NALCAB Request for Proposal (RFP):
2023-2024 Wells Fargo: Supporting Equitable Recovery through Financial Wellness

Program Area: Financial Capability

Funder: Wells Fargo

Supported by: with support from the Wells Fargo Foundation

Application Deadline: August 4, 2023, at 11:59PM PT

RFP Description: NALCAB will provide capacity-building grants of $35,000 and technical assistance (TA) to 12 organizations.

The primary purpose of this award is to support a nationwide network of Latino- and immigrant-serving organizations to advance culturally relevant approaches to family financial health in low-and moderate-income Latino and immigrant communities. This program of grant-making, technical assistance and training is intended to build the capacity of financial capability programs to:

- Effectively employing a high-quality and culturally relevant financial health curriculum
- Intentionally utilizing financial coaching to prepare participants to access capital for asset-building activities.
- Strengthening organizational capacity to track and report financial health-related outcomes, with a focus on strengthening credit, increasing savings, increasing income, and reducing debt.
- Implementing a financial service or product that helps clients meet financial needs, such as increasing savings, decreasing debt, or building or establishing credit. *Examples of products include, but are not limited to, lending circles, credit builder loans, matched savings account, secured credit cards, etc., for a subset of at least three subgrantees.*

RFP Eligibility:
Eligible applicants are any 501(c)(3) nonprofits who integrate, or plan to integrate, culturally relevant financial capability services into existing asset-building programs.

*Bonus points* will be added to application scoring for organizations in priority markets as well as organizations that are current NALCAB members.

Applicants should demonstrate:
- A comprehensive and specific strategy that will result in meaningful and measurable impact and change for Latino and immigrant financial health
- Organizational capacity to implement the proposed strategy
- Budget and projected outcomes that align with the proposed strategy
NALCAB will score applications according to the criteria listed in this document. NALCAB will also consider diversity of strategies, geographic locations, organizational capacity, and target populations in the selection process, as well as prior NALCAB grant award history and performance if applicable.

*Wells Fargo Priority Markets: Bonus Points* for organizations in priority markets below. NALCAB will focus on the following priority markets, as communicated by Wells Fargo:

- **Georgia**: Atlanta-Sandy Springs-Alpharetta, Statewide
- **Minnesota**: Minneapolis-St. Paul-Bloomington
- **New York**: New York-Newark-Jersey City
- **South Carolina**: Statewide
- **Texas**: Dallas-Ft Worth-Arlington, Houston-The Woodlands-Sugarland, San Antonio-New Braunfels
- **California**: Los Angeles-Long Beach-Anaheim, San Diego-Chula Vista-Carlsbad, Riverside-San Bernardino-Ontario, Oxnard-Thousand Oaks-Ventura, Bakersfield
- **Florida**: Miami, Statewide
- **Arizona**: Phoenix-Mesa-Chandler, Statewide
- **North Carolina**: Charlotte-Concord-Gastonia, Statewide
- **Nevada**: Statewide
- **Iowa, Utah, Montana and Idaho**

**Grant Period**
August 2023 – May 2024


Questions about the RFP should be submitted to grants@nalcab.org with subject heading: “2023 WF Financial Capability RFP”