

# THE HEINZ ENDOWMENTS

HOWARD HEINZ ENDOWMENT • VIRA I. HEINZ ENDOWMENT

## **African American Men and Boys Task Force Identity, Gender and Character Development**

Request for Proposals

### **Introduction**

The Heinz Endowments' African American Men and Boys Task Force (AAMBTF) exists to identify and increase educational, economic, and social opportunities for African American men and boys in the Pittsburgh region through four strategies: educational opportunity; economic opportunity; identity, gender and character development; and communications.

In order to develop further its current work in the space of identity, gender and character development, the AAMBTF is seeking proposals from innovative, culturally responsive programs that offer promising pathways to greater personal, academic and social success of African American boys and young men. Programs will be deemed culturally responsive if they use culture and racial identity as means of self-actualization and resources for success in life, and employ these assets explicitly in the design of programming. Additionally, these programs should build an awareness of larger systemic injustices African Americans face to help build an increased consciousness and resiliency so that young men move from surviving to thriving.

### **Projects to be supported include:**

- *Youth leadership development and civic engagement programs* that support young men as decision makers and problem solvers in their schools and/or communities, and create authentic opportunities for young people to participate in community projects and the democratic process. Young people in the program should take a lead role in developing these proposals. For information on youth engagement and leadership, look at the Endowments' recent report on [The Power of Transformative Youth Leadership](#). Program should target young men ages 14 to 21.
- *Mental health interventions* that tailor approaches to African American boys and young men who have experienced and/or been exposed to violence or trauma, including bullying. Programs should target boys age 8 or older.
- *Peer mentoring programs* that link successful African American men with middle- and high-school-age males to promote secondary and post-secondary success (both college and career). Program should target middle- and high-school-age boys and young men.

### **Eligibility**

Successful organizations will have a culturally responsive orientation in regards to African American culture and currently will be working in the areas of mental health/counseling, child and youth advocacy, youth development, leadership or civic engagement, or mentoring. Proposals from faith-based programs are encouraged. Applicants MUST be 501(c)(3) organizations and should be able to show prior experience and success with target population. Strong applications will present thoughtful responses to the questions below and have specific goals and corresponding measures of success that reflect concrete outcomes for the boys and young men involved in programming. All grantees will be expected to participate in an evaluation process.

### **Submission**

All applicants must submit through a special online application process designed for this initiative that can be found at [www.heinz.org](http://www.heinz.org). Project proposals must not exceed \$50,000. To apply, click on the GRANTS tab at the top of The Heinz Endowments homepage. On the GRANTS page, click on [APPLY ONLINE](#).

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**First-time applicants:** If this is your first time using a Heinz Endowments online grant application, you will need to create an account by using the "Create New Account" link. You will be asked to enter your individual email address and create a password. After you enter the required information, click "Continue" to create your account. After you create your account, you will automatically be directed to the APPLICATIONS page shown below. However, because this section reflects in-progress applications and you have not started your AAMB application yet, you will need to logout of this page and return to APPLY ONLINE on our website.



**All applicants:** Once you have an account, you may submit an application by clicking the "AAMB Request for Proposals – Identity, Gender & Character Development" link, which is on the [APPLY ONLINE](#) page. It is very important that you choose the AAMB option, because selecting the wrong one might mean that your application will not get routed correctly in the Endowments' system. If you have any difficulties or questions about the application process, please contact [grants@heinz.org](mailto:grants@heinz.org).

### **Deadline**

**All proposals are due on Friday, Jan. 18, by midnight.** Late proposals will not be considered.

### **Questions**

**Please answer the following questions in the Project Overview section of the online application:**

1. Provide a general overview of the project/program you are proposing.
2. Is this a new project or an expansion/continuation of an existing program? Please describe the participants you will be working with, the number of participants you will engage, how you will recruit them to your program, and the communities in which you will focus.
3. Are there African American adult males in a staff capacity who will be working with the participants of this program? Please describe their level of expertise in this space.
4. In what ways do you believe your program is culturally responsive to the race and culture of your participants? Provide at least two examples of how this is evidenced explicitly in your programming.
5. Please describe the ways in which the young men were or will be engaged in the development of and decision-making associated with this program/project.

### **Proposal Support**

Endowments staff will host an informational session regarding this initiative on **Thursday, Jan. 3, 2013**, at 4p.m. at the Kingsley Association located at 6435 Frankstown Avenue, Pittsburgh, PA 15206. To RSVP for the session, please email Joann Clark at [jclark@heinz.org](mailto:jclark@heinz.org) by Friday, Dec. 28.

### **General Questions**

If you have general questions about this RFP, please contact Carmen Anderson at [canderson@heinz.org](mailto:canderson@heinz.org) or Melanie Brown [mbrown@heinz.org](mailto:mbrown@heinz.org).