



Funding Opportunity

The Starbucks Foundation YW Strive for Teens Cohort 2

administered by YWCA USA

For YWCA Associations

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Release Date: June 3, 2022

Correction Date: June 17, 2022

On June 17, 2022, the RFP is corrected to state that grantees are required to serve 50 teens through the YW Strive for Teen program during the stated grant period.

A. Request for Proposal

YWCA USA is pleased to announce a funding opportunity for teen centered employment training and digital skilling programs with a trauma informed care lens. Thanks to a generous grant from Starbucks, **five (5) associations will be awarded grants of \$45,000** to establish and support service delivery for YW Strive for Teens program. This is the second year of a two-year grant,

About YW Strive for Teens:

YW Strive for Teens provides participants opportunities to develop those professional and personal skills and habits most valued by employers, and intentionally acknowledges and directly addresses the impacts of Adverse Childhood Experiences (ACES), and other forms of childhood trauma and toxic stress, on their ability to thrive personally and professionally.

YW Strive for Teens is the pilot expansion of YW Strive, a workforce development program that focuses on basic digital skills. The YW Strive for Teen program is currently being piloted by five YWCA associations that are having great success. YW Strive for Teens supports teens (13 -19) in developing the technical skills, interpersonal skills, emotional awareness, and self-efficacy necessary to become the critical thinkers, effective leaders, responsible entrepreneurs, and social innovators of the future. It is offered in a culturally responsive manner with a trauma informed care lens to address intersecting needs of the participants.

YW Strive for Teens curriculum has 64 hours of instruction to receive certification. **Grantees should serve 50 youth during the grant year.** The curriculum is designed to present various modalities to accommodate in-person, virtual, or blended learning. Additional modules are available so that associations have the flexibility to customize the sessions to reflect the interests of the participants. The program objectives are: 1. All YW Strive for Teens participants will receive trauma-informed response training; 2. All participants completing the programming will develop the digital skills needed to help secure gainful employment or pursue further technology-based education; 3. All participants will be introduced to financial management skills to help them make responsible short and long-term financial and consumer decisions. This curriculum is available in **English and Spanish.**

Application Scoring:

Applications will be evaluated based on the completion and quality of the submission, financial solvency, and the organization's overall compliance with YWCA USA membership requirements (including a "current" status on support fees). Associations interested in this funding opportunity that are not current on its support fees are still eligible to apply but will be required to have an executed payment plan in effect with YWCA USA if selected. Other scoring criteria include:

- Ability to serve the target population
- Adequate staffing and capacity to deliver the program,
- Client recruitment and retention plan,
- Fit of this work into association's strategies,
- Ability to provide supportive and wrap-around services, and
- Demonstrated overall ability to meet the grant goals.

This opportunity is available to both YWCAs who want to strengthen their existing workforce development programs and to YWCAs who want to start a new workforce development program. Experience offering digital skills programs is helpful but not required. Priority may be given to organizations that primarily serve women of color or other underserved communities.

Amount: Five (5) associations will receive **\$45,000** for the grant term of August 15, 2022 – October 15, 2023.

Deadline: Please complete the online form in its entirety and submit by **July 15, 2022 at 11:59pm ET**. The application is available online [HERE](#).

Project Timeline:

Application Opens	June 3, 2022 Click here to apply.
Informational Webinar	Week of June 6-10 Click here to register.
Application Deadline	July 15, 2022 at 11:59pm ET
Notification of Award	July 29, 2022
Program Term	August 1, 2022 – October 15, 2023
Mandatory Grant Onboarding Meeting	TBD – August
Mandatory training	Curriculum 1 st : August 17, 2022 at 9:30-11:30 ET Curriculum 2 nd August 31, 2022 at 9:30-11:30 ET Trauma 101 - September 7, 2022 at 9:30 ET Trauma 102 - September 21, 2022 at 9:30 ET
Interim Report deadline	April 15, 2023
Final Report deadline	October 15, 2023

CONTACT: Please contact **Holly Jaap Hilton**, Grants Manager hhilton@ywca.org or Alphonse Rodriguez, Director, Programs & Data arodriguez@ywca.org.

B. Application Questions

CONTACT INFORMATION:

1. YWCA Association Name
2. ED/CEO Name
3. ED/CEO Email Address
4. ED/CEO Phone Number
5. Additional staff member(s) to include in grant notification such as Development Director.
6. Email address(s) of additional staff to include in notification.

PROGRAM MANAGEMENT:

7. Name of the individual who will serve as the main point of contact for this grant if your association is selected for the award.
8. Email address for the point of contact.
9. Phone number for the point of contact.
10. What percentage of time do you anticipate the program manager will devote to this project? (The program manager might be different than the main point of contact. For this question, tell us about the person who will have the most responsibility for the day-to-day operations of the YW Strive for Teens program.)

PROGRAM ADMINISTRATION:

11. Why are you interested in this grant opportunity and implementing YW Strive for Teens at your local association?
12. Briefly, tell us about your experience offering digital skills programming and any current programming related to teens and workforce development. Please articulate if you plan to incorporate this program into your existing work or how you plan to establish this as a new program.
13. Tell us about your staffing plan for YW Strive for Teens. What other resources will you need to accomplish the work, and how will you obtain these resources?
14. What is your plan for offering supportive services and wraparound services? Specify, are wraparound services offered through your YWCA association, or will you refer to community partners?
15. How do you plan to recruit and retain participants for this program?

BUDGET:

16. Please outline the proposed budget of how you will use the \$45,000 for the program this year.
17. Optional: YWCA USA is interested in knowing the true cost of offering this program to build a stronger case for fund raising. If you can, please estimate the true cost of this program. True cost includes both direct and indirect expenses such as administration, accounting, insurance, management, facilities, personnel, and benefits.

ADDITIONAL INFORMATION:

18. Optional: Please share any other information that would assist YWCA USA in evaluating your application.

DEMOGRAPHICS OF YOUR PARTICIPANTS:

19. Self-identified race/ethnicity breakdown of individuals you serve. Please enter a number, not a percentage. The Total should be the number you serve in a year throughout your entire organization.

_____ American Indian/Alaskan Native (e.g. Aboriginal Australian, First Nations, Native American, Native Hawaiian, Pacific Islander, and Samoan)

_____ Asian (e.g., Central Asian; East Asian; South Asian; South-east Asian)

_____ Black/African (having origins in Sub-Saharan Africa)

_____ Hispanic/Latino/Latinx (e.g., Identify as Hispanic or Latino with ties to Latin America, can be any race)

_____ Middle Eastern/North African (including the Middle East, North Africa and the Arab World)

_____ White/European descent

_____ Multiracial

_____ Other

_____ Preferred not to answer

_____ Data Not collected

Total = _____

20. Self-identified gender of individuals you serve. Please enter a number, not a percentage. The Total should match the Total from question 19.

_____ Female

_____ Male

_____ Transgender Female

_____ Transgender Male

_____ Non-binary

_____ Gender Non-Conforming

_____ Preferred not to answer

_____ Data not collected

Total = _____

C. Report Questions

PROGRAM INFORMATION:

1. Please choose your association.
2. Person completing this report.
3. Email of person completing this report.
4. (Final report only) Please tell us how you spend the funds.
5. (Final report only) Optional: YWCA USA is interested in knowing the true cost of offering this program to build a stronger case for funding raising. If you can, please estimate the true cost of this program. True cost includes both direct and indirect expenses such as administration, accounting, insurance, management, facilities, personnel, and benefits.
6. What was the delivery method? (in-person, online, mixed)
7. How many started the program?
8. How many completed the program?

PROGRAM IMPACT:

9. How many demonstrated increased social/emotional learning?
10. How many reported abilities to decrease stress using stress management techniques?
11. How many obtained a job or internship as a result of the program?
12. How many learned about a new career that they hadn't heard of before?
13. How many learned a new fundamental financial skill such as budgeting or comparison shopping?
14. How many students received wraparound services?
15. How many received or were referred to mental health services?
16. How many participants have displayed an increase in confidence or skills when using technology?
17. Did you engage Starbucks employees in this program? If so, please describe their volunteer roles.
18. Please share at least one beneficiary impact story from this current reporting period. These stories will be shared with our funder and used for other fundraising purposes.

ADDITIONAL INFORMATION:

19. Do you have additional feedback you would like to provide regarding the program? (3-5 sentences)

DEMOGRAPHICS OF YOUR PARTICIPANTS:

20. What is the age breakdown of participants? (Please enter a number)
 - a. elementary school (grades 1-5)
 - b. middle school (grades 6-8)
 - c. lower high school (grades 9-10)
 - d. upper high school (grades 11-12)
 - e. Data not collectedTotal = ____
21. What is the self-identified racial breakdown of participants? (Please enter a number)

- _____ American Indian/Alaskan Native (e.g. Aboriginal Australian, First Nations, Native American, Native Hawaiian, Pacific Islander, and Samoan)
 - _____ Asian (e.g., Central Asian; East Asian; South Asian; South-east Asian)
 - _____ Black/African (having origins in Sub-Saharan Africa)
 - _____ Hispanic/Latino/Latinx (e.g., Identify as Hispanic or Latino with ties to Latin America, can be any race)
 - _____ Middle Eastern/North African (including the Middle East, North Africa and the Arab World)
 - _____ White/European descent
 - _____ Multiracial
 - _____ Other
 - _____ Preferred not to answer
 - _____ Data Not collected
- Total = _____

22. What is the self-identified gender breakdown of participants? (Please enter a number)

- _____ Female
- _____ Male
- _____ Transgender Female
- _____ Transgender Male
- _____ Non-binary
- _____ Gender Non-Conforming
- _____ Preferred not to answer
- _____ Data not collected

Total = _____

23. What number of participants fall under the 150% federal poverty level? Using the 150% of Federal Poverty Level chart below?

of Persons in Household 150%

1	\$19,320
2	\$26,130
3	\$32,940
4	\$39,750
5	\$46,560
6	\$53,370
7	\$60,180
8	\$66,990
	Add \$6,810 for each person in household over 8 persons

D. Frequently Asked Questions

1. How do I access the grant application?

To access the application, [click here](#). You can access the application to make changes from the same computer that you used to start the application. Remember to click “submit” when you are ready to do so.

2. Are there additional resources available for grantees?

Technical assistance about the YW Strive for Teens curriculum will be provided by YWCA McLean, which is serving as the subject matter expert for this grant cohort. YWCA Tri-County will provide trauma-informed care training. These two Anchor Associations will lead the mandatory trainings as well as the mandatory quarterly cohort meetings about the curriculum and best practices in implementation. They will also be available for monthly check-ins with each grantee. The mandatory training schedule is listed in the RFP.

2. Does this curriculum require an expert teacher?

No. This curriculum covers basic computer skills that most YWCA employees already use in their daily work functions, and the curriculum includes slides and talking points. The mandatory training will empower your staff to teach this program.

3. What does the YW Strive curriculum include?

The YW Strive curriculum takes 64 hours to complete. There are additional units available so that facilitators can tailor the discussions to the interests of the participants. Each unit includes slides, instructor’s notes and talking points, and student exercises. The curriculum is in **English and Spanish**.

4. Are grantees required to offer case management and wraparound services to participants?

While it is not a mandated requirement with required outcomes, providing case management to participants greatly increases the success in completing the program. Through case management, the grantee will learn what their clients need to succeed and connect them to supportive services and wraparound services. The clients may be referred to other YWCA programs or other organizations and resources in the community to meet their case management goals.

5. What is the length and duration of the curriculum?

The YW Strive Curriculum is designed to take 64 hours of class time to complete. The number of hour and number of days per week of your program is up to you. Grantees will probably choose to run multiple sessions during the grant period, so that they can offer small classes and reach the goal of 50 participants.

6. Tell us more about how trauma informed care will be incorporated into this program?

YW Strive for Teens participants will be trained to recognize trauma-based responses, and signs of other mental or emotional health issues, in themselves and in their peers. Trauma and adverse

childhood experiences may negatively impact a young woman's engagement with a range of useful skills and prevent them from identifying with positive attributes. However, cultivating these useful skills and attributes may play a role in young women overcoming adversity, identifying as a leader, and cultivating positive change. Each session of the program offers participants opportunities to build, reflect upon, and apply the following skills and dispositions: 1) Executive functioning, 2) Emotional awareness and self-regulation, 3) Communication and social connections, 4) Leadership and personal responsibility, 5) Self-efficacy and self-advocacy, 6) Growth mindset and optimism, 7) Flexible thinking, 8) Empathy.

7. Is it online or in person? How flexible is this?

This program was designed to be an in-person, classroom style curriculum. The pandemic forced previous cohorts to offer the program online or with mixed opportunities. YWCA USA finds that participants who received classroom instruction and in-person case management were more successful than those who had online instruction. However, grantees have the flexibility to offer the program as they choose, and pivot as needed.

8. What are allowable expenses for the \$45,000 grant?

Grantees should use the funds to accomplish the grant objectives. Acceptable uses include direct and indirect expenses such as salaries, materials, refreshments, client assistance, travel, and overhead.

9. Is this grant renewable?

No. This is the last year of a two-year grant, and we cannot promise continued funding.

10. If I have a question, who should I ask?

If you have further questions, please contact Holly Jaap Hilton, Grants Manager at hhilton@ywca.org or Alphonse Rodriguez, Director of Programs and Data, at arodriguez@ywca.org.

11. What are the technological requirements to be able to offer the program?

Each participant and the instructor will need access to a computer with reliable internet. The instructor will also need a video conference platform such as Zoom if they are offering the classes remotely.

E. YW Strive for Teens Curriculum Outline:

Fundamentals of IT

- Browsers and internet searches
- CRM/CMS/custom software platforms

Software applications, online collaborative tools and software troubleshooting

- G Suite
- Office 365

Common computer hardware

- Mouse doesn't work; can't connect to the internet, etc.

Essential Soft Skills

- Emotional Intelligence
- Conflict Resolution
- Presentations and Feedback
- Decision Making and Accepting Responsibility for Actions

Careers

- Interview Prep
- Resume Building
- Guest Speakers
- Introduction to Entrepreneurship
- Business Communication Skills

Cultural relevance/competency:

- workplace norms and expectations
- HR processes
- how to do the work from a place where you are understanding of the needs of your community from a cultural standpoint

Financial Literacy & Management for Teens

- Everyday math (calculating sales prices, comparison shopping, budgeting, etc.)
- Introduction to banking, credit, and saving strategies.
- Budgeting for teens

