



ST. PETERSBURG
University of South Florida Saint Petersburg
 Student Philanthropy Board



Notice of Funding Opportunity (NOFO)
Request for Proposals (RFP)

Issue Date:	18 October 2010
Title:	Connect Senior Citizens with 21 st Century Communication Technologies
Issuer:	Fall 2010 Student Philanthropy Board #11 Team Gold, USF St. Petersburg, housed in ENC 2210.691: Technical Writing.
Available Funding:	\$5,000

DUE DATE:	5:00pm on Friday, 5 November 2010
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I. Problem Statement

This request for proposals is open only to 501(c) (3) nonprofit organizations operating in Pinellas and Hillsborough counties.

The Fall 2010 USF St. Petersburg Student Philanthropy Board Team Gold (USFSP SPB #11 GOLD) requests proposals that will aid senior citizens living in Pinellas and Hillsborough Counties who are in need of social services, social interaction, and transportation to resource facilities with access to 21st century communication technologies by providing a variety of services including: assistance/support, access to, and instruction in the use of computer-based resources.

The grant provided by the USFSP SPB is Federal funds and it carries all Federal restrictions. See Appendix I (Prohibited Program Activities).

Approximately one in eight Americans are over the age of 65, an increase of 13 percent since 1998. As of 2007, over 20 percent of the Florida population was aged 65 to 69. In the 2000 U.S. Census, the Pinellas County city of Clearwater had the highest percentage of residents aged 65 years and older for U.S. cities with a population equal to or

exceeding 100,000. Statistics also show that approximately 31 percent of elderly individuals outside of assisted living facilities reside alone, and half of all older women over the age of 75 live alone. Additionally, about 3.7 million elderly individuals fell below the poverty level in 2008. Because of the financial difficulties that older Americans face, they do not always have access to computer technology. This can limit their ability to use social networking tools such as email or the Internet to stay connected.

The National Academy of Engineering urges that “technology has great potential for improving the quality of life for older people,” but statistics indicate that the possible benefits of technology in the older population have not yet been fulfilled. The academy states that only 32 percent of people 65 and older were Internet users in 2007. This lack of Internet and technology use among older individuals can cause serious problems, including limited access to healthcare technologies. In addition to these burdens, seniors become more isolated socially as their resources to transportation dwindle. Despite many seniors being computer-phobic or otherwise having limited use of computers, most services/benefits available today are accessed through computer systems. In the absence of computer access, senior citizens must apply for benefits via face-to-face visits to service agencies.

The SPB Gold Team seeks proposals with innovative solutions to these problems to create a better quality of life for our senior citizens. Priority will be given to organizations that have not received a federal or state grant of more than \$100,000 in the past year and that address more than one of the problem areas discussed. Applicants must address these issues in their executive summary to receive priority consideration. Finally, priority will be given to organizations with an administrative and fundraising expense rate (AFR) of 20 percent or less, per their latest publicly available IRS Form 990. Applications must include documentation for this requirement.

SPB Gold Team believes that the elderly population needs to know how to access today’s technology resources in order to help avoid social isolation. With transportation to places like senior centers or libraries where the elderly can receive training and support using these technological programs, the older population of Pinellas and Hillsborough counties will have an opportunity to access countless online resources. These centers will assist them in technological amenities (email, networking sites, blogs, etc.) and help with transportation to and from the locations. They will also provide support and instruction for services like Internet searches to locate resources, filling out online applications (such as NSIP), and using programs such as word processing, spreadsheets, presentation software, databases, etc. Given these opportunities the senior citizens will be able to stay better connected with family, friends and the community.

11. **Funding.** The USFSP SPB #11 GOLD will provide one awardee funds up to the \$5000 maximum as allocated by the Lead Learn Serve Grant to fund a program that will foster social involvement in the community through technological assistance to elder citizens in Hillsborough and Pinellas Counties. The grant funds provided by the USFSP SPB Team Gold cannot be used for any other purpose or project other than that outlined in the response to the Request for Proposals.

A. Funding Restrictions:

1. Monies from the sub grant can only be used on the following:
 - a. Training
 - b. Equipment (including computers)
 - c. Supplies
 - d. Consultants or independent contractors not exceeding a rate of \$75.00 per hour.
2. Further Restrictions:
 - a. Grant funds may not be used to supplement or replace salary for a currently employed full-time or part-time staff member.
 - b. For restrictions placed on applicants by the Lead Learn Serve Coordinating Committee and the Learn and Serve America, see Appendix II (grant provisions).

III. Proposal Requirements

- A. Executive Summary of the program
- B. 1 year plan
 - i. 120 days to implementation of enhancement
 - ii. 365 days to spend all monies
- C. Program goals linked to critical needs
- D. Program activities
 - i. Creating or enhancing a program that fosters social involvement in the community through technological assistance to the elderly citizens.
 - ii. How program will be implemented
 - iii. Transportation of older individuals to and from facilities where they can access computer technologies
 - iv. Computer training for senior citizens in email, word processing, spreadsheets, presentation software, databases, etc. and volunteers who provide computer assistance
 - v. Classes/instruction for senior citizens in social networking sites like Facebook, MySpace, Twitter, BlogSpot, etc.
 - vi. Assistance for senior citizens with finding medical, financial, and social resources through Google, Florida.gov, Social Security, Medicaid websites, and other web-based social service aid
 - vii. Help and training with exploring the Internet as a whole for senior citizens, including Internet security and identity protection
 - viii. Evaluation plan
 - ix. Sustainability plan – longevity of program
 - x. Budget (for sample budget analysis, see Appendix III). Budget expenditures must focus on these areas:
 - a. Training
 - b. Equipment
 - c. Supplies
 - d. Consultants or Independent Contractors

- xi. Budget narrative must connect expenditures to critical needs. Grant applications will be evaluated to ensure that proposed budgets are clearly aligned with the activities outlined in the project plan. If there are elements of the budget that do not clearly connect with the project activities, please justify their inclusion in the budget narrative.

E. Assessment plan and performance measures

- i. Includes criteria for success and how that success will be measured
- ii. Includes assessment timeline

IV. Qualifications for Applicants. The USFSP SPB will accept proposals from individuals or organizations that are 501(c) (3) tax-exempt organizations. These organizations need either be based in or have primary offices in Pinellas and/or Hillsborough County/Counties. Organizations that have relative and significant experience in the following areas are especially encouraged to apply:

- A. Organizations that provide transportation to multipurpose senior centers and that have a focus on technological and computer instruction are especially encouraged to apply. Organizations that do not meet all requirements will still have an opportunity to receive funding based on the quality of their programs meeting some program requirements. Funding may be used to enhance an existing program.
- B. Programs that are clearly sustainable beyond the initial enhancement monies.

V. Grant Application: The submitted proposal should not exceed 4,600 words in length, not including budgets, title pages, and a bibliography/works cited. The proposals should be single spaced with one inch margins. The font should be 12 point in Times New Roman. The proposal must be accompanied by documentation showing 501(c) (3) status.

Proposal Deadline: Proposals will only be accepted until Friday, 5 November 2010 at 5:00p.m.

Electronic copies of submissions are required.

- 1. Please send electronic copies to justicec@mail.usf.edu with *Response to Student Board Team Gold NOFO/RFP ENC 2210.691F10* in addition to the name of the applicant in the subject header. Include with your electronic application a completed contact information sheet.
- 2. Please mail any supporting materials to the below-listed address:

Charlie Justice
Response to Student Board NOFO/RFP #11 GOLD
University of South Florida St. Petersburg
Attn: Student Philanthropy Board
Campus Activities Center
140 7th Ave South
Saint Petersburg, FL 33701

Questions regarding proposals and processes should be directed to the USFSP SPB #11 GOLD in care of Dr. Morgan Gresham (Gresham@mail.usf.edu). Subject line should read *Inquiry Regarding Student Philanthropy Board #11 GOLD NOFO/RFP.*

VI. Award Process Deadline. To the extent possible, the USFSP SPBs will adhere to the following timelines:

18 October 2010	Issuance of request for proposal
5 November 2010 5:00pm	DEADLINE for submittal of applications
TBA	Award Celebration

VII. Evaluation of Applications.

The USFSP SPB #11 GOLD will evaluate received proposals based on the criteria listed below. A proposer may receive points per criteria up to the maximum points available (100 total). The grant will be awarded to the proposal with the highest score, closest to the maximum score of 100 points. If there are two or more proposals that have the highest equal ranking, the board will hold a two-thirds vote upon the issue to make a final decision. Proposals must receive a minimum of 70 points to be eligible for award consideration.

Mandatory Requirements (Must be addressed in Executive Summary)		
501(c) (3) documentation		
Hillsborough/Pinellas Counties		
A program with an emphasis on technology training specifically for the elderly citizens of Hillsborough and Pinellas counties.		
Must provide staff members/volunteers with the skills to help guide elderly individuals to senior centers and the education to teach them how to utilize modern computer technology.		
Sustainability Plan—longevity of program enhancements.		
SPB Specific Priorities		
Has the non-profit received a grant exceeding \$100,000	Yes	No
What is applicant's AFR %		
Evaluation Rubric		
	Points Available	Points Earned
A. Executive Summary of the program	0-5	
B. 1 year plan	0-5	
i. 120 days to implementation of enhancement		
ii. 365 days to spend all monies		
C. Program goals linked to critical needs	0-10	
D. Program activities	0-75	
i. Development of program		0-10
ii. Implementation of program		0-10
iii. Transportation of the elderly to and from senior centers in the community		0-3
iv. Computer training for senior citizens in		0-3

	email, word processing, spreadsheets, presentation software, databases, etc.			
v.	Providing classes/instruction for senior citizens in social networking sites like Facebook, MySpace, Twitter, BlogSpot, etc.		0-3	
vi.	Assistance for senior citizens to help find medical, financial, and social resources through Google, Florida.gov, Social Security, Medicaid websites, and other web-based social service aid.		0-3	
vii.	Help with exploring the Internet as a whole for senior citizens to stay connected with community happenings and opportunities and provide awareness of Internet security and identity protection.		0-3	
viii.	Evaluation Plan		0-10	
ix.	Sustainability plan—longevity of program enhancements		0-10	
x.	Budget (for sample budget analysis worksheet, see Appendix III)		0-10	
	e. Budget expenditures must focus on these areas:			
	f. Training			
	g. Equipment			
	h. Supplies			
	i. Consultants/Independent Contractors			
xi.	Connection between budget narrative expenditures, critical needs, and program activities.		0-10	
E.	Assessment plan and performance measures	0-5		
i.	Criteria for success and how that success will be measured			
ii.	Assessment Timeline			

VIII. Definition of Key Terms.

A. Senior Citizen, Elder, or Older Person

- i. Any person age 65 or older.

B. Senior Community Centers

- i. Venues where elderly individuals receive amenities including but not limited to: social interaction, exercise activities, counseling, club or organization gatherings, computer access and training and leisure opportunities.

C. Modern Writing Technologies

- i. Word processing, spreadsheets, presentation software, databases, email, web-based social service aid, and other computer writing/communication programs.
- D. Social Networking Sites
 - i. Facebook, MySpace, Twitter, BlogSpot, etc. These worldwide forums provide a way for people to stay connected through the sharing of photos, videos, messages, etc. They also make clubs or other organizations accessible to a wide range of site members.
- E. Social Isolation
 - i. According to Dictionary.com, social isolation is a state or process in which persons, groups, or cultures lose or do not have communication or cooperation with one another, often resulting in open conflict.
- F. Transportation to sites
 - i. There are a number of ways to define transportation, including but not limited to:
 - a. Bus passes provided for persons aged 65+ traveling to and from locations like senior centers and libraries
 - b. Trollies
 - c. Senior center vans
 - d. Volunteer drivers
- G. Sustainability
 - i. The term sustainability refers to the program's ability to maintain itself beyond that of the initial investment.

IX. Citations

- A. Aging Well Center
 - i. http://www.clearwater-fl.com/gov/depts/parksrec/aging/pdf/Clearwater_Aging_Well_Ctr.pdf
- B. Area Agency on Aging
 - i. www.agingcarefl.org
- C. Florida Department of Elder Affairs
 - i. http://www.aoa.gov/AoARoot/Aging_Statistics/Profile/2009/2.aspx
- D. Interactive Map of 2010 Florida State, PSA & County Profiles Projections Provided by Area Agency on Aging of Pasco-Pinellas, Inc.
 - i. http://elderaffairs.state.fl.us/english/pubs/stats/County_2010projection/Florida%20Map.html
- E. National Academy of Engineering
 - i. <http://www.nae.edu/Publications/TheBridge/Archives/TechnologiesforanAgingPopulation/TheAgingofthePopulation.aspx>
- F. Portal to Florida Department of Elder Affairs: annual profiles, reports to legislature, and other useful links
 - i. http://elderaffairs.state.fl.us/english/pubs_stats.php

Appendix III (Example Budget Worksheet)

Budget Summary	From SPB	Matching	Totals
<u>Training</u>			
<u>Equipment</u>		1525	
<u>Supplies</u>			
<u>Consultants</u>		3075	
Totals		\$5,000	

Values in the example budget worksheet are for example only and should not suggest priority funding objectives. Agency priorities may vary.

The Example Budget Worksheet is an editable spreadsheet. Word users can <right> - click or <control> - click on the table to open up a modifiable Microsoft-Excel worksheet. Choose to “edit” the “worksheet object”

USF St. Petersburg
 Student Philanthropy Board
 Contact Information

Name of Non-Profit	
Street	
City, State, Zip	
Website	
Phone	
Grant Contact Person	
Grant Contact Email	
Grant Contact Phone	
Executive Director or Lead of Organization	
Exec. Dir. Email	
Exec. Dir. Phone	

“Have you provided your 501C3 NON PROFIT documentation?”

