

Black Women Thriving East of the River (BWTEotR) Scholarship Fund Administration Request for Proposals

Black Women Thriving East of the River (BWTEotR) is seeking to fund one organization, or a collaboration between multiple partners, that can stand up and administer a targeted scholarship fund intervention. The intervention is a dedicated fund for Black women residents and those with deep connections to Wards 7 & 8 of the District of Columbia. These financial scholarships are for training, credentials, professional development opportunities, certifications, licensure, and education costs. In addition, it includes funding for the wrap-around supports Black women need to complete these programs.

Release Date: October 27, 2022
Due Date: November 23, 2022, by 11:59 pm (ET)
Decision Date: December 12, 2022
Amount Available: \$500,000

To Apply: Qualified applicants are invited to submit a proposal no later than 11:59 p.m. on Monday, November 23, 2022. Please submit proposals to blackwomenthrivingeotr@gmail.com
Subject line: *BWTEotR Scholarship Fund Administration*

Page Limit: 10 pages, 12 points, Times New Roman, 1-inch margins.

Questions? Please submit questions to blackwomenthrivingeotr@gmail.com with any questions you may have. Please include in your subject line: *BWTEotR Scholarship Fund Administration Inquiry*. Technical assistance will be available until 4:00 p.m. on November 18, 2022. Questions and responses will be posted [here](#) as received. No phone calls, please.

Applicant Workshop: BWTEotR will host a workshop to allow applicants an opportunity to ask questions and seek clarification about the scope of the program. The workshop will be held on November 16, 2022, from 4:30 - 5:30 pm via Zoom. Please register in advance to attend this meeting by visiting this [link](#). After registering, you will receive a confirmation email containing information about joining the meeting.

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Background and Overview

Black Women Thriving East of the River - Background

Black Women Thriving East of the River (BWTEotR) aims to improve the lives of historically underserved residents of Washington, DC's Wards 7 and 8. This approach is designed to increase opportunities for residents to have a voice on the issues that impact their lives, a leadership role in developing solutions, and decision-making authority to determine how and to whom resources are provided to implement those solutions. Goals include reducing cancer mortality and creating health-related career opportunities for Black women in Wards 7 and 8.

Black Women Thriving East of the River - The Approach

In 2019, Black Women Thriving East of the River (BWTEotR) initiated a deep partnership with community residents and community-based organizations (CBOs) with deep ties, historical trust, and operations East of the River. The goal of this partnership was to center the voices of those with lived expertise in developing interventions to reduce cancer mortality and create health-related career opportunities for Black women in Wards 7 & 8. Ultimately, BWTEotR aims to transform the culture of racially unjust and inequitable systems and seeks to actualize its vision of a city where Black women thrive in Wards 7 and 8 because they have access to racially-equitable opportunities and resources that lead to optimal health.

Scholarship Fund Program Structure

Justification/Need

Many Black women lack the necessary resources to sustain their health-related careers. At the same time, many Black women prefer to receive care from healthcare practitioners who look like them. This intervention supports Black women pursuing and maintaining health-related careers while, in turn, adding more Black women healthcare practitioners to the pool of qualified healthcare providers available.

Description

The scholarship program has been designed by BWTEotR members to provide significant, needed financial support for Black women residents or those with deep connections to Wards 7 and 8 pursuing health-related careers. Careers in the health field frequently require advanced training or licensing and certification, making it a high barrier to entering the field. This fund will provide financial scholarships for certification, licensure, and educational costs while including ongoing, wrap-around support for Black women participating in workforce development, professional development, or advanced degree programs who are looking to begin or advance careers in a health-related field. This ongoing support will be coupled with extra professional development and career coaching for individuals who struggle to find jobs after completing training or workforce development programs. Further, this initiative will connect Black women with scholarship opportunities, beyond the BWTEotR Fund, to pursue advanced degrees and/or careers outside of health-related fields. Further, this program will seek to increase awareness of outside funding or scholarship opportunities for advanced degrees, connecting Black women on all career tracks to the needed resources.

Scholarship Goals

- Increase the number of Black women practitioners across the cancer care and health careers spectrum in Wards 7 and 8
- Increase the number of Black women completing certification, licensure, and education programs in order to become Black healthcare practitioners in Wards 7 and 8
- Add to the existing ecosystem of funding that facilitates access for adult learners to health careers that are entry-level and above

Scholarship Program Elements

- Scholarship fund reimbursing for the cost of certification, licensure, and education programs, leading to increases in the number of Black healthcare practitioners in Wards 7 and 8
- Discretionary fund for needs (transportation, computer, etc.)
- Wrap-around case management supports to and through job placement
 - Career counseling: map of healthcare pathways
 - Transportation support
 - Childcare support
 - Financial support
 - Other social needs support as identified
- Workplace support post-placement (alumni support, career coaching and mentors)

Scholarship Recipient Eligibility Criteria

Eligible applicants must possess the following characteristics to qualify for consideration:

- Race: Black, African, Caribbean, Black Hispanic
- Gender: Cisgender woman, Transgender (Female-to-Male, Male-to-Female)
- Geography:
 - Living EotR (with Generational ties to EotR communities)
 - Living EotR (No generational ties to EotR communities)
 - Living in Washington, DC (Must have generational ties EotR)
 - Living in DMV (Must have generational ties¹ EotR)

Selection Criteria

BWTEotR members identified additional criteria to consider in the review and selection process for each applicant. For more information on selection criteria, please consult the [Appendix](#).

Requirements for Scholarship Administrator

The selected scholarship administrator will be responsible for implementing the scholarship program as designed by BWTEotR. The primary responsibilities include:

- Developing a scholarship fund to meet the complete financial need of obtaining a college degree and credential
- Establishing and maintaining a discretionary fund for needs (transportation, technology, etc.)

¹ Native Washingtonian defined as being born and raised in Washington, DC or graduated high school/completed a GED in Washington, DC. Generational ties defined by the applicant.

- Offering case management to and through job placement for services such as but not limited to:
 - Career counseling: map of healthcare pathways
 - Transportation support
 - Childcare support
 - Financial support
 - Other social needs support as identified
- Provide workplace support as well as post placement coaching, mentoring, and career counseling

Staffing

At a minimum, the funded entity should incorporate several roles within the staffing plan.

- Program Manager: Facilitates the solicitation and review of scholarship applicants, hiring and subcontracting for scholarship fund administration, constructing then executing development strategies to sustain/increase scholarship funds, and reporting to BWTEotR and JBRF on the impact of the program and scholarship's sustainability.
- Case Manager(s): Responsible for supporting scholarship recipients by identifying and addressing financial needs that may hinder success, and provision of career counseling.
- Finance Administrator: This individual will be responsible for distributing scholarship funds and managing expenses connected to wrap-around services designed to support each scholarship recipient.
- Evaluation Associate/Manager: This individual will work with the BWTEotR Project Officer designee to co-create a plan to evaluate the effectiveness of the scholarship intervention.

Applicant Eligibility & Selection Criteria

- Non-profit or for-profit organizations based in the District and/or located East of the River, Black women-owned/led (preferred).
- Currently doing similar work (scholarship management, developing workforce development)
- Knows how to distribute funds to schools, trade associations, or via direct payment
- Strong financial management system in place
- Accessible to program participants beyond/broader than their existing programs
- Integrates wrap-around services
- Understands tax implications of scholarships
- Experience with asset mapping for comprehensive financial, professional, and educational capital as well as qualification for opportunities (i.e. external scholarships, housing programs, vouchers, training, etc.)

Additionally, the applicant must demonstrate diversity (racial, gender, disability, veteran status, etc.) within their organization and significant ongoing connections, commitments, and experiences serving Wards 7 and 8 communities.

Preference will be given to groups collaborating with organizations and Black women with lived experience in DC-based WFD programs. The following characteristics are considered advantageous, however, are not required:

- Capacity to manage job placement that aligns with participants' WFD training programs for careers including, but not limited to:
 - Certified Nursing Assistant (also Certified Nurse Aide, CCNA, PCT)
 - Registered Nurses
 - Home Health Aide
 - Licensed Practical Nurse
 - Pharmacy Tech
 - Substance Abuse, Behavioral Disorder, and Mental Health Counselors
 - Social Workers
 - Project Management Specialists
 - Medical and Health Services Managers
- Geographical ties EotR to increase efficiency and reduce burdens for completing applications, other documentation, and interviewing
- Relationship with Professional Certifying Bodies (trade schools, colleges, etc.)
- Established dissemination channels with most of the outlined populations that BWTEotR identified to benefit from scholarship
- Development background to sustain fundraising

Proposal Requirements

Page Limits – 10 pages

A. Cover Page Information

- Name of the organization(s)
- Full legal name of Point of Contact
- Job title or role in the community
- Email address
- Phone number
- Organization or business website (if applicable)
- Location of your work/service area (i.e., national, regional, specific counties, State(s), District Ward(s))
- Name of fiduciary (fiscal) agent (if applicable)
- Organization or business website (if applicable) Location of your work/service area (i.e., national, regional, specific counties, State(s), District Ward(s))
- Tax id number

B. Introduction

Provide a summary of your organization, what you are proposing, why you are proposing this approach and why you should be selected for this intervention.

C. Background and Problem Statement

Provide an overview of the health-related careers workforce development system, and funding pathways for credentialing/college degrees in the District of Columbia, particularly as it relates to Black women in Wards 7 and 8.

D. Organization Description

Provide an overview of the lead organization, history of the organization, mission, and vision, areas of focus and/or services, and any other relevant information that helps provide an overview of the organization. Describe how this work fits in with the overall mission of your organization.

If applying as a partnership between multiple organizations, include how long the partnership has been operating together and a brief history of each organization and the role they will play on this team. Please specify which organization will serve as the lead entity. Additionally, please provide a signed letter of support or Memorandum of Understanding (MOU) between the entities.

Please note: the lead organization does not have to be the fiscal agent.

Community Relationships: Describe your organization's history of working in Wards 7 and/or 8; the nature of that work; and the people, networks, and communities with whom you collaborate.

Equity: Demonstrate the racial/ethnic and gender diversity of the organization's management, staff, and board members. Please describe how this diversity assures culturally responsive approaches and community connections to Wards 7 & 8 and how it informs your work. Additionally, how does equity inform your organizational structure? If the organization's management, staff, or Board are not majority people of color, what are your plans to achieve this goal?

Capacity: The applicant should provide a summary of skills and experience demonstrating the organization's ability to accomplish the goals and tasks outlined in this RFP. Please give examples of similar work you have conducted, accomplishments, barriers/challenges, and steps taken to overcome those challenges and outcomes.

F. Project Description

Please describe your approach to managing the scholarship fund. The description should include a proposed methodology for marketing the scholarship, applicant review and selection, distribution of funds to recipients and/or educational institutions, and provision of wraparound services. Additionally, please describe any proposed tools, platforms, or resources that may be used to manage the implementation of the scholarship fund. Successful applicants will propose creative and effective strategies specific to each stakeholder group and audience.

The administrator will be responsible for identifying additional funds to grow and sustain this intervention after the initial funding is provided through BWTEotR for the first three years. Please describe how you will collaborate with JBRF to sustain the scholarship program after the first year.²

A work plan should be included with your proposal. The work plan should include a timeline for completing each proposed activity and the responsible staff member. Applicants are asked to provide a detailed plan for the first year, as well as years two and three, to show their approach to evaluation and sustainability.

² The scholarship fund will receive funding from the Jane Bancroft Robinson Foundation (JBRF) in the first year. JBRF will support the fund after the initial year by 1) providing direct funding and, 2) leveraging its networks to support fundraising from other sources. The scholarship fund administrator organization will also support fundraising efforts.

E. Staffing Plan

Describe the staffing plan and management structure, clarifying which team members will participate in delivering services funded by this RFP. Specify the qualifications of each team member, as well as their role in implementing the scholarship fund, including marketing, distribution of funds to recipients and/or educational institutions, provision of wraparound services, and fundraising. Previous team members' experience in health equity should be highlighted. Include resumes for key team members as part of the Appendix.

G. Budget and Funding Information

Provide a project budget inclusive of all services described within this RFP. Applicants must adhere to the following budget guidelines:

- Reasonable compensation of contractors required to perform services beyond staff capability.
- Allowable costs include salaries, materials, travel, and other meeting-related expenses.
- Travel costs ARE allowed for purposes specifically related to the proposed project(s) and must be in line with the Applicant's Institution travel policies.
- Indirect costs are capped at 35%

Recommended allocation of funds is as follows:

- Administration: training, development efforts, etc.
 - 10-15% (\$50-75,000) of the total fund
- Case management: career counseling; navigation of healthcare pathways, transportation support, childcare support, financial support, workplace support as well as post placement coaching, mentoring, and career counseling
 - 20% (\$100,000) of the total fund
- Scholarship Fund: educational expenses, wrap-around services, incidentals, stipends, and social supports:
 - 50-60% (\$250,000-300,000) of the total fund
- Organization's Operational fees: mission critical items i.e. hiring, mileage for case management, advertising, etc.
 - 10-15% (\$50-75,000) of the total fund

H. Evaluation

The evaluation will be co-created with your Evaluation Associate/Manager and a member of the BWTEotR Project Officer team. Affirm your understanding of data collection and describe any previous experience, if any, with evaluation. Additionally, please describe your ability to convene community members/previous scholarship recipients and partners to support evaluation design and data collection

Explanation of Key Terms

East of the River (EotR):

Washington, DC communities East of the Anacostia River consistently have the highest rates of unemployment, with Wards 7 and 8 at 7.7% and 12.7% unemployment respectively in 2019, while the District-wide rate was just 5.4%. Further, Wards 7 and 8 have the lowest employment growth over 10 years. Individuals in the predominantly Black communities East of the River are seven times more likely to be unemployed than neighboring white residents. Washington, D.C., has a long history of exploitation of Black workers and disinvestment in Black communities like Wards 7 and 8. Discrimination in federal government hiring practices, the largest employer in the District, has had lasting effects on Black workers in D.C. Today, Wards 7 and 8 have weaker job markets and less access to employment opportunities than anywhere else in the city, leading to the longest commutes in the city for Ward 8 residents. Jobs existing east of the River are less likely to pay family-sustaining wages and offer benefits.

Demonstrated Financial Need:

Scholarship applicants must demonstrate financial need to be eligible; however, the applicant defines this need. BWTEotR did not establish specific income or circumstances to define financial need in recognition that social circumstances may also impact financial need. The applicant should describe the financial situation preventing the applicant from pursuing a health-related career. However, during the selection process, Black women with lower incomes will be prioritized over those with higher incomes. Examples of nuances to consider:

- Black women are often caregivers, supporting extended family members in addition to their own nuclear families.
- A victim of intimate partner violence may not have access to use funds as she would like

Workforce Development:

The Workforce Development (WFD) workgroup has defined WFD as a comprehensive set of policies, systems, structures, and programs that use an ecological model/approach to meet the individual needs of Black women who seek career mobility and ensures that every Black girl is prepared to enter the workforce.

Appendix

A. Scholarship Recipient Selection Criteria

In addition to eligibility criteria, BWTEotR members prioritized various characteristics to be considered during the scholarship recipient selection process. The recipient selection priorities are included for the reference of Scholarship Fund Administration applicants only; no action or discussion of the criteria is required for submission with your proposal.

Prioritization	Native to EotR ³	Generational Ties EotR	Currently Living	
			EotR	DMV ⁴
Level 1a	✓	✓	✓	
Level 1b	✓			✓
Level 2a	✓	✓		✓
Level 2b	✓	✗	✗	✓
Level 3a	✗	✓	✓	
Level 3b	✗	✗	✓	

In addition to the above criteria, BWTEotR members have prioritized members of the following populations for scholarships:

- Black Women accessing entry-level positions or experiencing career transitions
- Black Women who have experienced poverty as defined by federal guidelines
- Black Women who were formerly incarcerated or justice-involved
- Black women survivors of gender-based/intimate partner violence or trafficking
- Black Women who have aged out of foster care
- Black Women for whom English is not their first language
- Black women with a disability (substance use disorder, physical health, etc.)
- Black Women with children
- Homeless Black women/ unstably housed
- Transgender Black women

³ Native to EotR: East of the River: DC residency has included communities located west of the Anacostia River in Ward 7 and 8

⁴ DMV: anywhere Black women can afford to live in the District of Columbia, Maryland (Prince George's County, Montgomery County, Howard County), or Northern Virginia region.