



## The Heckscher Foundation for Children Challenges New York Colleges and Community-Based Organizations to Partner with Employers for a \$3 Million Dollar Challenge

*Proposal Deadline: April 30, 2023, 5:00 pm EST*

### Request for Proposals

As New York experiences a dramatic period of job turnover, economic uncertainty, and postsecondary enrollment declines, employers and educators alike are eager to find ways to meet rapidly changing education and workforce needs for youth. New York State and City colleges and non-profit community-based organizations (CBOs), in partnership with employers, can work together to tackle these concerns through the Heckscher Foundation Challenge.

#### The Heckscher Foundation Challenge

The Heckscher Foundation Challenge will support innovative partnerships between employers and New York colleges and/or non-profit organizations that meet workforce needs in New York, and boost employment and earning outcomes among *all* young adults **under 25 years of age** (whether attending part- or full-time college, high school, a non-degree program, or not attending any institution) (“Youth”).

We seek to support partnerships with employers or a group of employers that provide Youth a clear path from education to a meaningful career. We are especially interested in serving those who face the greatest barriers to economic opportunity.

Grants will **not** be given to plan a partnership—they will only be given for the implementation of a plan with a designated partner, as described below. Further, the Heckscher Foundation will not consider internships or similar apprentice-like programs unless an employer partner makes specific commitments to providing **full-time** employment to program participants based on objective criteria, such as satisfactory completion of training milestones or other proof of necessary skills mastery.

The Heckscher Foundation will dedicate a minimum of \$3 million to this initiative, to be awarded in grants of up to \$400,000 per project payable over two years. The two-year grant period runs from June 2023 to June 2025. Proposal details may be found in this Request for Proposals.

#### Who Can Apply

The grant recipient for this challenge is a college with a physical presence in New York State and/or a non-profit community-based organization. While educational institutions are required to be physically-based in New York State, community-based organizations may be based elsewhere while serving New York youth.

We invite New York colleges and/or non-profit community-based organizations to submit proposals with **specific, identified employer partner(s)**, where employer partners demonstrate a commitment in writing to:

- Define the skills that are necessary for employment in their organization.
- Assist the college or non-profit organization in identifying, designing, or implementing curriculum that teaches those skills
- Define objective measures of competency in achieving those skills such as tests or certifications
- Project the number of individuals who the employer is willing to hire for full time employment in the next 12 and 24 months, assuming individuals demonstrate the defined level of competency.

We will support partnerships that lead to **measurable job outcomes** focused on full-time employment that provide economic stability. In these partnerships, New York State and New York City colleges and/or non-profit organizations, in partnership with employers, will share ownership, responsibility, and accountability for the success of students.

### **Timeline (all events virtual)**

January 18, 2023	Initial RFP release
January 25, 2023	<a href="#">Informational Webinar 1</a>
Week of February 6, 2023	Heckscher Office Hours ( <a href="#">sign up via link</a> )
March 7, 2023	<a href="#">Informational Webinar 2</a>
Week of March 27, 2023	Heckscher Office Hours ( <a href="#">sign up via link</a> )
April 30, 2023	RFP Proposals Due by 5:00 pm EST
May 31, 2023	Target for Notification of Award
June 2023	Fully Executed Grant Agreements
July 2023	Public Announcement and Initial Funds Disbursed
June 2024	One-year Interim Report Due
June 2025	Projects Conclude, Final Reports Due

### **RFP Details**

Proposal Format: New York Colleges and/or CBOs must submit the following by April 30, 2023, 5:00 pm EST: (1) Heckscher application and logic model; (2) employer partner commitment letter(s); (3) detailed project budget and (4) research citation pages or data charts if applicable.

### **Heckscher Application and Logic Model**

#### **Organizational Information**

1. Organization Legal Name:  
*This should match the legal name of your organization as indicated on your 501(c)(3).*
2. Tax ID:
3. Organization Address:

4. Please provide an official 1-2 sentence description of what your organization does: (400 characters)

### **Demographics**

1. What is the number of Youth your proposal will serve?
2. What is the geographical area your program will serve?

### **Project Information**

1. Please provide a project title: (255 characters)
2. Total Project Budget:
3. What is the amount you are requesting?

### **Proposal Narrative**

1. Briefly describe the partnership for which you seek funding. Please include the role that the college and/or non-profit organization will play. Separately state the role the partnering employer(s) will play. (10,000 characters)
2. What is your plan for measuring progress, results, and impact of your proposal? How will you track outcomes? (See logic model below for examples) (32,000 characters)

### **Prior Funding (Optional)**

1. Has your organization received a grant from Heckscher in the past 5 years? (*Yes/No*)
  - a) If yes, please describe the previous project funded by The Heckscher Foundation. (2,500 characters)
  - b) If yes, what outcomes were achieved during the previous grant period? (2,500 characters)
  - c) What other funding has been secured for this project/problem? (3,000 characters)

### **Project Contact**

1. Primary Project Contact:

### **Organization Head**

2. Is the Organization Head the same as the Primary Project Contact mentioned above: (*Yes/No*)
  - a. If no, please fill in your Organization Head's information below

- i. Salutation:
- ii. First Name:
- iii. Last Name:
- iv. Title:
- v. Office Phone:
- vi. E-mail:

### Logic Model

The Logic Model is the primary basis on which the Heckscher Foundation will evaluate your request. This logic model will be the template for your interim and final reports to the Heckscher Foundation, to be required should you receive a grant from us.

Each section of the logic model has a maximum of five (5) activities/strategies, five (5) longer-term outcomes, and five (5) shorter-term outcomes for you to list. Please note you do not need to complete the maximum for each of the three sections, but each response should include at least one activity/strategy or outcome.

#### **Activities or Strategies**

*Please fill in the below section with the activities the program will provide during the grant period. This section should not include participant outcomes, only the activities/strategies that will achieve the outcomes. Please include particular milestone dates throughout the two-year grant period that will help you achieve these outcomes. In other words, you should consider this your road map or timeline for how you will achieve your outcomes.*

*Please choose your primary 3-5 activities/strategies only (5 maximum) and limit each to 500 characters. You will be expected to report on each item listed below in the interim and final reports.*

*We have included a very small sample of examples – they are by no means required examples and certainly are nowhere near exhaustive of what could be included.*

#### **Example Activities 1:**

We will adapt the JAVA script certification to X employer standards by July 31, 2023.

#### **Example Activities 2:**

We will provide 35 hours of HVAC training over 6 months to our first cohort of 20 students, ages 18-24.

1. Activities or Strategies 2: (500 characters)
2. Activities or Strategies 2: (500 characters)

3. Activities or Strategies 3: (500 characters)
4. Activities or Strategies 4: (500 characters)
5. Activities or Strategies 5: (500 characters)

### **Shorter-Term Outcomes**

*Please fill in the below section with the relatively short-term changes that will be made by participants during the grant period. This should describe only what those you serve will achieve, not what you or your program will provide to participants. This section should not include longer-term outcomes (please see next section), rather stepping stone outcomes that will help lead to long-term goals. Please choose your primary 3-5 outcomes only (5 maximum) and limit each to 500 characters. You will be expected to report on each item listed below in the interim and final reports.*

#### **Example Shorter-term Outcomes 1:**

In the first cohort of X number of students or Youth, 85% will complete a training or other skills building program(s) and demonstrate competency by an objective measure approved by the employer partner(s) by X date.

#### **Example Shorter-term Outcomes 2:**

At least 90% of program participants in cohort 1 will be offered full-time employment by the employer partner(s) within 3 months of completing the training or other skills building program.

#### **Example Shorter-term Outcomes 3:**

At least 90% of program participants in cohort 1 will be offered full-time employment with an annual compensation of X.

1. Shorter-term Outcomes 1: (500 characters)
2. Shorter-term Outcomes 2: (500 characters)
3. Shorter-term Outcomes 3: (500 characters)
4. Shorter-term Outcomes 4: (500 characters)
5. Shorter-term Outcomes 5: (500 characters)

### **Longer-Term Outcomes**

*Please fill in the below section with the longer-range achievements expected by the end of the two-year grant period. We also expect that longer-term outcomes will be measurable by objective criteria. Please choose your primary 3-5 outcomes only (5 maximum) and limit each to 500 characters. You will be expected to report on each item listed below in the interim and final reports.*

#### **Example Longer-term Outcomes 1:**



At least 75% of participants who completed the training or other skills building program will continue to be retained in their job for one year.

1. Longer-term Outcomes 1: (500 characters)
2. Longer-term Outcomes 2: (500 characters)
3. Longer-term Outcomes 3: (500 characters)
4. Longer-term Outcomes 4: (500 characters)
5. Longer-term Outcomes 5: (500 characters)

### Required Attachments

**Detailed Budget:** The budget should identify how you're going to spend the Heckscher granted funds and a narrative describing the following:

1. Any additional sources of funding that will support the project, including additional philanthropy, public funding, employer funding, and/or funding from the college or organization.
2. A description of what additional funds will be used for.
3. A description of how the project will be financially sustained beyond the two-year grant period.
4. If you are working with a fiscal sponsor, please include:
  - a) What is the Legal Name of your Fiscal Sponsor?:
  - b) Please enter the Tax ID of your fiscal sponsor:
  - c) Please enter the full address for the above-mentioned fiscal sponsor.
    - i) Street:
    - ii) City:
    - iii) State:
    - iv) Postal Code:

**Employer Letter:** Successful proposals will include a letter or letters of support from the employer partner or partners identifying the following:

- Evidence to demonstrate the employer / industry need for employment in a defined job.
- The employer's commitment to:
  - Define the skills that are necessary for employment in their organization,
  - Assist the college/organization in designing curriculum that teaches those skills,
  - Define objective measures of competency in achieving those skills,
  - Identify not only the “Way In” to the organization but also a “Way Up” through which participants will be supported to remain attached to the workforce and create opportunities for career advancement such as mentorships.
- Estimate of potential numbers of individuals who the employer would be willing to hire, assuming individuals demonstrate the defined level of competency.
- Financial commitments that the employer is making, if any.



## Financial Diligence Documents

Upon selection as a finalist, organizations will be required to provide the following documentation (as applicable) as part of the due diligence process. These documents will be requested as applicants move through the vetting and review process.

1. Organization Budget (Current & Previous Fiscal Year)
2. List of Officers/Directors/Trustees
3. Audited Financial Statement
4. IRS Form 990
5. Organizational public charity and tax-exemption status

## Questions and Proposal Submission

A FAQ document is available [here](#) and will be updated regularly as questions are submitted and answered. Please direct questions to [heckscherchallenge@buildingimpact.co](mailto:heckscherchallenge@buildingimpact.co)

Proposals are to be submitted via the submission form. Please have all materials and responses prepared in advance of beginning the submission form as once begun, you will be unable to save progress.

## About the Heckscher Foundation

The Heckscher Foundation for Children uses venture philanthropy to fund innovative, results-driven programs and partnerships that level the playing field for underserved youth. Its grants focus primarily on education, including college access and persistence, workforce training and jobs access, and arts education that improves achievement in the classroom Learn more at [heckscherfoundation.org](http://heckscherfoundation.org).