



## **Sacramento Promise Zone: Financial Institution Partnership Opportunity (FIPO)**

### **History and Purpose**

On September 15, 2016, the Sacramento Promise Zone convened businesses, nonprofits, and organizations in Sacramento to discuss small business development and job creation in the Promise Zone. At that meeting, representatives of some of the major financial institutions met and decided to collaborate on funding a project that would benefit residents of the Promise Zone.

As a next step, the Federal Deposit Insurance Corporation, Federal Reserve Bank of San Francisco, the Sacramento Promise Zone and financial institutions held a Roundtable to discuss how they could collaboratively fund and align their capabilities and opportunities to support project(s)/program(s) within the Promise Zone.

The result was a bank led-bank driven collaborative funding opportunity for existing project(s)/program(s) that support the Promise Zone goals. During the first two years FIPO partners collaboratively supported programs that provided (1) Solar industry job training and employment (2) a food business incubator project supporting low-income entrepreneurs and local food systems with funding valued at \$237,500. During the 2019 FIPO two programs/projects that support entrepreneurship in the Sacramento Promise Zone were identified as having high impact by 11 FIPO partners and granted a combined \$115,000. Additionally, in an effort to bolster capacity building four FIPO partners contributed \$100,000 to fund scholarships for Community Based Organizations to participate in Impact Foundry workshops. The FIPO partnership has expanded to also include credit unions and philanthropic organizations.

The funders are looking for existing, high impact (i.e. number of people being served and partnerships) project(s)/programs(s) in the Promise Zone. The projects/programs must produce tangible, effective results that support low and moderate income (LMI) communities within the Sacramento Promise Zone. These project(s)/program(s) have to align with one or more of the following focus areas along with the Community Reinvestment Act (CRA) requirements:

- **Increase Economic Activity**
- **Create Jobs**
- **Increase Educational Opportunities**
- **Affordable Housing**

The range of funding will be \$50,000 - \$150,000.

**Please note that depending on the particular proposal, there may be an opportunity to fund a larger project**

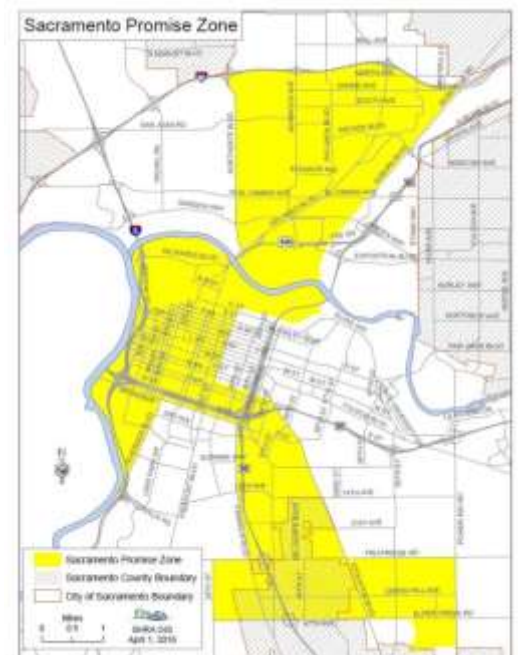
The Promise Zone presents a unique opportunity to advance impactful community development activities in historically LMI communities.

### **Sacramento Promise Zone Overview**

The Sacramento Promise Zone encompasses 22 square miles of the economically hardest-hit neighborhoods in the city – from Del Paso Heights in the North Area to The Avenues in the South County. More than 30% of residents in the Promise Zone have yet to achieve a high school diploma or GED. Nearly a quarter of the residents are foreign born with limited English proficiency. The Promise Zone has alarmingly high unemployment and mortality rates.

As the lead agency, the Sacramento Housing and Redevelopment Agency, in partnership with more than 150 key partners, works to coordinate resources, build capacity and create public-private partnerships to drive area revitalization. The partners have adopted the following broader five goals to improve the quality of life and accelerate revitalization:

- Create Jobs
- Increase Economic Activity
- Improve Educational Opportunities
- Improve Health and Wellness
- Facilitate Neighborhood Revitalization



# Sacramento Promise Zone: Financial Institution Partnership Opportunity Timeline<sup>1</sup>

<u>Date/Activity<sup>2</sup></u>	<u>Activity Description</u>	
August 21, 2019: RFP released	<ul style="list-style-type: none"> <li>Request for Proposal is sent to Promise Zone partners</li> </ul>	
October 4, 2019: Proposals due	<ul style="list-style-type: none"> <li>Proposals due by 4:00pm</li> </ul>	
October 8, 2019: Distribute proposals to review subcommittees	<ul style="list-style-type: none"> <li>Distribute the proposals to the participating funders</li> <li>Each funder will identify top 3-5 proposals by October 15 to bring back to the group for discussion</li> </ul>	
October 21, 2019: Notify proposal(s)	<ul style="list-style-type: none"> <li>Top proposal(s) for consideration will be notified and given instructions on what the next steps are</li> <li>Other proposals no longer being considered</li> </ul>	
<b>November 4-6, 2019: Presentations</b>	<ul style="list-style-type: none"> <li><b>Selected applicants present their proposals to the participating funders (in-person or via teleconference)</b></li> </ul>	
November 2019 – December 2019: Funders Internal Process	<ul style="list-style-type: none"> <li>Funder Selection process (Internal)</li> <li>Funders go back to their supervisors to review which proposal(s) they can fund</li> </ul>	
	<table border="1"> <tr> <td>December 4, 2019: Funder Internal meeting</td> <td> <ul style="list-style-type: none"> <li>Objective: Each funder identifies which proposal(s) they will consider funding to the other participating funders.</li> <li>Identify next steps (i.e., additional documentation, site visits, etc.)</li> </ul> </td> </tr> </table>	December 4, 2019: Funder Internal meeting
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<b>January 17, 2020: Decision</b>	<ul style="list-style-type: none"> <li><b>Participating funders reach a decision to fund proposal(s) in the Promise Zone and notifies the organization(s)</b></li> <li><b>Remaining organizations being considered and not funded will be notified</b></li> </ul>	
February 19: PR Press strategy meeting	<ul style="list-style-type: none"> <li>Objective: Brainstorm announcements strategy               <ul style="list-style-type: none"> <li>Organization(s), the mayor's office, Congresswoman's office, Sacramento Housing &amp; Redevelopment Agency, participating funding institutions will finalize date of press release or conference for the award</li> </ul> </li> </ul>	

## Request for Proposal for the Financial Institution Partnership Opportunity (FIPO)

**Deadline:** October 4, 2019 at 4:00 p.m. (PST)

For questions and more information, contact [sacpromisezone@shra.org](mailto:sacpromisezone@shra.org)

### Eligibility & Criteria:

- Project/program must serve the Promise Zone population
- Outcomes are measurable and tracking methods defined
- A collaborative project/program with other Promise Zone partners (governmental entities, non-profits, federal partners)
- Lead organization must be a 501c3
- Project/program must be CRA eligible (see [CRA Fact Sheet](#))
- Align with one or more of the Community Development Purposes (see below)
- A project/program which is in:
  - Expanding or continuing

### Background Information/Basic Overview

<sup>1</sup> Timeline is dependent on the number of participating funders

<sup>2</sup> Dates and days in this draft are subject to change.

(Please return the answers to the questions in the format below)

<b>Organization Name:</b>	
<b>Organization Information</b>	Organization website address: Organization Tax ID#: Street Address: Organization Contact Name: Contact email address: Contact telephone:
<b>Organization Mission Statement</b>	
<b>Funding</b>	Amount Requested: _____ Total Project Budget: _____ Total Organization Budget: _____ Funding Contributors: _____
<b>Purpose of the Project/program</b>	
<b>Community Development Purpose</b> (These activities must align with the <i>Community Reinvestment Act</i> )	<input type="checkbox"/> <b>Increase Economic Activity</b> - (e.g. supporting small business growth through technical assistance, financial education, social media training, expand access to capital) <input type="checkbox"/> <b>Create Jobs</b> - (e.g. advance pathways to employment and entrepreneurship) <input type="checkbox"/> <b>Increase Educational Opportunities</b> - (e.g. develop a pipeline for preparedness to achieve a degree, certification and employment) <input type="checkbox"/> <b>Affordable Housing</b> - (e.g. multi-family rental housing)
<b>Project/program Start and End Dates</b>	
<b>Targeted area(s) in the Promise Zone</b> (e.g. Zip Codes, Neighborhoods, census tracks, etc.)	

### Written Responses

The funders are looking for ***HIGH IMPACT*** project(s)/program(s) which include affecting a high degree of people and shows partnership and collaboration in the Promise Zone. The request will be in the range of:

- MAX: \$150,000
- MIN: \$50,000
- Please note that depending on the particular proposal, there may be an opportunity to fund a larger project

**Project/program name:**

1. Detailed description of how funds will be used (1500 character maximum).
2. Describe the community need(s) being addressed by contribution and its ***impact*** (1000 character maximum).
3. How does this project/program respond to the identified community need(s) (1000 character maximum)

4. What is the **impact** or possible outcome of this activity? Please include qualitative and quantitative measures in your response (1500 character maximum)
5. Please provide a description of the methodology used to determine that greater than 50% of the individuals served are of low-or moderate-income (LMI) (500 character maximum).
6. Description of how funding partners can engage with your organization in a meaningful way (1000 character maximum).
7. Present any past metrics and experience with project/program (500 character maximum).
8. Identify collaboration partners and roles and responsibilities (500 character maximum).
9. Demographics:
  - a. Ethnicity Served (%):
    - i. \_\_\_% White
    - ii. \_\_\_% Black or African American
    - iii. \_\_\_% American
    - iv. \_\_\_% Indian/Alaskan Native
    - v. \_\_\_% Hispanic or Latino
    - vi. \_\_\_% Asian
    - vii. \_\_\_% Two or More Races
    - viii. \_\_\_% Native Hawaiian or Other Pacific Islander
  - b. Gender (%):
    - i. \_\_\_% of Men Served
    - ii. \_\_\_% of Women Served
  - c. LGBT Population Served: \_\_\_%
  - d. Age Group: \_\_\_\_\_

**Provide a preliminary budget summary with sources and uses (1500 character maximum):**

- Amount Requested:
- Total Project Budget:
- Total Organization Budget
- Funding Contributors

**Awardee Requirement**

- **Impact Report** – Required a year after funding is awarded. An update report may be accepted in lieu of a full report depending on the project’s timeline. This report will include:
  - Story - An “impact story” or human interest story that highlights the problem(s) or challenge(s) the grant addressed, describing how the population served was assisted by the grant, explaining the success of the program and showcasing the impact of their work (1500 character maximum).
  - Metrics - Measures of the project’s outputs and outcomes. Specific metrics will vary by project.

**Required Attachments**

- **IRS 501 (c) (3)**
- **Organization’s Board of Director Roster**
- **Financial Statement**

Send completed application to [sacpromisezone@shra.org](mailto:sacpromisezone@shra.org)

- Subject Line: 2020 FIPO Request for Proposal Organization
- Documents titles:
  - Organization\_Request for Proposal (Include: Background info/Basic overview page & Written Reponses)
  - Organization\_Budget
  - Organization\_IRS 501c3
  - Organization\_Board Directors
  - Organization\_Latest Financial Statement