



## Grants Available for J-Serve 2012

J-Serve is the International Day of Jewish Youth Service. Through the generosity of the Charles and Lynn Schusterman Family Foundation and in an effort to empower communities around the world to participate and grow their J-Serve effort, grants are available for J-Serve 2012 - April 22, 2012.

The goal of J-Serve is to highlight the importance of service in the lives of teens and in the Jewish community by creating service projects in which Jewish communities can mobilize across denominational and organizational lines to make a difference in their communities and the world. The CLSFF and National Endorsing partners for J-Serve are committed to the idea that service is an important part of a life-long continuum that engages, maintains, and strengthens teen involvement in Jewish life.

J-Serve is a day of service for Jewish teens framed in a Jewish context and as part of Youth Service America's Global Youth Service Weekend. Connecting our community-wide effort to Global Youth Service Weekend links a Jewish communal activity to an established and highly respected national civic effort and links our Jewish teens to their international peers as together on that day millions of young people around the world engage in service to their communities.

***Think big. Plan thoughtfully. Change the world, one project at a time.***

All Grant Applications for J-Serve 2012 should be submitted to Rae Krucoff ([rkrucoff@bbyo.org](mailto:rkrucoff@bbyo.org)) by 5:30PM EST on November 3<sup>rd</sup>, 2011.



Please read through the J-Serve 2012 Grant Application guidelines carefully before preparing and submitting your application.

## **I. J-Serve 2012 Grants and Minimum Requirements**

<b>Grant Name</b>	<b>Application Deadline</b>	<b>Maximum Funding Awarded</b>	<b>Minimum Teen Involvement Requirement</b>	<b>Community Partnership Requirement</b>
Large Community Initiative Grant	Nov. 3, 2011	\$2500	125 teens	3+ movement/agency partners
Small Community Initiative Grant	Nov. 3, 2011	\$1800	75 teens	3+ movement/agency partners
Start-Up Grant	<i>Awarded on rolling basis</i>	\$500	10 – 75 teens	2+ movement/agency partners

### **Large Community Initiative Grants (\$2500)**

The Large Community Initiative Grant (LCI) is available to any size Jewish community. Grant awards up to \$2500 each are available to communities that plan and execute projects that bring a minimum of 125 Jewish teens together in partnership with at least three movements or agencies in the community.

### **Small Community Initiative Grants (\$1800)**

The Small Community Initiative Grant (SCI) is reserved for communities with a Jewish population smaller than 40,000. Grant awards up to \$1,800 each are available to these communities that are plan and execute service projects that bring a minimum of 75 Jewish teens together in a partnership with at least three movements or agencies in the community.

### **Start-Up Grants (up to \$500)**

The Start-Up Grant is reserved for communities and communal leaders who are planning their first J-Serve project. Grant awards up to \$500 will be distributed on a rolling basis, and have a separate application process. Grant awards are available to communities that plan and execute projects that bring a minimum of 10 and maximum of 74 Jewish teens together in partnership with a least two movements or agencies in the community.

*Smaller communities are encouraged to apply for a \$2500 Grant if they are able to meet the requirements. However, communities with a Jewish population greater than 40,000 Jews are not eligible for a Small Community grant.*

## **II. Requirements upon receiving a J-Serve Grant of any size include:**

- Registering the project on J-Serve’s website, at [www.jserve.org](http://www.jserve.org)
- Electronically submitting a comprehensive list of names and email addresses for all teen participants involved in the project within three weeks of project completion
- Electronically submitting copies of any videos, photos, promotional materials, event flyers, and press clippings associated with the project
- Including the J-Serve logo on all printed materials related to the project
- Participation in at least 4 of the 6 project leadership calls
- Creating a link from all partnering agencies’ websites to the J-Serve website
- Purchasing any T-shirts for J-Serve through the designated J-Serve vendor

Non-compliance with any of these stipulations will be reason to withhold grant disbursement funds.

### **III. J-Serve 2012 Grant Application – Application Format**

All J-Serve Grant applications must contain three key pieces to be considered complete, and to be processed for review: (1) A Cover Page; (2) A Project Proposal; (3) A Program Budget

**1) COVER PAGE** – All J-Serve Grant applications must be submitted with a cover page that includes all of the following information:

- The name/date/location of the J-Serve community project for which funding is being requested
- All relevant contact information for the lead organizer(s) of the project (organizer’s name, position/title, organization, address, phone number, email address)
- The type of J-Serve grant and exact amount of funding being requested in the application (Large Community Grant, Small Community Initiative Grant, Start-Up Grant)
- *If you are applying to renew your J-Serve grant funding, please list all previous years granted and specific amounts awarded*
- *If you are a teen applicant, please be sure to note that clearly on the cover of your application*

**2) PROJECT PROPOSAL** – Your application should include a detailed, but succinct (no more than 3 pages), proposal outlining your community’s J-Serve project for 2012. Please use the list of guiding questions included in the table below to inform your project proposal, structuring your proposal using these four topic areas as subheadings. These questions have been grouped together by subject, based on the select topic areas that will be used to evaluate all submitted J-Serve Grant applications. Please note that you are not expected to address all questions in every topic area, however, every topic area should be fully developed/explored. *The underlined questions (below) are of particular interest to the J-Serve committee.*

For helpful hints and to get a better sense of what we are looking for in each of these topic areas, please refer to Section VIII of this document – Rubric for Evaluation.

***Renewing your J-Serve Grant:*** *If you have applied for and received grant funding for your community’s J-Serve project in the past, please make sure to note on the cover page of your application that you are “renewing” your request for J-Serve funding. You may then focus your project proposal on a high level summary of the changes/improvements/innovations you plan to make in constructing your J-Serve project this year.*

Topic Area/Subject	Guiding Questions
<i>Service Project</i>	<p>What do you anticipate to be the general outline of your J-Serve project day? What will your service day consist of? <u>What community need(s) and/or core social issue(s) does your J-Serve project address?</u> How do you intend to deliver the Jewish learning component to participants? How do you plan to use the funds awarded to you through the J-Serve Grant? <u>How does your project reflect the creativity and innovation of your leadership team?</u> <u>If you have participated in J-Serve in the past, how do you plan to use what you have learned from former projects to inform your project for J-Serve 2012?</u></p>
<i>Outreach/Community Partnerships</i>	<p>What relationships do you already have (or plan to develop) that will help you to effectively collaborate with other agencies that work with Jewish teens? Have these organizations worked together before? How will cooperation be secured for this project? <u>How do you plan to engage teens in leadership roles for the project?</u> What social action or service-related projects are currently run in your community throughout the year in which teens can participate?</p> <p><b><i>*For teen-led projects:</i></b> <i>In addition to all of the above questions, how do you plan to work with your adult assistance without losing your leadership?</i></p>

<i>Staffing</i>	<p>What agency will lead the coordination of the J-Serve day of service? Who will serve as the main point of contact for J-Serve in your community? <u>Please include a list of all persons (teen and adult) involved in the leadership of this program – Program logistics, Jewish education, marketing, recruitment, day-of oversight, etc – including a brief, one sentence biography for each individual.</u></p> <p><b>*For teen-led projects:</b> Which teens will coordinate your J-Serve project, and why/how were they chosen? Who will act as the adult overseer, and in what capacity will they supervise this project?</p>
<i>Marketing/Recruitment/PR</i>	<p>How many teens participated in your J-Serve event last year (if applicable) and how many do you intend to bring to your J-Serve event in 2012? How will you ensure the participation of the minimum number teens required for your grant from at least three different movements/agencies? <u>How do you plan to recruit local teens that are not currently involved in regular Jewish programming?</u></p>

**3) PROGRAM BUDGET:** All J-Serve grant applications should include a detailed budget proposal outlining how the coordinating agency/agencies plans to use the requested grant funds – including all anticipated expenses and sources of revenue. If you are not familiar with program budgeting, please refer to the sample budget included below as an example. When constructing your program budget, please insert the budget as a table directly into the body of your application, and not as a separate attachment.

J-Serve Grant funds can be used to market your J-Serve project, and/or to cover out of pocket costs directly related to the project. The money may be used to hire an additional staff person to oversee your project, or to supplement the pay of an existing staff person for extra time and energy spent in coordinating this effort. Funds may also be applied to administrative expenses.

**SAMPLE BUDGET:**

	Amount	Cost/Unit	Total Cost	Comments
<b>EXPENSES</b>				
<i>Project Materials</i>				
Supplies			\$400	
<i>Marketing</i>				
Publicity	100	\$1	\$100	Posters, signs
Mailings	3	\$200	\$600	Postcard, flyers
<i>Staffing</i>				
Support Staff	3	\$10/hr (20 hrs.)	\$200	
<i>Transportation</i>				
Bus	4	\$75/hr (4 hrs.)	\$1200	
<i>Celebration</i>				
T-shirts	130	\$5	\$650	
<b>TOTAL EXPENSES</b>			<b>\$3150</b>	
<b>INCOME</b>				
J-Serve Grant			\$2500	
Banner (Donated)	1	\$150.00	\$150	
Donations from Dance Ticket Sales	100	\$5/ ticket	\$500	
<b>TOTAL INCOME</b>			<b>\$3150</b>	

**To Submit Your Application:** Please send one copy of your completed J-Serve Grant application to Rae at [rkrucoff@bbyo.org](mailto:rkrucoff@bbyo.org) by **5:30 PM EST November 3, 2011**. It is preferred for all grant applications to be submitted via email as an attached Microsoft Word document or PDF.

#### **IV. Resources**

J-Serve provides all grant recipients with the following:

- Judaic educational framing assistance and resources
- Publicity materials and marketing resources
- Project leadership training, including multiple open training phone calls

In addition, J-Serve will connect grant recipients to Youth Service America's network, infrastructure, and resources.

#### **V. Schedule of J-Serve Grant Payments**

J-Serve Grant funds will be paid out according to the following schedule:

##### **Large Community Grant (\$2500 max.)**

Once accepted as a recipient of the J-Serve Large Community Grant, an initial payment of One Thousand Dollars (\$1,000) will be provided upon receipt of the signed grant agreement. A second payment of Five Hundred Dollars (\$500) will be awarded upon receipt of an adequately completed mid-year report – due to be submitted before 5:30 PM EST on January 26, 2012. A third and final payment of up to One Thousand Dollars (\$1,000) will be awarded within twenty-one (21) days after receipt of the completed final project evaluation report, provided that the report is received on or before May 10, 2012.

##### **Small Community Initiative Grant (\$1800 max.)**

Once accepted as a recipient of the J-Serve Small Community Initiative Grant, an initial payment of Eight Hundred Dollars (\$800) will be provided upon receipt of this grant agreement. A second payment of Five Hundred Dollars (\$500) will be awarded upon receipt of an adequately completed mid-year report – due to be submitted before 5:30 PM EST on January 26, 2012. A third and final payment of up to Five Hundred Dollars (\$500) will be awarded within twenty-one (21) days after receipt of the completed final project evaluation report, provided that the report is received on or before May 10, 2012.

##### **Start-Up Grant (Up to \$500)**

Payment for the J-Serve Start-Up Grant – in the amount of up to \$500 – will be provided within twenty-one (21) days after receipt of the completed final project evaluation report, provided that the report is received on or before May 10, 2012.

#### **VI. Additional Notes**

The project coordinator/staff liaison for each approved community J-Serve Grant will be held responsible for all sponsoring organizations informed of any circumstances during the implementation of the grant that might prevent fulfillment of the submitted program plan. Major deviations from the approved project plan of action may result in an adjustment to the final grant pay-out.

Communities not selected to receive a \$2500 or \$1800 J-Serve Grant are still eligible – and encouraged – to (re)apply for a \$500 J-Serve Start-Up Grant. Non-granted communities are also encouraged to participate in J-Serve 2012, and they will have access to all the non-financial resources and support offered to granted communities.

If you have any questions about your grant application, or about anything related to J-Serve 2012, please contact Rae Krucoff, Project Manager for J-Serve 2012 – at [rkrucoff@bbyo.org](mailto:rkrucoff@bbyo.org) or 202.857.6594.

## **VII. J-Serve 2012 Timeline – Important Dates to Note**

<b>November 3, 2011</b>	J-Serve 2012 Grant applications due by 5:30pm Eastern Time
<b>November 4, 2011</b>	T-Shirt design contest kicks off!
<b>November 10, 2011</b>	Grant award recipients notified and grant agreements sent out
<b>November 17, 2011</b>	Open Call #1: Community partnerships and setting up a teen advisory committee – making J-Serve work for you, 2pm Eastern Time
<b>November 21, 2011</b>	Grant agreements due no later than 5:30pm Eastern Time
<b>December 1, 2011</b>	T-Shirt design contest closes – winner announced December 5!
<b>December 15, 2011</b>	Open Call #2: Recruitment and outreach – reaching beyond your normal networks, 2pm Eastern Time
<b>January 19, 2012</b>	Open Call #3: Parent Involvement, Registration and Marketing, 2pm Eastern Time
<b>January 26, 2012</b>	Mid-year report due for all granted communities no later than 5:30pm Eastern Time
<b>February 23, 2012</b>	Open Call: #4 Reflection and Evaluation Practices, 2pm Eastern Time
<b>March 1, 2012</b>	T-Shirt orders must be placed by no later than 5:30pm Eastern Time
<b>March 15, 2012</b>	Open Call #5: Making the most of Marketing and getting buy in from local press, 2pm Eastern Time
<b>April 12, 2012</b>	Open Call #6: Building a year-round J-Serve experience – how to keep teens engaged in your community before, during and after J-Serve, 2pm Eastern Time
<b>April 22, 2012</b>	<b>J-Serve 2012!</b>
<b>May 10, 2012</b>	Final J-Serve project evaluation reports and program budgets due by 5:30pm Eastern Time. Final grant payments will be disbursed upon submission of the final evaluation, budget, press clippings and/or marketing materials, as well as complete electronic participation lists.
<b>May 17, 2012</b>	Follow-up survey sent out to all granted communities to gather feedback about J-Serve 2012 experience

*Please note that all grant payments are tied to deliverables agreed upon by the grantee and J-Serve. If you do not meet the agreed upon grant requirements, we reserve the right to withhold all or part of your final payment.*

### **VIII. Rubric for Evaluation**

A key part of the J-Serve Grant evaluation and selection process will be the scoring of each completed application using the following rubric. For every topic area, each project will receive a score from 1-5. The higher the score, the more closely the project meets the goals of J-Serve at large.

*If rubrics are new to you, the web has many useful websites designed to explain rubrics. One such website is <http://learnweb.harvard.edu/alps/thinking/docs/rubricar.htm>*

<b>Topic</b>	<b>Score = 1</b>	<b>Score = 3</b>	<b>Score = 5</b>	<b>Total</b>
<i>Service Project</i>				
Community Need	The project is a nice thing to do, but doesn't meet a real community need.	The service is something that is useful to the community, but does not meet a core need of the community.	Service meets a real community need and/or the root causes of a community issue.	
Lasting change	The effects of the project are restricted only to April 22, 2012.	The project will have some lasting effect on the community, but only a minor one.	The project will have a long term, lasting effect on the targeted community.	
Jewish educational component	There is little/no Jewish educational component.	There is a minor Jewish educational component.	The Judaic component runs throughout the program and really defines the program.	
Plan for the future	The project does not create a format for teens to participate beyond April 22, 2012	The project has opportunities for further action but they are not well defined or are difficult for teens to take advantage of.	The project leads naturally into future opportunities for the teens.	

<b>Topic</b>	<b>Score = 1</b>	<b>Score = 3</b>	<b>Score = 5</b>	<b>Total</b>
<i>Outreach/ Community Partnerships</i>				
Different agency engagement	Three different agencies are engaged but they have worked together in the past.	More than three agencies/contingencies are engaged and they may/or may not have worked together in the past.	Community-wide engagement, including agencies which have not worked together in the past.	
Under affiliated teens	No plan is included to target under affiliated teens.	Only a basic plan is in place to target under affiliated teens.	A detailed and ambitious plan is in place to recruit under affiliated teens.	
Teen leadership	No plan is incorporated to include teen leadership in the planning of the project.	Teens are including in the planning process, but are not given real responsibility or voice.	Youth voice is strong; teens are playing lead roles. The adults involved are providing oversight only.	
True partnership	One agency is guiding project with only sign-off by the other agencies	One agency is guiding the project but with input and participation from other agencies.	All agencies are bringing their particular strengths to the table and sharing in the leadership role.	
<b>Topic</b>	<b>Score = 1</b>	<b>Score = 3</b>	<b>Score = 5</b>	<b>Total</b>

<i>Staffing</i>				
Adult Oversight	There is little to no adult oversight on the project.	There is adult oversight, but exclusion of the teen leadership.	The adults involved are providing oversight only. Youth voice is strong; teens are playing lead roles.	
Jewish educator engaged	There is no formal Jewish educator involved in the project.	There is a formal Jewish educator being consulted on the project but s/he is not providing the educational component.	There is a Jewish educator engaged on the project who is devoting a significant portion of his/her time to the project.	
Ability to attend training phone calls	The lead staff/teen is unable to attend will send a replacement.*	The lead staff/teen is able to attend	The lead staff/teen is able to attend and has brought other staff from the community planning committee to participate in the call	

\* All grant recipients are required to send the lead staff person to attend J-Serve training phone calls.

<b>Topic</b>	<b>Score = 1</b>	<b>Score = 3</b>	<b>Score = 5</b>	<b>Total</b>
<i>Marketing/Recruitment/PR</i>				
Recruitment plan	Only a basic recruitment plan is in place, participants are pulled from an existing base of engaged teens.	A recruitment plan is in place but it relies heavily on attracting already engaged students.	A recruitment plan is well developed and it does not rely heavily on attracting already engaged students.	
Number of teens engaged	The goal is set to reach 125 (75) teens.	The goal is reach over 150 (85) teens.	The target is to reach over 200 (100) teens.	
Under affiliated teens	No plans are in place to engage under affiliated teens.	Only the most basic steps are planned to engage under affiliated teens.	A major component of the project is the engagement of under affiliated teens.	
Marketing post J-Serve opportunities	The opportunity does not exist for participants to receive information about post J-Serve opportunities	Some opportunity exists for participants to receive information about post J-Serve opportunities	All participants are able to receive information about post J-Serve opportunities from.	
Inclusion of the J-Serve logo and PR/marketing potential	The J-Serve logo will be included as required. No PR plan is included in proposal.	The J-Serve logo will be included as required and only the most basic PR plan is established.	The J-Serve logo will be included as required and an extensive PR plan is in place.	