

Request for Proposals in Diverse Communities

Background

The Walmart Foundation is pleased to announce a Request for Proposals (RFP) from non-profit entities to help accelerate **Community Cohesion and Inclusion** efforts and **Expand Pathways to Career Opportunity** for diverse communities. The purpose of this RFP is to support new initiatives (or deepen existing efforts) to increase community cohesion and build a more inclusive society and; to support programs with measurable impact that help create ladders to economic opportunity for individuals from diverse backgrounds.

The Walmart Foundation expects to provide up to **a total of \$3M in funding for all projects chosen pursuant to this RFP**. Grants should focus on either an innovative idea to address the areas of concern or be programs that are ready to be scaled up to meet the needs of a larger portion of the underserved community it is addressing. Grant proposals will be accepted in the range of \$50,000 to \$500,000 for the period of one year. We expect that most awards will be \$250,000 or below. Organizations should submit one application for their strongest program in one area of interest explained in detail below.

A Focus on Communities Who Lack Access to Equal Opportunity

Specific emphasis will be placed on proposals which are able to demonstrate measurable outcomes for low-income individuals and address issues within communities who lack access to equal opportunity and/or communities that have experienced significant civil unrest. Issues impacting these communities are complex and typically interconnected. Examples of issues experienced by individuals in communities who lack equal access to opportunity include (but are not limited to) high rates of unemployment, high rates of crime, and indicators of poor health, and low high school and college completion rates. These conditions often contribute to and can further exacerbate negative outcomes associated with living in high concentrations of poverty.

The areas of interest:

The Walmart Foundation will accept a proposal from organizations which addresses one of the following areas:

Strengthening Local Community Cohesion:

The Walmart Foundation is committed to helping build capacity for organizations to support communities in taking steps towards bridging persistent divides and creating sustainable change. Today more than ever, we recognize the need to further invest in strengthening community cohesion – to work collectively toward a common vision and sense of belonging by all communities; and a society in which the diversity of people’s backgrounds and circumstances is appreciated and valued. ¹ The purpose of these grants is to help accelerate existing comprehensive place-based initiatives. This work may be supported by national or local cross-sector leaders, organizations, and practitioners committed to:

¹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/181542/DFE-RR033.pdf

- Promoting community healing, fairness, trust, and reconciliation grounded in an understanding of local context and partners;
- Addressing persistent inequities experienced by vulnerable populations and;
- Implementing effective solutions to measurably improve life outcomes for traditionally underserved populations.

Proposals will be considered that address one or more of the following:

- 1) Building a common vision and sense of belonging for all members of the community,
- 2) Facilitating meaningful face-to-face dialogue and connection to break down barriers **and build trust between** different community groups,
- 3) Identifying root cause issues which reduce community cohesion and directly address them in schools, workplaces, public sector and/or neighborhoods

Examples of this work might include:

- A series of community led discussions that include key community leaders looking to develop constructive next steps,
- Training and development of community leaders on how to build inclusive societies and address specific issues in their community,
- Expanding a program that has been successful in creating cooperative approaches between law enforcement and the broader community,
- Working across multiple organizations to build coalitions to best serve all members of the community,
- Creating or expanding inclusion-based programming in schools, the workplace and the broader community
- Creating or expanding cohort/place-based programs that foster leadership skills among young people from diverse backgrounds and; provide training and tools necessary for effective leadership in their communities and in society more broadly.
- Expanding or deepening trauma-informed supports for young people impacted, directly or indirectly, by civil unrest and other traumatic events in their communities.

While we understand the need for support for regular operating costs, this RFP is meant to support or expand community cohesion efforts already being implemented and showing promise of effectiveness. We encourage organizations to research best practices around community cohesion and inclusion and leverage the expertise of other groups and coalitions, which can include retaining professional services of experts in the field regardless of where they are located. We recognize the need for this work to be sustainable so we strongly encourage organizations to demonstrate strategic partnerships with key allies to help deepen impact and build trust across the community. We also encourage the implementation of an evaluation plan to measure the overall effectiveness and impact of program activities.

Review Criteria will include:

- Proposal's design and plan to make long-term impact on the community or region served
- Sustainability of program

- Organization’s capacity and history of impact
- Budget efficiency

Expanding Pathways to Career Opportunity:

The Walmart Foundation recognizes that communities and businesses are facing a rapidly shifting economy and are working to identify proven pathways to training and employment for more Americans, including individuals from diverse and disadvantaged backgrounds. We know that now, more than ever, we must collectively take the next step forward in diversifying the talent pipeline and ensuring more people acquire the skills they need to meet the demands of the next economy. Acknowledging the specific challenges the retail sector faces, in February 2015, Walmart and the Walmart Foundation made a \$100 million philanthropic commitment to enhance economic mobility for frontline service sector workers. This will necessitate collaboration among many different partners. Among those partners may be educational institutions, work force boards, employers, and non-profits. It will require a set of programming that will need to be piloted, scaled, monitored and evaluated to find what improves opportunity for the American worker.

Career Opportunity proposals will need to support programs with measurable impact that help reduce barriers to entry for opportunities leading to economic mobility. The Career Opportunity grants can be considered “workforce development” grants, helping individuals to achieve economic stability through the combination of skills training and supports in the hopes that communities and sectors are impacted positively, as well. These programs must help entry-level, low-skilled, or underrepresented workers develop skills and gain employment experience that enable continued employment. The Walmart Foundation is seeking proposals which will provide interventions (such as skills training, accelerated learning programs, job coaching, English as Second Language and citizenship acquisition or other services) to increase opportunities for individuals to access employment, retain existing employment, access advancement or move into new jobs. Major components of programming could provide opportunities through job training and placement assistance,² career advice and greater access to the resources that help people become self-sufficient and reach their full potential. For the purposes of this RFP career opportunity programming should extend beyond the retail sector. Programs focusing on Scholarships, internships and job application assistance programs for college students are excluded from consideration. Initiatives focusing on work-based leadership development programs for currently employed individuals (including historically underrepresented groups) are also excluded from consideration.

- Key metrics will be:
 - Number of persons served
 - Number of persons upskilled
 - Number of persons hired from among those served
 - Number of persons retained in employment for 90 days

² Walmart may participate as one of many employers in hiring fairs, but Walmart should not be included to receive one-on-one hiring services by programs sponsored with these funds.

Eligibility and Fund Use:

Grants will be awarded on a competitive basis to organizations that submit the most compelling proposal based on the focus areas above and the minimum eligibility criteria below.

Eligibility:

- Applicant organization must be a tax-exempt public charity described in Section 501(c)3 of the Internal Revenue Code of 1986 (the “Code”), other than a Type III supporting organization described in Section 509(a)(3)(B)(iii) of the Code. Organizations must be listed in the most current IRS 50 State Master File at the time the application is submitted and at the time of awarding if chosen for funding.
- Organization must have a demonstrated ability and expertise to execute the proposed program.
- Prospective grantees must be able to demonstrate that the program or project has previously achieved its proposed outcomes or provide research that validates work of the proposed grant.
- National nonprofit organizations that operate regionally/locally and are seeking funding to expand successful program activities are eligible to apply.
 - PLEASE NOTE: A chapter/affiliate of a national organization may not apply for funding on their own. However, a national organization that operates regionally/locally may apply on behalf of one or more local chapters/affiliates.
- Nonprofit organizations that operate regionally/locally are eligible to apply.
- We favor collaboration. Organizations are strongly encouraged to work jointly or as part of coalitions, working together on a programmatic goal. If applying as a coalition, one organization must serve as the lead grantee when submitting an application. Any proposed sub-granting of funds should be clearly outlined in the proposal.
- The grant amount requested cannot exceed 20% of an organization’s annual budget.
- Grant funds may not be used to cover more than 50% of personnel expenses for any single program-related position.
- Organization must be able to deliver services to diverse communities. For the purposes of this RFP, diverse is defined as African-American, Hispanic/Latino, American Indian /Alaskan Native, Asian-Pacific Islander, LGBTQ, Individuals with Disabilities, and Women. A slate of projects that serve a broad diversity of communities will be a factor in selection.
- Selected grantees will be required to provide an abbreviated semi-annual report and a detailed annual final report to the Walmart Foundation. These reports are intended to provide an update on the program’s activities, a summary of the current status of the program relative to proposed outcomes, and an update on financial expenditures relative to work carried out. Templates will be provided at appropriate times through the CyberGrants system.
- Collaborative proposals submitted by two or more eligible organizations will be considered.
- Organizations are encouraged to work with other community organizations to accomplish their objectives, though any proposed sub granting of funds must be clearly outlined in the proposal.

Fund Use:

- Funds awarded must be utilized for direct program delivery.
- Proposals will not be considered if indirect/overhead costs exceed 10% of requested funds.
- Funding will not be available to support research toward the accomplishment of the proposed objectives. The funds represented by this RFP are programmatic.
- The focus of the community cohesion proposals should be to support projects that will further community cohesion and inclusion.
- The focus of the career opportunity proposals should be the creation of practical, equitable, and measureable access to career resources and opportunities.

Funding Exclusions

- Organizations that deny service, membership or other involvement on the basis of race, religion, color, sex, sexual orientation, gender identity, age, national origin, ancestry, citizenship, veteran, disability status, or other legally protected class.
- Organizations that have already received a National Giving grant, but have not completed an impact report, may not apply or receive a new grant.
- Association/chamber memberships
- Athletic sponsorships (teams/events)
- Capital campaigns and endowments (defined as any plans to raise funds for a significant purchase or expense, such as new construction, major renovations or to help fund normal budgetary items)
- Faith-based organizations when the proposed grant will only benefit the organization or its members
- General operating expenses
- Research projects
- Scholarships (tuition, room and board or any other expense related to college, university, or vocational school attendance)
- Sponsorship of fundraising events (galas, walks, races, tournaments, etc.)
- Travel or lodging expenses for groups or individuals, where travel is the primary reason and/or majority cost for the proposal.

The Walmart Foundation reserves the right to modify this RFP and the National Giving Program's guidelines, submission deadlines and notification dates without prior notice.

Application Process

The application process will consist of submission of a LOI and proposal through the CyberGrants on-line application system. All prospective grantees must agree with the Walmart Foundation Memorandum of Understanding prior to submitting the LOI. Only those applicants selected as semi-finalists will be invited to submit a proposal. Once finalists are selected, applicants may be asked to revise their

application to strengthen methodologies, adjust budgets or answer questions about their proposed program before the Walmart Foundation selects winners for funding.

LOIs & Proposals will be submitted via CyberGrants, and will be reviewed based on the guidelines and criteria listed below. A preview of the application is attached for reference. The Foundation reserves the right to consider factors such as geographic diversity and a balanced slate of grantees. The Walmart Foundation will have the sole authority to select the grantees. Submission of the LOI is required to gain access to the full proposal, and all fields must be completed for the application to be considered. Please note that language in the project narrative should be understandable to a lay reviewer and provide reviewers with sufficient information to effectively evaluate the merits of the proposal.

Applicants should focus on impact achieved by the proposed grant programming. Many applications focus only on the process, rather than the impact. We want to know what you will do and how you propose to do it, what you expect it will achieve, why you think it will achieve those results and how you will measure your success. It is often helpful to share prior evaluation results from your organization's work, a short summary of research on best practices in the field and stories of the impact of your work, to help demonstrate your organization's ability to deliver impact. These items can be attached as additional resources. Do not mail additional materials to the Walmart Foundation to supplement the application. Only materials included in the electronic application will be considered.

This is a competitive process. Being previously funded by the Walmart Foundation does not guarantee continued funding.

Character counts for various sections are given in the CyberGrants LOI and Proposal. These counts include spaces and formatting. If you exceed the character counts in a field, you will not be able to proceed or submit your application.

Proposals will be evaluated on the following sections:

- **Strategies and Scope of Work**
 - Organizational Capacity
 - Implementation Plan
 - Program Budget with Narrative
- **Evaluation Plan**
 - Desired Results
 - Outputs and Outcomes
 - Metrics
- **Additional Information**
 - Donor Recognition
 - Additional Organizational Information

LOI and Proposal Submission

LOIs and Proposals must be submitted via CyberGrants, the Walmart Foundation’s online application system. CyberGrants can be accessed on the Walmart Foundation website:

www.cybergrants.com/walmart/national_loi

You must use the invitation code: **DIRFPCM** each time you access the application. If you are a first-time user, you will need to create an online profile before accessing the proposal form. Once the LOI and proposal forms are filled out in CyberGrants, please click “Submit.” Please follow each submission with an email to alise.marshall@walmart.com with the subject line, “Diversity & Inclusion RFP” to inform of your submission. **LOIs must be submitted by 11:59PM ET, December 22, 2017.** LOIs and Proposals submitted after the deadline will not be considered. LOIs and Proposals should be submitted as soon as possible, even prior to the deadline. This allows the Foundation to ask clarifying questions or address errors or misunderstandings if necessary before the application closes.

Key Dates

Q&A Webinar on RFP	November 16, 2017
System opens to accept LOIs	November 20, 2017
Submit LOIs Deadline	December 22, 2017
Semi-finalists selected	January 08, 2018
Semi-finalists Proposals Deadline	January 29, 2018
Selection of finalist organizations	February 16, 2018
Submit finalists’ proposals for funding review	March XX, 2018
Notification of Awards	March XX, 2018
Disbursement of Awards	Late March, 2018
Public Announcement @ MLK Event (Memphis, TN)	April 04, 2018

Statement of Non-Commitment

Issuance of this RFP does not commit the Walmart Foundation to award a grant or to pay any costs incurred in preparation of the proposals to respond to the RFP. Those responding to this RFP must follow its procedures and requirements. Failure to comply with or complete any part of this RFP may result in rejection of the proposal. The Walmart Foundation reserves the right to reject any or all proposals, or to negotiate separately with competing applicants for funds described in this RFP.

The Walmart Foundation reserves the right to modify this RFP and the National Giving Program’s guidelines, submission deadlines and notification dates without prior notice.

About Walmart and the Walmart Foundation:

By using our strengths to help others, Walmart and the Walmart Foundation create opportunities for people to live better every day. We have stores in 27 countries, employing more than 2.2 million associates and doing business with thousands of suppliers who, in turn, employ millions of people. We are helping people live better by accelerating upward job mobility and economic development for the retail workforce; addressing hunger and making healthier, more sustainably-grown food a reality; and building strong communities where we operate and inspiring our associates to give back. Whether it is helping to lead the fight against hunger in the United States with \$2 billion in cash and in-kind donations or supporting Women's Economic Empowerment through a series of grants totaling \$10 million to the Women in Factories training program in Bangladesh, China, India and Central America, Walmart and the Walmart Foundation are not only working to tackle key social issues, we are also collaborating with others to inspire solutions for long-lasting systemic change. To learn more about Walmart's giving, visit www.foundation.walmart.com.