Nanum. Describe how you plan to collaborate with the NY Nanum Foundation in using the grant proceeds to further your program.
- h. Communications and PR Plan. Provide a detailed plan of how you intend to publicize this grant and how you used it to advance your program.

\* Please note: We will request the occasional sharing of photographs and video storytelling about your program and how your organization benefited from receipt of a Nanum Foundation grant.

**4. Capacity Building Support (Complete ONLY if you are applying for Capacity Building Support)**

- a. Description of Proposed Activity/Initiative. Describe the capacity-building activity and/or initiative you are requesting support for. What are your goals and measurable objectives and timetable for accomplishing the goals and objectives?
- b. Detailed Implementation Plan. Describe the step-by-step plans for implementing the capacity-building activity or initiative
- c. Evaluation. Explain how you will measure the effectiveness of the capacity building program (include criteria for success) and describe the results you expect to have achieved by the end of the funding.
- d. Impact. Describe how the capacity building activity will increase the ability of your organization to meet community needs.
- e. Communications and PR Plan. Provide a detailed plan of how you intend to publicize this grant and how you used it to advance capacity-building.

\* Please note: We will request the occasional sharing of photographs and video storytelling about your capacity-building activity/initiative and how your organization benefited from receipt of a Nanum Foundation grant.