



National Partner Agencies

BBYO, Inc. • Bnei Akiva • B'nai Tzedek Teen Philanthropy Program • Institute of Service Learning at the Jewish Community High School, a division of Gratz College • Jewish Education Service of North America (JESNA) • Jewish Community Center Association • National Conference of Synagogue Youth • North American Alliance of Community Hebrew High Schools • North American Federation of Temple Youth • No'ar Hadash • spark: Partnership for Service • United Jewish Communities • United Synagogue Youth • Young Judaea

Grants available for J-Serve on April 26, 2009

PANIM: The Institute for Jewish Leadership and Values and the Jewish Coalition for Service (JCS) invite proposals from institutions for mini-grants to support their efforts to participate in the fourth-annual national day of service for Jewish teens (J-Serve) on April 26, 2009. The goal of J-Serve, which is generously underwritten by the Charles and Lynn Schusterman Family Foundation, the Joseph and Rebecca Meyerhoff Awards Committee, and the Lipmann Kanfer Family Foundation, is to highlight the importance of service in the Jewish community and to create service projects in which Jewish communities can mobilize across denominational and organizational lines. The co-sponsoring organizations are committed to the idea that service is an important part of a life-long continuum that engages, maintains, and strengthens teen involvement in Jewish life.

This initiative has been structured as a day of service for Jewish teens framed in a Jewish context and as part of Youth Service America's Global Youth Service Day. Connecting our community-wide effort to Global Youth Service Day has the advantage of linking a Jewish communal activity to one that will have the support of an established, nationally publicized, and highly respected national civic effort. Each year on that day, millions of young people around the world engage in service to their communities.

Mini-Grants

Two grant opportunities of up to \$2,500 and \$1,800 are available to support projects that bring together a minimum of 125 or 70 Jewish teens, respectively, in a partnership from at least three movements or agencies in the community. **Projects that are creative and innovative, those that will be first-time events in a community, those that meet demonstrated communities needs, as well as projects which are conceived and planned by teens (with adequate adult supervision), will receive preferential reviews. If you are a teen applicant, please be sure to note the special teen questions throughout the Request for Proposals.**

The sponsoring agencies (PANIM and JCS) will connect grant recipients to the Youth Service America infrastructure and resources. In addition, participating institutions will be provided with Judaic educational materials and publicity materials and are funded for up to two people to attend a three-day training conference in mid-January 2009¹.

Requirements incumbent upon receiving a mini-grant include:

- **Electronically submitting a list of teen participants' contact information (including emails) to the key sponsoring organizations (PANIM and the Jewish Coalition for Service);**
- Acknowledging J-Serve and including the J-Serve logo in all printed materials related to the day of service;
- Registering the project at www.jservice.org and completing the template to create a 'mini-site' for the project;
- Creating a link from all partnering agencies' websites to the J-Serve site;
- Sending a minimum of one person (ideally 2) to the J-Serve conference in San Diego, CA, the costs of which are covered by J-Serve;
- Participation in conference calls; and
- Purchasing any T-shirts for J-Serve through the designated J-Serve vendor.

Non-compliance with any of these stipulations will be reason to withhold final grant disbursement.

Small Community Initiative Grants

A number of mini-grants will be set aside for small Jewish communities. Grants of up to \$1,800 each are available to communities with no greater than 40,000 Jews² that are committed to creating service projects that bring a minimum of 70 Jewish teens together in a partnership from at least three movements or agencies in the community. Communities with less than 40,000 Jews are encouraged to apply for the larger grant if they are able to meet those requirements. However, communities with more than 40,000 Jews are not eligible for a Small Community mini-grant.

¹ Communities will be funded up to \$300/person to attend the conference, based on location and flight prices.

² According to 2002 Jewish Population in the United States study conducted by the North American Jewish Data Bank or documented information provided by your local Federation

Guidelines for Spending Grant Money

Funds from the grant can be used to market the project and cover out of pocket costs directly related to the day of service. The money may be used to hire a staff person to oversee the project or to supplement the pay of an existing staff person for extra time to coordinate this effort. Funds may also be applied to administrative expenses. A budget detailing planned use of the funds must be included with your submission.

Payment Schedule: Funds from the grant will be paid out according to the following schedule:

Mini Grants:

1. One Thousand Dollars (\$1,000) will be provided upon receipt the signed grant agreement.
2. Up to One Thousand Dollars (\$1000) within twenty-one (21) days after receipt of the full report, provided that the report is received by J-Serve 2009 by May 1, 2009.
3. The remaining funding is based on use of the mini-site and student registration. Communities will receive an additional Two Hundred Dollars (\$200) for the first fifty students to register for the project using a J-Serve mini-site. One Hundred Dollars (\$100) will be awarded for every fifty students thereafter (up to a maximum total of \$500). This funding will be paid in conjunction with the final report disbursement.

Small Community Initiative Grants:

1. Eight Hundred Dollars (\$800) will be provided upon receipt of this grant agreement.
2. Up to Six Hundred Dollars (\$600) within twenty-one (21) days after receipt of the full report, provided that the report is received by J-Serve 2009 by May 1, 2009.
3. The remaining funding is based on use of the mini-site and student registration. Communities will receive an additional Two Hundred Dollars (\$200) for the first forty students to register for the project using a J-Serve mini-site. One Hundred Dollars (\$100) will be awarded for every twenty five students thereafter (up to a maximum total of \$400). This funding will be paid in conjunction with the final report disbursement.

Key Dates

Grant requests must be received in our office by **5:30 pm**, Eastern Standard Time, **November 10, 2008**. You will receive confirmation of our receipt of the application by e-mail. Notification of the decision of the awards committee will be sent out via e-mail by November 21, 2008.

Detailed instructions on application procedures are on p. 3.

Please see timeline on p. 5 for more important J-Serve dates.

If you have questions, please contact Lia Katz at liak@panim.org or (301) 770-5070 x 202.

How Do I Apply?

Below is a list of criteria that will maximize the chances for a successful service project. **Please answer each question fully but succinctly, limiting your entire application to three (3) pages.** Submit one copy of your completed application by **5:30 PM EST November 10, 2008.** Our preference is to have each application submitted as a Microsoft Word document sent as an attachment to an email. Send applications to liak@panim.org. Include a cover page with contact information (name, organization, address, phone, email address) and if you are applying for a Small Community Initiative grant, please note that with your contact information. If you prefer to send a hard copy of the application through the mail or by fax, please send to:

PANIM: The Institute for Jewish Leadership and Values
Attn: Lia Katz
6101 Montrose Rd, Suite 200
Rockville, MD 20852
Fax: (301) 770-6365

If you have questions, please contact Lia Katz at liak@panim.org or (301) 770-5070 x 202.

Guiding Questions & Criteria for Success

We have divided these questions where they differ for teen- and adult-led projects. If there is any confusion or uncertainty, please do not hesitate to contact Lia Katz (Liak@panim.org).

1) Service Project

Adult and Teen-led projects

Successful applicants will coordinate meaningful local service-learning projects that include a Jewish education component. Preference will be given to service projects designed to address root causes of social problems.

Please write a paragraph that describes your proposed community service project. What needs and/or core social issues does it address? How do you intend to deliver the Jewish learning component to participants?

2) Outreach/Community Partnerships

Adult-led projects

Participating communities must bring together teens from at least three different Jewish movements/agencies. Successful projects will be designed to reach out to under-affiliated teens in the hope that they may then pursue future engagement in existing Jewish teen organizations and/or programs. It is also important that teens be brought in to play leadership roles in the planning, marketing and implementation of the projects.

What relationships do you already have (or plan to develop) that will help you to effectively collaborate with other agencies that work with Jewish teens? Have these organizations worked together before? How will cooperation be secured for this project? How do you plan to engage teens in leadership roles for the project? What social action or service related projects are currently run in your community throughout the year in which teens can participate?

Teen-led projects

Participating communities must bring together teens from at least three different Jewish movements/agencies. Successful projects will be designed to reach out to under-affiliated teens in the hope that they may then pursue future engagement in existing Jewish teen organizations and/or programs. It is important that, while you have adult oversight, the leadership of the program remains with teens.

What relationships do you already have (or plan to develop) that will help you to effectively collaborate with other Jewish teen agencies? Have these organizations worked together before? How will cooperation be secured for this project? How do you plan to work with your adult assistance without

loosing your leadership? What social action or service related projects are currently run in your community throughout the year in which teens can participate?

3) **Staffing**

Adult-led projects

Participating communities must have a local Jewish communal professional to oversee the effort. The staffing plan also needs to include a rabbi/master educator who will oversee and implement the Judaic framing for the day of service. There will be a three day training conference in mid-January to bring the leadership from the participating communities together and to equip them to make the day of service a meaningful and successful event. The cost of the program and travel will be covered for one adult and one teen per project by J-Serve for mini-grant recipients. Other professionals or teen leaders will also have the opportunity to participate in the training.

What agency will coordinate the day of service? Who will serve as the staff person? Will this professional have other agency responsibilities or will he or she be dedicated exclusively to this project? Who will oversee the Jewish educational piece?

Please include a list of all persons (teen and adult) involved in the leadership of this program with a one-sentence biography for each.

Teen-led projects

While leadership should remain with the teen leaders, projects must have a local Jewish communal professional who will oversee the effort. In addition, projects must include a rabbi/master educator who will oversee the Judaic framing for the day of service. There will be a three-day training conference in mid-January to bring the leadership from the participating communities together and to equip them to make the day of service a meaningful and successful event. The cost of the program and travel for one adult and one teen per project will be covered by J-Serve for mini-grant recipients. Other professionals or teen leaders will also have the opportunity to participate in the training. While teens are strongly encouraged to attend, the adult overseer may attend if the teen is unable.

Which teens will be coordinating the day of service? Why were they chosen? Who will act as the adult overseer? Are they affiliated with any of the teens? In what capacity will they supervise this project? How much time are they able to designate to this project? Who will be the Jewish Education consultant? How much time can they designate?

Please include a list of all persons (teen and adult) involved in the leadership of this program with a one-sentence biography for each.

4) **Marketing/Recruitment/PR**

Adult and Teen-led projects

Applicants must devise a plan of recruitment that includes reaching out to teens across the community including those who might not typically participate in Jewish communal activities. The sponsors strongly encourage a recruitment plan that will put teen leaders into public high schools to recruit under-affiliated Jewish teens. The expectation is that local projects involve a minimum of 70 and 125 teens for the day of service, respectively, as determined by the type of grant. Attention should also be paid to taking advantage of doing this day of service in conjunction with the national effort of Youth Service America when reaching out to media for coverage of the event, both before and after the day of service. The plan should also include what steps will be taken to publicize the event in the local media and what pictures and other materials will be shared with J-Serve for post event publicity. All PR materials must include the J-Serve logo and it must be equivalent in size and placement to the logos of the participating community organizations. Where appropriate, the national partners and funders must be listed as well.

How will you ensure the participation of the minimum number teens required for your grant from at least three different movements/agencies? Please explain how you plan to recruit local teens that are not currently involved in Jewish programming? What media would you target to help publicize your service? What do you see as the greatest challenge and how will you overcome it?

5) **J-Serve Training Subsidies**

All communities participating in J-Serve 2009, regardless of whether you receive a mini-grant, are invited to attend the J-Serve training conference from January 11-13, 2009. In order to increase participation in the training, we are offering a number of subsidies to minimize the cost of travel and lodging. In order to receive a training subsidy, agencies must show that they have a clear and committed plan to participate in J-Serve without the support of a mini-grant.

If you do not receive a mini-grant would your organization like to be considered for a training subsidy? How will you execute your project without the support of a mini-grant?

- 6) **Budget:** Applications must include a budget which details how the agency/agencies plan to use the mini-grant funds.

J-Serve 2009 Timeline

October 2008	Requests for proposal emailed to local communities, federations and national executives of endorsing partner agencies for distribution to their regional and local offices. Public announcement to Jewish community about open RFPs.
October 28, 2008	Open Technical Assistance Call: 2:00 pm EST <i>RSVP to Lia Katz by October 14 at liak@panim.org to receive call-in information.</i>
October 29, 2008	Open Technical Assistance Call: 7:00 pm EST <i>RSVP to Lia Katz by October 17 at liak@panim.org to receive call-in information.</i>
November 10, 2008	The lead local agency submits grant proposal, co-signed by other participating organizations.
November 21, 2008	Grant winners notified. Grant agreement will be agreed upon by J-Serve and grantee. Upon signed return to J-Serve, grantees receive first payment of \$1000 (\$800 for Small Community Initiative).
November 23, 2008	All other applicants notified.
January 11-13, 2009	J-Serve Training Conference in San Diego, CA. All Grantees are required to attend.
February 2, 2009	One page mid year report due. Upon review, second disbursement of \$600 will be released.
February 4, 2009	Conference call, 2 pm EST: Publicity strategies
February 16, 2009	Deadline for J-Serve T-shirt orders from www.jservice.org
March 12, 2009	Conference call, 2 pm EST: Effective reflection
April 2, 2009	Deadline for submission of registration forms from participating institutions to ensure inclusion in pre-J-Serve marketing. (Registration forms will be accepted until April 25 th but inclusion in pre-J-Serve marketing cannot be guaranteed.)
April 26, 2009	J-Serve 2009!
May 15, 2009	All mini-grant recipients must complete an evaluation instrument that will be provided and submit a final budget indicating how the mini-grant was used. There

will likely be some follow-up interviews to help provide a full picture of the experience in your community. The final payment will be disbursed upon completion of an evaluation and submission of a final evaluation, budget, and electronic participation lists.

Please note that the final grant payments will be tied to deliverables agreed upon by the grantee and J-Serve. **If you do not meet the agreed upon grant requirements, we reserve the right to withhold all or part of your final payment.**

Notes:

- The staff liaison for each approved community grant will have the responsibility to keep the sponsoring organizations informed of any circumstances during the implementation of the grant that might prevent fulfillment of the submitted program plan. Major deviations from the approved grant plan of action may result in an adjustment to the final grant pay-out.
- Communities not chosen to receive a mini-grant are encouraged to participate in J-Serve and will be able to access the non-financial support offered to the mini-grant communities. Some funds will be made available for non-mini grant agencies to participate in the J-Serve training days.
- Additional funds will also be made available to support community efforts in the form of micro grants. Micro grants, not to exceed \$500 for any one community, are intended to offset specific logistical costs incurred by J-Serve projects and to enable non-granted J-Serve coordinators to attend the January J-Serve Training Conference. Communities not awarded mini grants will automatically be considered for a micro grant to support project efforts.

Rubric

We will be scoring each grant application using the following rubric. For every topic, each project will receive a score from 1-5. The higher the score, the more closely the project meets the goals of J-Serve. If rubrics are new to you, the web has many useful websites designed to explain rubrics. One such website is <http://learnweb.harvard.edu/alps/thinking/docs/rubricar.htm>. Please contact Lia if you have further questions.

ADULT-LED PROJECTS

Topic	Score = 1	Score = 3	Score = 5	Score
Service Project				
A. Community need	<i>The project is a nice thing to do, but doesn't meet a real community need.</i>	<i>The service is something that is useful to the community, but does not meet a core need of the community.</i>	<i>Service meets a real community need and/or the root causes of a community issue.</i>	
B. Lasting change	<i>The effects of the project are restricted only to April 26, 2009.</i>	<i>The project will have some lasting effect on the community, but only a minor one.</i>	<i>The project will have a long-term, lasting effect on the targeted community.</i>	
C. Jewish educational component	<i>There is little/no Jewish educational component.</i>	<i>There is a minor Jewish educational component.</i>	<i>The Judaic component runs throughout the program and really defines the program.</i>	
D. Plan for the future	<i>The project does not create a format for teens to participate beyond April 26, 2009</i>	<i>The project has opportunities for further action by the teens but they are not well-defined and/or are difficult for teens to take advantage of.</i>	<i>The project leads naturally into future opportunities for the teens.</i>	
Partnerships				
A. Different agency engagement	<i>Three different agencies are engaged but they have worked together in the past.</i>	<i>More than three agencies/contingencies are engaged or they have not worked together in the past.</i>	<i>Community-wide engagement, including agencies which have not worked together in the past.</i>	
B. Under-affiliated teens	<i>No plan is included to target under-affiliated teens.</i>	<i>Only a basic plan is in place to target under-affiliated teens.</i>	<i>A detailed and ambitious plan is in place to recruit under-affiliated teens.</i>	
C. Teen leadership	<i>No plan is incorporated to include teen leadership in the planning of the project.</i>	<i>Teens are including in the planning process, but are not given real responsibility or voice.</i>	<i>Youth voice is strong; teens are playing lead roles. The adults involved are providing oversight only.</i>	
D. True partnership	<i>One agency is guiding project with only sign-off by the other agencies.</i>	<i>One agency is guiding the project but with input and participation from other agencies.</i>	<i>All agencies are bringing their particular strengths to the table and sharing in the leadership role.</i>	

Adult-Led Projects, Continued

Topic	Score = 1	Score = 3	Score = 5	Score
Staffing				
A. Adult Oversight	<i>There is little-no adult oversight on the project.</i>	<i>There is adult oversight to the exclusion of teen leadership.</i>	<i>The adults involved are providing oversight only. Youth voice is strong; teens are playing lead roles.</i>	
B. Jewish educator engaged	<i>There is no formal Jewish educator involved in the project.</i>	<i>There is a formal Jewish educator being consulted on the project but s/he is not providing the educational component.</i>	<i>There is a Jewish educator engaged on the project who is devoting a significant portion of his/her time to the project.</i>	
C. Ability to attend training day	<i>The lead staff person in unable to attend, will send a replacement.*</i>	<i>The lead staff person is able to attend, but cannot bring a teen leader.</i>	<i>Both the lead staff and the lead teen will be in attendance.</i>	
Marketing/Recruitment				
A. Recruitment plan	<i>Only a basic recruitment plan is in place, participants are pulled from an existing base of engaged teens.</i>	<i>A recruitment plan is in place but it relies heavily on attracting already engaged students.</i>	<i>A recruitment plan is well-developed and well thought-out. It does not rely heavily on attracting already engaged students.</i>	
B. Number of teens engaged Numbers for SCI are bracketed	<i>The goal is set to reach 125 (75) teens.</i>	<i>The goal is reach over 150 (85) teens.</i>	<i>The target is to reach over 200 (100) teens.</i>	
C. Under-affiliated teens	<i>No plans are in place to engage under-affiliated teens.</i>	<i>Only the most basic steps are planned to engage under-affiliated teens.</i>	<i>A major component of the project is the engagement of under-affiliated teens.</i>	
D. Marketing post-J-Serve opportunities	<i>The opportunity does not exist for participants to receive information about post-J-Serve opportunities from JCS and PANIM.</i>	<i>Some opportunity exists for participants to receive information about post-J-Serve opportunities from JCS and PANIM.</i>	<i>All participants are able to receive information about post-J-Serve opportunities from JCS and PANIM.</i>	
E. Inclusion of the J-Serve logo and PR/marketing potential	<i>The J-Serve logo will be included as required. No PR plan is included in proposal.</i>	<i>The J-Serve logo will be included as required and only the most basic PR plan is established.</i>	<i>The J-Serve logo will be included as required and an extensive PR plan is in place.</i>	
Total Score				

* Grant recipients are required to send the lead staff person to the staff training day. Funds are set aside for two representatives from each granted agency to attend, preferably one teen and one adult.

TEEN-LED PROJECTS

Topic	Score = 1	Score = 3	Score = 5	Score
Service Project				
A. Community need	<i>The project is a nice thing to do, but doesn't meet a real community need.</i>	<i>The service is something that is useful to the community, but does not meet a core need of the community.</i>	<i>Service meets a real community need and/or the root causes of a community issue.</i>	
B. Lasting change	<i>The effects of the project are restricted only to April 26, 2009.</i>	<i>The project will have some lasting effect on the community, but only a minor one.</i>	<i>The project will have a long-term, lasting effect on the targeted community.</i>	
C. Jewish educational component	<i>There is little/no Jewish educational component.</i>	<i>There is a minor Jewish educational component.</i>	<i>The Judaic component runs throughout the program and really defines the program.</i>	
D. Plan for the future	<i>The project does not create a format for teens to participate beyond April 26, 2009</i>	<i>The project has opportunities for further action by the teens but they are not well-defined and/or are difficult for teens to take advantage of.</i>	<i>The project leads naturally into future opportunities for the teens.</i>	
Partnerships				
A. Different agency engagement	<i>Three different agencies are engaged but they have worked together in the past.</i>	<i>More than three agencies/contingencies are engaged or they have not worked together in the past.</i>	<i>Community-wide engagement, including agencies which have not worked together in the past.</i>	
B. Under-affiliated teens	<i>No plan is included to target under-affiliated teens.</i>	<i>Only a basic plan is in place to target under-affiliated teens.</i>	<i>A detailed and ambitious plan is in place to recruit under-affiliated teens.</i>	
C. Teen leadership	<i>The teens are involved only in a consultant mode. The real leadership remains with the adults.</i>	<i>Teens are including in the planning process, but are not given real responsibility or voice.</i>	<i>Youth voice is strong; teens are playing lead roles. The adults involved are providing oversight only.</i>	
D. True partnership	<i>One agency is guiding project with only sign-off by the other agencies.</i>	<i>One agency is guiding the project but with input and participation from other agencies.</i>	<i>All agencies are bringing their particular strengths to the table and sharing in the leadership role.</i>	

Teen-Led Projects, Continued

Topic	Score = 1	Score = 3	Score = 5	Score
Staffing				
A. Adult Oversight	<i>There is little-no adult oversight on the project.</i>	<i>There is adult oversight to the exclusion of teen leadership.</i>	<i>The adults involved are providing oversight only. Youth voice is strong; teens are playing lead roles.</i>	
B. Jewish educator engaged	<i>There is no formal Jewish educator involved in the project.</i>	<i>There is a formal Jewish educator being consulted on the project but s/he is not providing the educational component.</i>	<i>There is a Jewish educator consulting on the project who is devoting a significant portion of his/her time to the project.</i>	
C. Ability to attend training day	<i>The teen cannot attend but the adult overseer will be in attendance.</i>	<i>Only the teen will attend.</i>	<i>Both the lead staff and the lead teen will be in attendance.</i>	
Marketing/Recruitment				
A. Recruitment plan	<i>Only a basic recruitment plan is in place, participants are pulled from an existing base of engaged teens.</i>	<i>A recruitment plan is in place but it relies heavily on attracting already engaged students.</i>	<i>A recruitment plan is well-developed and well thought-out. It does not rely heavily on attracting already engaged students.</i>	
B. Number of teens engaged Numbers for SCI are bracketed	<i>The goal is set to reach 125 (75) teens.</i>	<i>The goal is reach over 150 (85) teens.</i>	<i>The target is to reach over 200 (100) teens.</i>	
B. Number of teens engaged (SCI)	<i>The goal is set to reach 75 teens.</i>	<i>The goal is set to reach 85 teens.</i>	<i>The goal is set to reach over 100 teens.</i>	
C. Under-affiliated teens	<i>No plans are in place to engage under-affiliated teens.</i>	<i>Only the most basic steps are planned to engage under-affiliated teens.</i>	<i>A major component of the project is the engagement of under-affiliated teens.</i>	
D. Marketing post-J-Serve opportunities	<i>The opportunity does not exist for participants to receive information about post-J-Serve opportunities from JCS and PANIM.</i>	<i>Some opportunity exists for participants to receive information about post-J-Serve opportunities from JCS and PANIM.</i>	<i>All participants are able to receive information about post-J-Serve opportunities from JCS and PANIM.</i>	
E. Inclusion of the J-Serve logo and PR/marketing potential	<i>The J-Serve logo will be included as required. No PR plan is included in proposal.</i>	<i>The J-Serve logo will be included as required and only the most basic PR plan is established.</i>	<i>The J-Serve logo will be included as required and an extensive PR plan is in place.</i>	
Total Score				