



DR. MARTIN LUTHER KING JR. DAY OF SERVICE

“A Day On, Not A Day Off”

January 20, 2020

Grant Application Guide

Applications due by 3 p.m. Friday, September 27, 2019

Please direct any questions about the MLK Day of Service to the MLK Day of Service Project Office at (727) 614-7056 or email mlkdayofservice@spcollege.edu.

**MLK Day of Service Project
St. Petersburg College
MLK Day of Service: Executive Director of Retention Services
PO Box 13489
St. Petersburg, FL 33733**

Website: www.spcollege.edu/mlkdayofservice

2020 MLK Day of Service

The 2020 MLK Day of Service Advisory Committee under the auspices of St. Petersburg College is pleased to release this application package for the 2020 Martin Luther King Jr. Day of Service. We seek to award funds up to \$5,000 to support projects honoring the MLK Day of Service, that 1) include meaningful service that meets an identified community need; 2) engages volunteers in service; 3) recruit a diverse cross-section of the community as volunteers; 4) support the legacy of Dr. King; and 5) provide opportunities for sustained service and ongoing community involvement. Awards funding is contingent on the availability of funds.

HISTORY OF THE MLK DAY OF SERVICE

The National Martin Luther King Day of Service was created in 1994 through federal legislation co-authored by former Pennsylvania U.S. Senator Harris Wolford and Atlanta Congressman John Lewis, both veterans of the Civil Rights Movement with Dr. King. Wolford and others led some 3,000 volunteers in 150 service projects, along with corporate sponsors, community leaders, students, volunteers and people from throughout the region all to honor Dr. King's legacy and uplift the community as he would have, with a "Day On" of service, not a "Day Off."

Since that time, the project has caught hold around the U.S. and grown tremendously. By example, the Greater Philadelphia King Day of Service, which includes Pennsylvania, New Jersey, and Delaware, held the record in 2011 for the largest King Day of Service event in the nation. A record 75,000 people of all ages and backgrounds volunteered in some 1,200 service projects.

MLK DAY OF SERVICE ST. PETERSBURG, FL

Through funding from the Florida Legislature, St. Petersburg College, in cooperation with the MLK Day of Service Advisory Committee made up of citizens of Pinellas County, seeks to perpetuate the same goals for the upcoming year by promoting an MLK Day of Service. This project offers awards to organizations or groups to develop and complete a service project that will positively impact the community, while honoring Dr. King's legacies of non-violent activism, racial equality, service to others and social uplift. We are celebrating seven years of serving the City of St. Petersburg on MLK Day and are excited to now offer support countywide!

PURPOSE

The awards are intended to encourage service projects that address education, health, clean energy/environmental stewardship, economic opportunity, basic needs, disaster preparedness, veterans and military families' issues, public safety, neighborhood projects, or a proposal that you feel will positively impact our community. Please note these funds are available solely to engage people in volunteer projects; **salaries, wages, stipends, gift certificates, gift cards, honorariums and operating costs are not funded.**

Also, projects should demonstrate collaboration with others in the community. Partner with organizations such as colleges, volunteer centers, youth service organizations, sororities, fraternities, military family support programs, city departments, service organizations, athletic organizations, elementary and middle schools, high schools, parent teacher associations, professional organizations, etc.

ELIGIBLE APPLICANTS

- K-12 Schools/ Colleges/Universities
- For Profit Businesses
- Not for profit Agencies/Organizations/ 501 (c) 3
- Volunteer Centers and Organizations
- Greek, Civic, and Service Organizations
- Neighborhood Organizations
- Churches/places of worship – Faith-based organizations may be eligible for funding if they serve all members of the community regardless of religious belief.
- Organizations that received an award from the 2019 MLK Day of Service are eligible to apply if all required administrative and financial reporting were successfully submitted and approved.

ADDITIONAL QUALIFIED APPLICANT CRITERIA

- Must be a Pinellas County agency, organization, or business.
- Applicant must have an active registration with the Florida Division of Corporations: <http://www.sunbiz.org> at time of application and/or must have a current Section 501(c) 3 public charity designation from the Internal Revenue Service (i.e. submit proof of tax exempt status).
- Must conduct a project in Pinellas County

SERVICE AREAS

Projects must focus on at least one of these categories:

- Education: Primary or secondary, workforce development, adult education, leadership development, increased job & revenue to the State
- Health: Physical, mental and behavioral health services, improved healthcare cost, quality and access
- Clean energy/environmental stewardship: Natural resources such as water, land and wildlife and including recreational and cultural activities, improvements in water quality
- Economic opportunity: Improving individual and/or family financial conditions, credit counseling
- Basic Needs: Support services for residents at-risk (non-emergency) such as rent/utility assistance (through local services), clothing, shelter including food
- Disaster preparedness: Transportation, food, clothing, shelter and emergency services (crisis intervention, etc.)
- Supporting veterans and military families: letters and care packages
- Public safety: reduce recidivism or involvement in the juvenile justice system
- Neighborhood project: assisting the elderly, building community gardens, cleaning and beautifying streets, etc.

AWARDS

MLK Service Award amounts vary up to \$5,000. Funds are provided to directly support the completion of an awarded service project.

Awarded projects must take place in support of the MLK Day of Service, Monday, January 20, 2020. Service projects may begin Saturday, January 11, 2020 and must conclude by Sunday, January 26, 2020.

Your project will be registered as an official Pinellas County 2020 MLK Day of Service project and will be displayed on the National 2020 MLK Day of Service website and on the St. Petersburg College MLK Day of Service website.

PROJECTS THAT WILL NOT BE FUNDED

The MLK Day of Service Advisory Committee will not approve funding for the following:

- ❖ **Any application that arrives after the 3:00 p.m. deadline (Friday, September 27, 2019)**
- ❖ Ineligible applicants and incomplete applications (i.e. no budget, no letters of authorization/support – if necessary, no proof of registration with Florida Division of Corporations (Sunbiz) and/or 501(c)3 or other approved form of proof of tax-exempt status.
- ❖ Non-charitable projects/purposes
 - A group does not have to be a charity to apply, however, the project funded **must** have a charitable purpose, i.e. benefit the wider community.

- ❖ Religious worship
 - We welcome applications from religious or faith-based organizations for projects that are designed to benefit the wider community. However, projects that are deemed to promote a particular religion are excluded from funding.
- ❖ Lobbying or Political activities
- ❖ Endowments
- ❖ Contributions to Fundraising Campaigns or Fundraisers
- ❖ Debt or Encumbrances
- ❖ Projects that do not include a project workday between Saturday, January 11, 2020 and Sunday, January 26, 2020.
- ❖ Costs/Expenses incurred after the culminating event date/culminating project date
- ❖ Requests for non-fundable items include (but are not limited to): salaries, consultant/consulting fees, operating costs or contingency funds, **financial prizes (i.e. monetary awards, scholarships, gift cards, etc.) and honorariums.**
- ❖ You may not apply for 2020 funding if you have unspent or uncommitted funds from the 2019 award that HAVE NOT been returned to St. Petersburg College.
- ❖ You may not apply for funding if your organization spent funds on items deemed ineligible items during the 2019 MLK Day of Service and HAVE NOT returned the funds to St. Petersburg College.

REVIEW PROCESS

Applications are reviewed by MLK Day of Service Advisory Committee comprised of a diverse community membership group.

Each application is reviewed and scored based on its content and merit alone and evaluated using a scoring matrix that identifies six categories for consideration: demonstrated vision, purpose and outcome; continuing a legacy of service; population(s) served, community engagement/ collaborative principles; creativity and innovation; and budget appropriateness.

PROJECT DEVELOPMENT

❖ Vision

- Project has Demonstrated Purpose and Outcome:
- Demonstrate purpose & vision for success in the community
- Explain how project will enhance or impact the community

❖ Legacy of Service

- Since service and volunteerism are planned as a tribute to Dr. Martin Luther King's vision of a collaborative community, values of non-violence, racial equality, and social uplift, how will your service project illustrate Dr. Martin Luther King's legacy
- Detail project's relationship to continuing a legacy of service

❖ Population(s) Served

- Project Clearly Impacts Diverse Populations and/or Project Clearly Impacts Multiple Priority Categories:
- Identify targeted population(s):
- Vulnerable (seniors, children, abuse victims, etc.)
- Volatile (mentally ill, substance abusers, abuse perpetrators, etc.)
- Identify Impact areas/priority categories
- Multiple priority categories (for example, a health initiative project may also have a heavy education component)
- Cross-sector collaboration is encouraged
- Explain need to address the targeted population(s)

❖ Community Engagement

- Project Promotes Volunteerism and Demonstrates Collaborative Principles:
- Engage in partnerships so that your group or organization is not taking on too much alone; Multiple partners and/or partnering organizations recommended

❖ Creativity and Innovation

- We encourage applicants to think outside the box and develop projects that are new and creative in promoting a legacy of service:
- Be Creative and Innovative

❖ Budget

- Provide financial information about the proposed service project. This information must include an accurate, itemized budget with justification (as necessary).
- Itemized budget must list each item requested, and provide the following information: 1) number needed; 2) unit cost of each item; and 3) total amount requested.
- All budget items **must** be related to the project's objectives.
- Applicants **must** provide reasonableness of expense(s) for all budget items with a cost of \$100 or more per unit (see Justification of Expense Column on budget spreadsheet).
- Non-fundable items include (but are not limited to): salaries, operating costs or contingency funds, consultant/consulting fees, **financial prizes (i.e. monetary awards, scholarships, gift cards, etc.) and honorariums.**

FUNDING

The MLK Day of Service Advisory Committee reserves the right to approve or disapprove requested budget items outside of the scope of the MLK Day of Service funding award criteria.

The MLK Day of Service Advisory Committee reserves the right to approve or deny funding to applicants.

APPLICATION PROCESS

ALL AWARD APPLICATIONS MUST BE SUBMITTED ONLINE. To submit your application please visit <http://www.spcollege.edu/MLKdayofservice>

1. Submit appropriate documentation and attachments:
 - a. **Signed letter of authorization** and support from the City for all projects completed on city property.
 - b. **Signed letter(s) of commitment from organizations** participating in the project.
 - i. Letters of commitment describe the specific role of each partner and should be printed on the partner's official letterhead and signed by an authorized representative with title.
 - c. Submit an accurate, itemized budget.
 - d. **Provide a copy of the IRS W-9 Tax Form.** Visit <http://www.irs.gov/pub/irs-pdf/fw9.pdf> .Once completed, you may email or drop it off at St. Petersburg College MLK Day of Service office.
 - e. Submit **proof of active/current 501(c)(3)/tax-exempt status, if applicable, OR proof of active/current company registration** with Florida Division of Corporations from www.sunbiz.org.
 - i. Submit a copy of your organization's IRS letter or certificate, if applicable, verifying tax exempt status, i.e. 501(c)(3) organization
 - ii. Submit a printed copy of your **active** State of Florida Corporation Name registration with the State (www.sunbiz.org)
2. Applicants must provide a physical project which is a clear public benefit to the city of St. Petersburg.
3. Identify the primary contact and fiscal agent (including title, organization, and full contact information) that will administer the awarded project.
4. Submit completed online application on or before **3:00 p.m. Friday, September 27, 2019.**

SUBMISSION OF REQUIRED APPLICATION & ATTACHMENTS

Applications **MUST** be submitted electronically via online web submission. Attachments may be sent via fax, mail, hand-delivered, or electronically.

Attachments submitted electronically must be received by MLK Day of Service Staff **no later than 3:00 p.m. on Friday, September 27, 2019.**

Paper copies of attachments are accepted and may be submitted via mail or hand-delivered to the MLK Day of Service office by 3:00 pm on Friday, September 27, 2019.

File Naming of Electronic Attachments: Attached files must be emailed and labeled appropriately using the following naming convention: "2020 [Agency/Organization Name] [File Name]"

For example:

- "2020 XYZ Agency Itemized Budget"
- "2020XYZ Agency W9"
- "2020 XYZ Agency Letter of Authorization"
- "2020 XYZ Agency Letter of Commitment"
- "2020 XYZ Agency Letter of Support"

Submit attachments as an email to MLK Day of Service Staff at: mlkdayofservice@spcollege.edu with the following subject line: "2020 Award Application [Agency/Organization Name]".

Applications will not be considered for review if:

- The application is incomplete
- The application is not received on time
- The application fails to include the required attachments

INCOMPLETE OR LATE APPLICATIONS WILL NOT BE ACCEPTED.

SERVICE AWARD NOTIFICATIONS

Approvals

Service Award approval notifications will be released via e-mail to the contact name provided on your award application on or before October 14, 2019. It is the responsibility of the agency to update MLK Day of Service staff of any changes to the primary contact and/or fiscal agent *in writing*.

If your service award application is not approved for an award

You will be notified in writing if your organization does not receive an award. We encourage you to still register and complete your project. Send us pictures, your volunteer sign-in sheets, and comments from participants. We will post your project pictures on the MLK Day of Service website if you obtain photo releases of participants.

SERVICE AWARD DISBURSEMENTS

The awards disbursement process will begin October 28, 2019 and end in February 28, 2020. To ensure full receipt of awards, applicants must follow all approved budgets and submit all reporting requirements in a timely manner.

There will be two (2) payouts during the period:

- The first payout will equal **60%** of the total allocation and be issued in October 2019;
- The second payout will equal up to **40%** of the total allocation and will be issued as a reimbursement for approved, out of pocket expenses upon meeting the following:
 - Receipt AND approval of the final report (**The reimbursement check will take approximately 2 weeks to be issued **after approval of the final report****)
 - The final report may be submitted beginning February 3, 2020
 - Submission of all original receipts documenting all funds utilized
 - Submission of all required supporting documentation (i.e. volunteer logs, consent forms, financial reports, etc.).

*****Please Note: Funds Must Be Used To Support MLK Day of Service Projects. FRAUDULENT USE OF MLK AWARD FUNDS MAY RESULT IN PROSECUTION. *****

****ALL UNSPENT FUNDS MUST BE RETURNED****

****ALL FUNDS SPENT AFTER THE COMPLETION OF YOUR PROJECT MUST BE RETURNED****

****ALL FUNDS SPENT ON INELIGIBLE ITEMS MUST BE RETURNED****

DELIVERABLES

Financial, Interim and Final Reports are established to provide specific services/outcomes in return for funding support. The recipient's Fiscal Agent will be required to sign an agreement with the MLK Day of Service in order to receive the funds distributed by St. Petersburg College. Failure to return executed agreements on time will prevent or delay timely disbursement of awards. Reporting requirements outlining deliverables achieved will be submitted in the Interim and Final Reports.

ADMINISTRATIVE REQUIREMENTS

Organizations approved for service awards are required to:

- ❖ Attend **mandatory** Project Orientation Workshop in **October 28, 2019**.
- ❖ Matching funds, if any, must be reported in financial reports and can be identified as cash and/or in-kind donations.
- ❖ Adhere to the final submitted budget.
- ❖ Include approved MLK Day logo on all program materials and publicity.
- ❖ Maintain proper records and documentation during the life of project.
- ❖ Monitor and Track volunteer activities and hours.
 - Track the number of volunteers recruited and activities undertaken.
 - Ensure that volunteer sign in sheets are maintained with time signed in and out.
 - Each volunteer must also complete and sign a photo release agreement.
- ❖ Provide before and after photographs of the project's physical improvements (if applicable)
- ❖ Submit financial reports with all required documentation of expenditures (including original receipts/proofs of payments)
 - Only properly documented expenditures will be funded.
- ❖ Submit the 2020 Interim Report on or before January 10, 2020.
 - ***Failure to provide an Interim Report will forfeit all anticipated project funding AND render the applicant ineligible for future funding.***
- ❖ Submit the 2020 Final Report on or before February 3, 2020.
 - **All unused funds must be returned to St. Petersburg College upon submission of the final report.**
 - ***Failure to provide a Final Report will forfeit all anticipated project funding AND render the applicant ineligible for future funding.***

PROJECT TIMELINES:

- **September 27, 2019**, Service Award Application (and supplementary documentation) due
- **September 27- October 4, 2019** Applications received and distributed to Advisory Committee
- **October 7- 11 2019**, Applications Reviewed, Scored and Awarded by Advisory Committee
- **October 14, 2020**, Award Notification will go out to recipients
- **October 28, 2019**, AWARDS Distribution and Orientation- Mandatory for awarded applicants -60%
- **January 10, 2020**, MLK Day of Service Interim Report due
- **January 11, 2020**, MLK Day of Service Projects may begin
- **January 20, 2020, MLK Day of Service**
- **January 26, 2020, MLK Day of Service Projects must conclude**
- **February 3, 2020, Last Day to Submit Final Reports**
- **February 23, 2020 MLK Day of Service Awards Ceremony and final award distribution**

If you have questions regarding this application, please contact Dr. Misty Kemp at 727-614-7056 or email mlkdayofservice@spcollege.edu.