



State Farm Florida Service-Learning and Home Safety Initiative Year 3 Request for Proposals (RFP), 2007-2008

A. Introduction

State Farm Insurance and the State Farm Companies Foundation have awarded funds for a third year to Florida to support student advocacy and information campaigns to raise awareness about the importance of building codes and disaster preparation. Previously funded and successful projects in Florida schools, from kindergarten through higher education, can receive funds to focus on activities to expand, sustain, and disseminate information about their service-learning efforts.

State Farm is America’s largest corporate supporter of service learning. Through State Farm’s efforts, thousands of students have learned about and engaged in service-learning projects. The State of Florida has supported service learning for 17 years, providing funds, training, technical assistance, and oversight of 3,000 projects involving some 500,000 students.

In a new and groundbreaking initiative—and in the wake of Florida’s being struck by eight hurricanes in 2004-2006—State Farm Insurance, the State Farm Companies Foundation, and Florida have partnered to promote, establish, expand, and institutionalize student service-learning projects that focus on the following areas:

- Home and community disaster preparation, mitigation, response, and recovery, and/or
- Raising awareness about building codes: rules, regulations, differences within and among communities, limitations, retrofitting/remodeling, going “Code Plus” (i.e., beyond minimum requirements).

Pending approval and receipt of funds from State Farm, all funds in this round are focused on expansion, dissemination, replication, and institutionalization of existing projects under this initiative.

See the following sections for complete information on this program, which will be administered by the Florida Alliance for Student Service (a part of Florida State University’s Center for Civic Education and Service). State Farm funds will be issued through the Florida Education Foundation.

B. Program Basics

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|-----------------------|--|
| Program Title | State Farm Florida Service-Learning and Home Safety Initiative |
| Funding Source | State Farm Insurance and the State Farm Companies Foundation, via the Florida Education Foundation |

| | |
|-------------------------------|---|
| Funding Purpose | Activities to expand, replicate, teach others about, create usable products and materials for, sustain, and disseminate information about service-learning activities that apply academic curricula and education standards to raise public awareness about building codes and home disaster preparation, mitigation, response, and recovery. |
| Type of Award | Competitive |
| Total Available Amount | <ul style="list-style-type: none"> • \$35,000 available for 2007-08 school year • Eligible applicants may apply for up to \$8,500. |
| Target Population | Students from kindergarten-college |
| Eligible Applicants | Year 1 or Year 2 funded State Farm Florida Service-Learning & Home Safety Initiative grantee showing evidence of success and invited by Florida Learn and Serve to reapply. |
| Funding Method | The Florida Education Foundation will issue checks to selected sites. |
| Application Due Date | Proposals must be <u>received</u> by 5:30 p.m. e.d.t. on August 24, 2007. |
| Project Period | To be determined: Approximately September 2007-August 2008 |
| Contact Person | Joe Follman, Florida Alliance for Student Service Phone: 850-488-9661, SunCom: 278-9661, Fax: 850-922-2928 E-mail: jfollman@admin.fsu.edu ; web site: www.fsu.edu/statefarminitiative |

C. Narrative Component/Requirements

State Farm Insurance, the State Farm Companies Foundation, and the Florida Alliance for Student Service support school-based student service learning to enhance academic performance and meet community needs. This program has the capacity to improve academic performance, promote civic engagement and career exploration while raising public awareness about building codes and reducing the vulnerability of homes and communities to disasters such as hurricanes, floods, tornados, and wildfires.

Now in its third year, the focus of the program is shifting from supporting new service-learning activities and expenses to supporting efforts to expand, replicate, teach others about, create products for, sustain, and disseminate information about existing successful efforts. Only one award will be issued per eligible school, but that award can support multiple projects.

Activities can occur during the school day, or after school. Summer course-based programs are also eligible. Grant funds may not be used to pay for regular and ongoing student service-learning activities.

Examples of dissemination, replication, expansion, and institutionalization activities that could be funded include the following:

- Efforts to establish dedicated staff and funding for the initiative, links with school policy, replication efforts, new partnerships, and evidence (research) to prove and/or promote project effectiveness

- Creation and provision of presentations/trainings and training materials (including curricula and lesson plans) to others (schools, teachers, students) who are interested in adopting or adapting similar activities
- Creation of other products (impact studies, how-to guides, publications, videos, displays, web sites, plays, songs, etc.) that other schools can use to initiate or expand relevant service-learning efforts
- Creation of youth service-learning councils that issue mini-grants to other teachers for additional service-learning projects
- Support for creation of district- or school-level service-learning coordinators

There are many free or low-cost resources, curricula, and model programs available. Organizations and programs that provide such materials include the following:

- State Farm Insurance—<http://www.statefarm.com/consumer/disaster.htm>
- FLASH (Florida Alliance for Safe Homes)—www.flash.org
- Volunteer Florida—<http://www.volunteerflorida.org/secondgui/emergencymgmt.html>
- Federal Emergency Management Agency—www.fema.gov, including the FEMA for Kids page—<http://www.fema.gov/kids/>
- International Code Council—<http://www.iccsafe.org/safety/pdf/SafetyFirst.pdf>
- Florida Department of Community Affairs, Florida Building Commission—<http://www.floridabuilding.org/>
- Institute for Business and Home Safety—<http://www.ibhs.org/>

It is expected that awardees will utilize students to help with replication, dissemination, and institutionalization efforts. Effective projects include opportunities for students to demonstrate what they have learned through teaching/presenting to others—peers, younger students, or the community—about their efforts and/or the needs being addressed. Projects should be at least a semester in duration, and students need to conduct an average minimum of 20 service hours each semester. Time spent on elements of course- and curriculum-based service learning—project preparation, action, demonstration, and reflection (celebrations excepted) may be counted as service hours.

D. Applicant Instructions and Scoring Criteria—New and Renewal Applicants

The narrative portion cannot exceed six pages. See “Conditions for Acceptance” (p. 7) for formatting requirements.

1. Needs to be Addressed—15% of Score

Describe the need(s) and opportunity(ties) for expanding, replicating, and sustaining current or past activities, as well as the needs of people or community to be served, and provide back-up data on needs. Describe the nature and scope of the interest of other teachers or schools whom you will help initiate or expand similar service-learning efforts.

2. Activities, Elements, and Timeline—25%

- Describe plans to expand, replicate, disseminate and sustain the project. Include information on how activities build on previous efforts, details on efforts to establish dedicated staff and funding, and policy links.

- Describe the nature of the assistance you will provide to other teachers or schools interested in adopting/adapting similar service-learning projects.
 - Describe the activities conducted through your 2005-06 and/or 2006-07 project(s). Include information on the elements of service learning, youth roles, partnerships, and the scale and scope of effort.
 - Detail planned activities and how they will incorporate the elements of service learning and be integrated with curricula, standards, and course-based assessments.
 - Describe student roles in project preparation, design, and implementation.
 - Provide a clear and realistic project timeline, in the narrative or as an attachment.
- 3. Partnerships and Match—15%**
- Describe the key planned partnership(s) to help with project implementation, and tell how partners will contribute to project success. Attach letters from primary partners that confirm partner roles and contributions.
 - Describe any new partnerships and the required 100% cash and/or in-kind match. Cash match is defined as funds contributed to the project. In-kind match is services, goods, or materials. Cash match is valued more highly than in-kind match.
- 4. Evaluation—20%**
- Provide data on the level, scale, and scope of the assistance you will provide to others to expand, replicate, and/or sustain similar service-learning efforts (i.e., number of people trained, presentations made, products, new projects, additional participants, additional funding secured, links with policies)
- 5. Proposal Data Form—10%** (Attachment 3) Respond to all applicable items.
- 6. Proposal Budget Narrative—15%**
- Budget Narrative Form (Attachment 2). In the boxes provided, provide a detailed, clear, and accurate breakdown and calculation by category of the resources needed for the project. In addition, provide justification and explanation for major requests (salary, materials, transportation, etc.—either within the boxes or on a separate sheet).
 - 100% of the budget must be focused on program expansion, institutionalization, dissemination, and/or replication. In other words, **grant funds may not be used to pay for regular and ongoing student service-learning activities.**

E. Fiscal Requirements

Awards are designed to support service learning and build the infrastructure to expand, replication, disseminate, and sustain such activities. Allowable expenditures may support activities related to the elements of service learning.

No more than 35% of the total request may support salaries and benefits (of all types). Substitute, trainer, and consultant costs are counted as salary. Driver salary and benefits are considered transportation expenses. Guidelines on expenditures include the following:

- Travel/trips supported by grant funds can only be (1) to provide service/training, (2) to attend service-learning training or provide training, presentations, or assistance to others interested in service learning, and (3) to attend the required sub-grantee meeting—include up to \$500 for expenses associated with attending this meeting, to be held November 12-14, 2007, in Orlando (per diem, hotel, tolls, mileage, substitutes, etc.).

- Award funds may not be used for general field trips, travel to conferences not related to service learning, travel to recognition or award ceremonies, or reward trips.
- Funds may not be used for indirect or administrative expenses. Applicants may claim their negotiated indirect cost rates as match.
- Funds cannot be spent on stipends, allowances, or other financial incentives for students or service beneficiaries except to reimburse transportation, meals for out-of county travel (see next item), or other reasonable out-of-pocket expenses directly related to the project.
- Funds may not be used to pay for food or refreshments other than those associated with (1) out-of-county travel at the state rate of \$36 per day, or (2) training that would be disrupted if participants had to travel to procure food.
- No more than \$200 may be spent on recognition/awards items such as badges, nametags, certificates, and ribbons.
- Funds cannot buy “off-the-shelf” gifts for service recipients (food, flowers, cards, etc.)
- Funds may not be used for capital improvements on school property.
- Funds are not designed to supplant funding for regular school materials and supplies.
- Funds may support after-school, evening, and/or weekend activities, but only if the service learning is conducted as part of or as an assignment for a credit-bearing class.

Funds do not support the purchase of equipment unless all three criteria below are met (through text in either the main narrative or the budget narrative). These criteria are also applied to other permanent or large budget items, including salary, supplies, materials, and transportation:

1. The item is critical to the project; i.e., the project cannot meet its objectives without it.
2. Evidence is provided that there is no other way to pay for, obtain, or use the item.
3. The dedicated and permanent use of the item will be for service learning.

F. Reporting Outcomes

Applicants who receive an award will submit the following information by the specified dates:

| <i>Date</i> | <i>Requirement/Scale</i> |
|-------------|--|
| 12/15/07 | Student pre-service survey (1 page—survey to be provided) |
| 12/15/07 | Mid-term update (2 pages) |
| 7/31/08 | Student post-service survey (1 page—survey to be provided) |
| 7/31/08 | Final narrative and financial reports |

G. Application Submittal and Review

Formatting Requirements

- Submit one single-sided original, and three two-sided copies. Clip original. Staple duplexed copies. Do not submit proposals in binders or folders or use tabs or dividers.
- Font and Margins—12 points or larger, margins at least 1 inch on all sides.
- One side of a page equals one page. Only information within allowed page limits will be reviewed; additional pages will be removed prior to review.

Conditions for Acceptance

The requirements listed below must be met for proposals to be reviewed:

1. Project Application Form (Attachment 1), with original copy signed by the appropriate agency head or designate.
2. Proposal Narrative—Application criteria sections 1-4—up to six (6) single-spaced, numbered pages. This information is worth 75% of the total score.
3. Proposal Data Form (Attachment 3). 10% of the total score.
4. Budget Narrative Form (Attachment 2). 15% of the total score.
5. Letters from primary partners, and other attachments up to six (6) pages.
6. Applicant Checklist (Attachment 4)

Applications must be received at the following address by the close of business on August 24, 2007. Fax and electronic submissions will not be accepted.

Florida Alliance for Student Service
325 John Knox Drive
Building F, Suite 210
Tallahassee, FL 32303
Phone: 850-488-9661
Attn: Joe Follman

Method of Review/Selection

Reviewers will score proposals based on the RFP scoring criteria. Every proposal will have at least three reviewers. Program and budget recommendations are subject to modification, and not all proposals will be funded. Proposed activities and budgets are subject to revision.

Attachments

1. Project Application Form
2. Budget Narrative Form
3. Proposal Data Form
4. Applicant Checklist