MBK ALLIANCE

My Brother's Keeper Alliance - Community Challenge Competition

General Information Webinar
April 10, 2018

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TODAY'S AGENDA

WELCOME	The MBK Alliance Team will welcome everyone to the call
ABOUT THE MBK ALLIANCE & COMMUNITY COMPETITION	Michael Smith, Executive Director, MBK Alliance & Director, Youth Opportunity Programs
MBK COMMUNITY CHALLENGE COMPETITION DETAILS AND REQUIREMENTS	Burnell Holland, Senior Associate, MBK Communities
REGISTRATION AND ONLINE APPLICATION NAVIGATION	Cecilia Gutierrez, MBK Alliance
Q & A	All Participants
REMINDERS AND CONCLUSION	Michael, Burnell and Cecilia

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Welcome and MBKA Overview and Updates

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“When Trayvon Martin was first shot, I said that this could have been my son. Another way of saying that is Trayvon Martin could have been me 35 years ago.”

President Obama, July 2013

“This is as important as any issue that I work on. Because if America stands for anything, it stands for the idea of opportunity for everybody. The notion that no matter who you are or where you came from, or the circumstances into which you are born, if you work hard, if you take responsibility, then you can make it in this country.” - President Obama, February 2014

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THE CHALLENGE

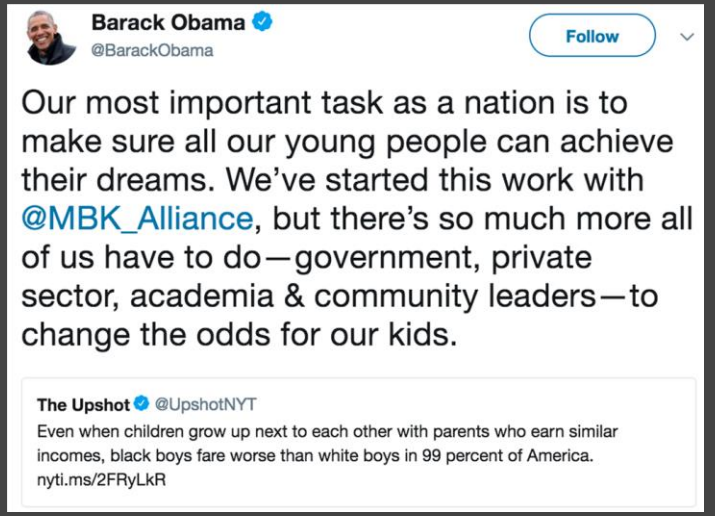
POVERTY - Black, American Indian, and Hispanic children are between six and nine times more likely than white children to live in areas of concentrated poverty.

DISCIPLINE - African-American students represent 16 percent of the public school student population, but make up 42 percent of those suspended more than once, and 34 percent of students expelled.

GRADUATION - High school graduation rates for black and Hispanic students are 16 and 12 percentage points lower than white students, respectively. Many districts see 50% graduation rates or worse for boys of color.

EMPLOYMENT - A black baby boy born 25 years ago has a 1 in 2 chance of being employed today.

CRIME - While only 6% of the overall population, Black males account for nearly half of all murder victims.



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THE OPPORTUNITY

Improving life prospects and outcomes for young people, including young men of color, is the right thing to do for our economy.

- If we closed the gap in educational attainment between working-age (25-64) men of color and non-Hispanic white men of the same age:
  - The share of working-aged men of color who have a bachelor's degree or above would double;
  - Total U.S. GDP would increase by 1.8 percent ($350 billion).
- If we closed the gap in labor force participation between 16-to-54 year-old men of color and non-Hispanic white men of the same age, total U.S. GDP would increase by 2 percent

"There's nothing, not a single thing, that's more important to the future of America than whether or not you and young people all across this country can achieve their dreams."

– President Obama at the launch of the My Brother's Keeper Alliance, May 2015

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[1] www.whitehouse.gov/sites/default/files/docs/mbk_report_final_update1.pdf

MBK ALLIANCE TODAY

HISTORY	President Obama launched My Brother's Keeper in February 2014 to address persistent opportunity gaps facing boys and young men of color and to ensure all youth can reach their full potential. In 2015 the My Brother's Keeper Alliance (MBK Alliance) was launched as a private-sector non-profit, inspired by My Brother's Keeper, to scale and sustain the mission. In late 2017, MBK Alliance became an initiative of the Obama Foundation.
MISSION	MBK Alliance leads a cross-sector national call to action focused on building safe and supportive communities for boys and young men of color where they feel valued and have clear pathways to opportunity
FOCUS	While MBK Alliance will continue to advance the importance of the interdependence of all six cradle to career milestones and building collective impact infrastructure that leads to lasting results, our team will primarily work with MBK Communities to prioritize solutions in two specific areas: youth violence prevention, and growing the mentor pipeline for evidence-based mentorship programs for BYMOC.

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STRATEGIC APPROACH

We believe *communities* are the unit of change to realize improved life outcomes for boys and young men of color. Research shows that collective work of community leaders, members, and public and private agencies pursuing the same goals for boys and young men of color can lead to sustainable, place-based change.

ACCELERATE IMPACT IN TARGETED COMMUNITIES

We will work as a solutions partner, helping Impact Communities to organize stakeholders and community assets around a specific mentoring and/or youth violence prevention goal. We will then work with implementation partners to identify and adopt proven practices, programs, and interventions.

STRENGTHEN THE MBK NETWORK & PROMOTE WHAT WORKS

MBK Alliance will act as a standard setter, working with partners to offer tools, resources, and convening opportunities designed to bolster the network, promote action, strengthen interventions, and spotlight and spread practices, and policies that work.

MOBILIZE CITIZENS + RESOURCES

MBK Alliance will act as a galvanizer, mobilizing corporations, philanthropy, and everyday citizens to support campaigns to ensure all BYMOC have effective mentors and to support Impact Communities in meeting goals.

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THE MBK COMMUNITY CHALLENGE

1. ACCEPT THE CHALLENGE	A mayor, county executive or tribal leader officially takes the Challenge. Then, provide a designated point of contact on your staff & private sector counterpart, confirm your pledge to build and execute a plan, and announce your commitment.
2. CONVENE A "LOCAL ACTION SUMMIT"	This effort will require a coalition of partners with an ownership stake in the strategy, and a sense of empowerment to help lead the effort. **Within 45 days** of your commitment, host a Local Action Summit with key stakeholders to assess needs and assets, determine priorities, and set concrete goals.
3. CONDUCT A POLICY REVIEW & FORM RECOMMENDATIONS	Stakeholders should scour local policies and programs in search of ways to introduce or expand on existing efforts to better serve youth. **Within 120 days** of commitment, this group should produce a report with recommendations, standards for tracking and sharing data, and recommendations for institutionalizing the effort.
4. LAUNCH A "LOCAL ACTION PLAN."	**Within 180 days** of your commitment, convene key partners to publicly launch a plan of action for accomplishing selected goals. It should include a protocol for tracking data, benchmarks and timelines for review, plan for resourcing your efforts and opportunities for the community to help.

"I'm launching My Brother's Keeper Community Challenge, asking every community in the country…to publicly commit to implementing strategies that will ensure all young people can succeed, starting from the cradle, all the way to college and a career. It's a challenge to local leaders to follow the evidence and use the resources on what works for our kids." President Obama, Sept. 2014

MBK Community Challenge Competition Details and Requirements

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MBK COMMUNITY CHALLENGE COMPETITION GENERAL APPLICATION

PURPOSE	The purpose of this RFP is to identify, and invest in, up to 12 communities that accepted the MBK Community Challenge, are making steady progress, and have the potential to be proof points for what it takes to substantially improve life outcomes for boys and young men of color (BYMOC)
FOCUS AREAS	Reducing youth violence & growing the pipeline of mentors having a measurable impact on BYMOC
EVIDENCE-BASED	We are seeking to work in partnership with communities that can identify and implement evidence-based programs and a specific goal over two years to reduce youth violence or leverage mentors to address milestone-specific challenges.

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ORGANIZATION ELIGIBILITY

Grantee Profile: MBK Alliance will only select "backbone organizations" to be stewards of the Community Grant Competition funds. Each organization must have played a major role in driving collective impact efforts, initiating program development, and expanding policies/practices that improve life outcomes for BYMOC.

MBK Related Requirements	Applicants must be based in one of the nearly 250 jurisdictions that accepted the MBK Community Challenge and met the following requirements: • Engaged a cross-sector body to guide strategy • Appointed a designated director • Held a Local Action Summit • Published and taken action against Local Action Plan
Fiscal/ Organizational Requirements	• Must be a high-performing U.S.-based nonprofit community organization 501(c)(3) with strong board and exec. leadership • Must have been in existence for three or more years • Must have an annual operating budget of $750,000 or more, and at least one year of audited financials • Must have a strong track record of success managing and scaling impactful initiatives improving life outcomes for BYMOC • Must have a strong measurement and evaluation track record of collecting, monitoring and analyzing data to track progress and make course corrections
Additional Requirements	• Must secure 1:1 matching funds of 100% of the amount of the grant requested. 50% must be confirmed at time of application • Must have an endorsement letter from the Mayor, Deputy Mayor, County Executive, Elected Tribal Leader or a select MBKA partner organization

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COMMUNITY COMPETITION DETAILS

Up to SEVEN IMPACT COMMUNITIES*

AWARD / FUNDING	• Between $100,000 to $500,000 over two years to replicate or scale interventions in mentoring or youth violence prevention. • $50,000-$75,000 per year, for two years, in matching funds to backbone organizations for the purpose of hiring MBK Community Coordinators. *Applicants will determine the amount of money for which they will apply based on local needs, size of the project and the ability to raise the required match.*
ENGAGEMENT OF SUPPORT	• Two year engagement led by the MBK Alliance Communities Team and implementation partners. High-touch support from MBK Alliance and the Community Coordinator who will work with the backbone organization and local cross-sector task force to identify gaps and assets, develop recommendations, and support implementation plan. • Access to implementation and content partners to advise on overarching Local Action Plan development and long-term infrastructure to sustain the work.

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COMMUNITY COMPETITION DETAILS

Up to FIVE SEED GRANTS*

AWARD / FUNDING	• $25,000 to 50,000 to pilot interventions in violence prevention and/or mentoring for a sub-population of BYMOC in the community.
ENGAGEMENT OF SUPPORT	• Access to MBK Alliance's implementation and content partners to advise on overarching plan development and long-term infrastructure to sustain the work.

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CHICAGO AND CALIFORNIA

CHICAGO	• Chicago will be one of the seven cities awarded an Impact grant as a demonstration pilot, as well as additional funding for five “seed” grants for smaller/emerging organizations. • The Community Competition RFP includes a Chicago Supplemental Application which lays out Chicago-specific questions, criteria and processes for Chicago-based nonprofits. Chicago-based nonprofits will apply for funds through the Community Competition RFP's Chicago Supplemental Application. • Smaller and emerging Chicago-based non-profits will also be able to apply for smaller "seed grants" (five grants of up to $50k) through the Chicago Supplemental RFP.
CALIFORNIA	• Thanks to the generosity of the California Endowment, at least two “Impact Communities” will be selected competitively from the State of California. • This contribution, which is a legacy commitment to the former MBK Alliance nonprofit, grows the competition from 10 to 12 communities.

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KEY PROGRAM REQUIREMENTS

- **MATCH:** MBK Alliance grantees are required to match the entire amount of grant award on a dollar-for-dollar basis. The match must be in cash. In-kind matching is not allowed. At the time of application submission, MBK Alliance applicants must demonstrate the ability to meet 50 percent of their first year cash match requirement. MBK Alliance is interested in applicants that demonstrate a clear capacity to raise additional dollars and a serious commitment to own the fundraising responsibility for short-term and long-term sustainability.
- **GROWING THE IMPACT OF PROGRAM MODELS:** Grantees may grow the impact of their program model in several ways, including through expansion of existing program sites or replication of the program to new sites in different communities. However, all strategies should involve expanding the selected solutions so more boys and young men of color experience substantial, measurable benefit.
- **SYSTEMS CHANGE:** MBK Alliance was created to combat the structural racism that keeps boys and young men of color from reaching their full potential. As a result, we're seeking to support projects that will work within a systems change framework, not only providing direct service to BYMOC but are also advancing, and advocating for, systemic and institutional reforms in complementary best practices in the public and private sectors that will lead to lasting change for the youth served by the project and beyond.

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KEY PROGRAM REQUIREMENTS

- **EVIDENCE & EVALUATION:** MBK Alliance will select organizations that have a track record of using evidence to identify, scale and improve interventions. We seek program models that have demonstrated significant impact in improving life outcomes of boys and young men of color. Successful applications will include clear details concerning how the backbone organization will support further evaluation throughout the program implementation and grant period.
- **COLLECTIVE IMPACT:** MBK Alliance is interested in funding applications that utilize a Collective Impact Approach, a model in which cross-sector coalitions form to identify a common set of challenges and evidence-informed solutions, and then work together to implement the solution.

Target Beneficiaries

MBK Alliance is interested in proposals focused on meeting the needs of boys and young men of color, ages 30 and under, in traditionally underserved populations, including African American, Hispanic American, Native American and some Asian American and Pacific Islander communities. We recognize you cannot solve the challenges facing boys and young men of color without addressing the interconnected issues of race, gender, sexual orientation, immigration, socioeconomic status and gender nonconforming youth.

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COMMUNITY COMPETITION TIMELINE

KEY MILESTONES (APPROXIMATE)

Public Announcement of the Competition/RFP	Tuesday, February 27, 2018
RFP Release	Thursday, April 5, 2018
Webinar: General Application Review	Tuesday, April 10, 2018
Webinar: Technical Assistance - Collective Impact	Friday, April 13, 2018
Webinar: Technical Assistance - Mentoring	Tuesday, April 17, 2018
Webinar: Technical Assistance - Youth Violence Prevention	Friday, April 20, 2018
Webinar: Technical Assistance - Data, Measurement	Monday, April 23, 2018
Webinar: Final Questions and Answers	Thursday, May 10, 2018
Deadline for Submission of Proposals	**Thursday, May 24, 2018 at 5:00 p.m. EST**
Competition Winners Announced	Late Summer 2018
Funds Disbursed	Fall 2018

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Registration and Online Navigation

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Secure | https://www.obama.org/mbka/competition/

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ABOUT WHAT WORKS MBK COMMUNITIES VOICES GET INVOLVED UPDATES

MBK COMMUNITY CHALLENGE COMPETITION

We believe lasting change for boys and young men of color begins with communities. Research shows that when youth, community leaders, citizens, and public and

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SELECT YOUR APPLICATION

OBAMA.ORG

Share

Read the entire Request for Proposals before you apply.

For applicants from any MBK Challenge Community:

START A GENERAL APPLICATION

For applicants from Chicago applying for Impact Grants:

START A CHICAGO IMPACT APPLICATION

For applicants from Chicago applying for Seed Grants:

START A CHICAGO SEED APPLICATION

View the schedule of our Technical Assistance Webinars and sign up to attend:

REGISTER FOR A TECHNICAL ASSISTANCE WEBINAR

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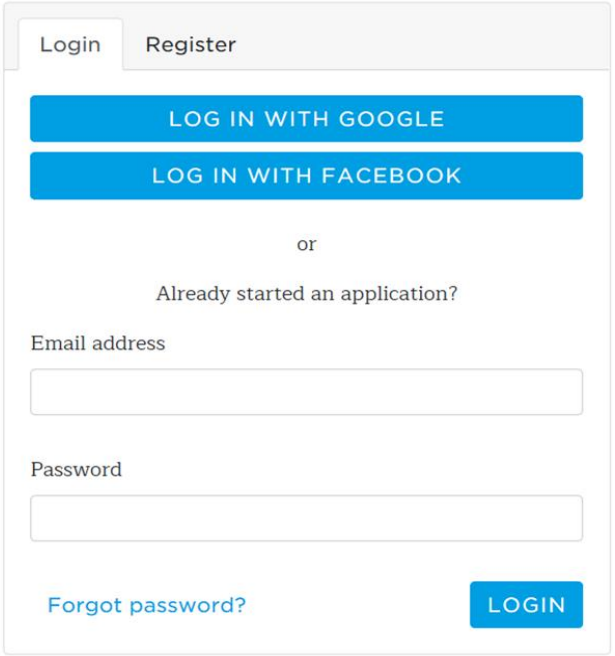
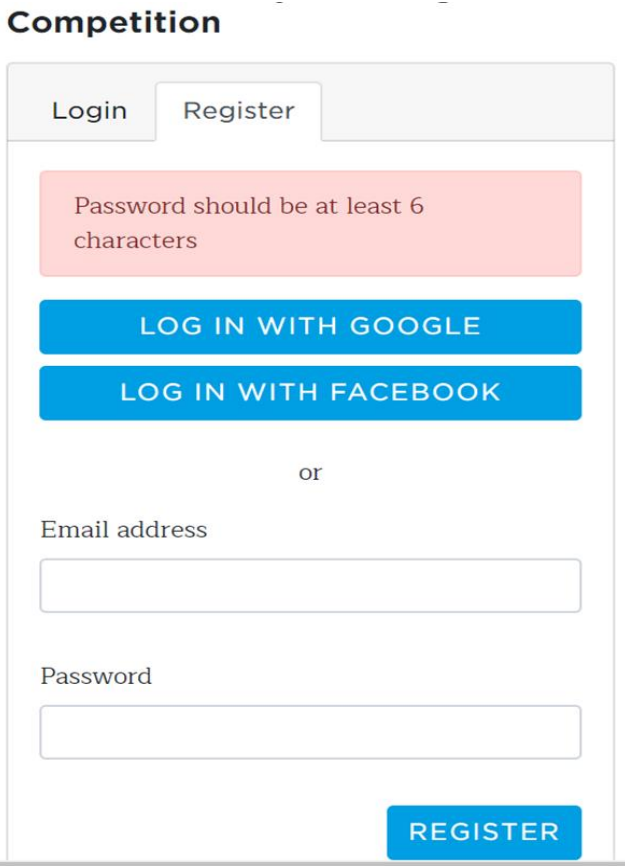
REGISTRATION





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Date: date and time
To: your email
Subject: Verify your email for your Obama Foundation application

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Follow this link to verify your email address.

https://apply.obama.org/account/?mode=verifyEmail&oobCode=u_GDgSRkivyjqpJcPaM0PGatxYbJhQd2qxtK4VWDIlQAAAFipZ25xQ&apiKey=AIzaSyDJfHpQ6_4ULsHbVMsSGJn1hg00NCn08vI&continueUrl=https%3A%2F%2Fapply.obama.org%2Fmbkachallenge%2F

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Thanks,

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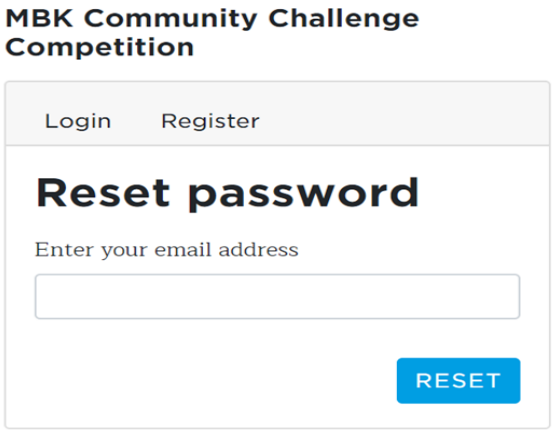

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Secure | https://apply.obama.org/mbkachallenge/welcome

MBK Community Challenge Competition

Welcome

1. General Information

2. Organization Information

3. Project Information

4. Leadership and Collaboration

5. Budget and Sustainability

6. Attach

Review

Logged in

LOGOUT

Current time:

MBK Community Challenge Competition: General Application

The purpose of this RFP is to identify, and invest in, up to 12 communities that accepted the MBK Community Challenge, are making steady progress, and have the potential to be proof points for what it takes to substantially improve life outcomes for boys and young men of color (BYMOC), especially as it relates to reducing youth violence and growing the pipeline of mentors having a measurable impact on BYMOC. We are seeking to work in partnership with communities that can identify and implement evidence-based programs and a specific goal over two years to reduce youth violence or leverage mentors to address milestone-specific challenges.

While working to replicate or scale such an intervention, we will help those communities share results and build capacity to ensure the long-term success of this specific work and the broader local MBK effort. The financial and in-kind support provided is not designed to supplant government or local philanthropy. Rather, we intend that the monetary portion of the grant awards combined with tailored technical assistance and outreach support will catalyze and accelerate the pace of impact and inspire others to get involved — from everyday citizens to public and private sector leaders.

Please read more about the Competition, Background, Eligibility Requirements and more here before starting your application.

This application closes Thursday, May 24, 2018 at 11:59 PM ET. All letters of support and required documents must be submitted at this time.

NEXT

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ONLINE APPLICATION REVIEW

CLICK HERE

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Questions and Answers

Reminders and Conclusion

COMMUNITY COMPETITION TIMELINE

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• Funds Disbursed	Fall 2018

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WHERE TO ACCESS HELP/SUPPORT

APPLICATION	Read the full application before you begin to work on the online application. Be sure to write all responses on a word document and then cut and paste onto the online application. The Full RFP can be access by visiting: https://www.obama.org/mbka/competition/rfp/
FREQUENTLY ASKED QUESTIONS	We have developed an initial set of FAQs. As questions are received and answered, they will be added to this section of the application. Please visit often to ensure you have the most current information. You can access FAQs by visiting: https://www.obama.org/mbka/competition/faq/
TECHNICAL ASSISTANCE WEBINARS	April 10th, 1:00 p.m. EST - General Application Overview April 13th, 2:00 p.m. EST - Collective Impact April 17th, 4:00 p.m. EST - Mentoring April 20th, 3:00 p.m. EST - Youth Violence Prevention April 23rd, 1:00 p.m. EST - Data, Measurement and Evaluation May 10th, 2:00 p.m. EST - Final Questions and Answers *All webinars will be recorded and information shared will be added to the RFP website.*
SUBMIT A QUESTION	Additional questions should be submitted via our online form, that can be accessed by visiting: https://www.obama.org/mbka/competition/contact/

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This Request for Proposals (RFP) contains confidential and proprietary information. Respondents shall not reproduce or distribute this information to third parties, without prior written authorization. Questions regarding this RFP or aspects of the selection process should be directed to the Obama Foundation. Respondents acknowledge that the Foundation shall have no obligation to treat any information submitted in or in connection with the RFP response as proprietary or confidential. By the submission of an RFP response, respondent thereby grants to the Foundation an unrestricted right to use all or portions of the RFP response, including all materials and/or accompanying information submitted therewith, as it considers necessary or desirable in connection with the Competition.

"My Brother's Keeper was not about me, it was not about my presidency. It's about all of us working together. **Because ensuring that our young people can go as far as their dreams and hard work will take them is the single most important task that we have as a nation.** It is the single most important thing we can do for our country's future. This is something I will be invested in for the rest of my life, and I look forward to continuing the journey with you." – **President Obama MBK National Summit, December 14, 2016**

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