



NATIONAL
ASSOCIATION FOR
LATINO
COMMUNITY
ASSET
BUILDERS

Building Economic Resilience Through Financial Wellness in Latino and Immigrant Communities

with support from the Wells Fargo Foundation

I. GRANT OVERVIEW

Grant Purpose

With generous support from the Wells Fargo Foundation, NALCAB will provide capacity-building grants of \$30,000 and customized technical assistance (TA) to 10 organizations, prioritizing organizations located in Wells Fargo's priority geographic markets*. In addition to grant funding and TA, NALCAB will provide access to an intentional community of practice among subgrantees.

Awardees will also gain priority access for up to 1 staff member to participate in NALCAB's Financial Coach Empowerment training, including practitioners from subgrantee organizations and the broader NALCAB network. This virtual training will be at least 60 hours and will be provided, along with all training materials, at no cost to participants. The engagement will support staff members to hone coaching skills on topics such as: financial goal setting, confidentiality, accountability, managing money and emotions, credit building, debt diversity, bankruptcy, and family finances.

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 strengthen the delivery of financial capability services focused on:

- Integrating a culturally relevant financial curriculum into asset-building programs like homeownership and small business development services.
- Intentionally utilizing financial coaching to prepare participants to access capital for asset-building activities.
- Improving organizational capacity to track and report financial health outcomes, with a focus on improving credit, increasing savings, increasing income, and reducing debt.
- Prioritizing access to innovative financial products to boost family financial wellness, 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, and secured credit cards.

***Wells Fargo Priority Markets:** NALCAB will focus on the following priority markets, as communicated by Wells Fargo:

- **Georgia:** Atlanta
- **Illinois:** Chicago
- **North Carolina:** Charlotte
- **Texas:** Dallas, Houston
- **California:** Los Angeles, San Diego, San Francisco
- **Florida:** Miami
- **Tennessee:** Nashville
- **New York**
- **Pennsylvania:** Philadelphia
- **Arizona:** Phoenix
- **Missouri:** St. Louis
- **Washington, DC**
- **Minnesota:** Minneapolis

Grant Period

October 1, 2024 - June 30, 2025

Application Submission Due Dates:

Applications are due on or before **September 18, 2024, at 11:59 PM PDT**

All grant applications must be completed and submitted via NALCAB's online system, Blackbaud Grantmaking.

In addition to the narrative responses, applications must include the following documents as attachments (in PDF format):

- Program budget (see end of this application for a sample budget template)
- 501(c)(3) Letter of Determination
- Organizational Chart
- 2024 Organization Budget
- Most Recent Complete Audited Financial Statements

Questions about the RFP should be submitted to grants@nalcab.org; Use subject heading- 2024-2025 WF Financial Capability RFP.

II. ELIGIBLE ACTIVITIES

Recipient 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.

****NALCAB will focus on the priority markets, as communicated by Wells Fargo****

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.

Award Eligible Uses of Grant Funds

Grant funds can be used for direct costs and staff time spent on eligible grant activities that strengthen or expand the delivery of culturally relevant financial health services, including but not limited to:

- Developing and implementing financial capability classes or financial coaching/counseling programs
- Enhancing or adopting culturally relevant financial capability curricula
- Building organizational capacity through trainings, hiring new staff, funding volunteer stipends, or other means that support financial capability programs
- Incorporating technology solutions to deliver virtual financial capability services
- Integrating financial coaching tools to address debt, savings, credit, income, and predatory lending services (i.e., payday, title loans, pawnshops, and rent to own)
- Developing or partnering to provide affordable, safe, and inclusive financial products that support program participants in achieving stability and financial goals
- Acquiring and implementing resources and software for data management and outcome tracking
- Creating and implementing new policies and procedures to create a more sustainable and efficient program delivery
- Developing outreach strategies and materials for financial capability services
- Integrating financial capability strategies into homeownership and small business development services

III. GRANTEE REQUIREMENTS

As an award recipient, grantees must:

- Identify a staff person to serve as a project lead and communication liaison with NALCAB
- Participate in a welcome call within the first three weeks of the grant start date.
- With NALCAB's assistance, define a project plan that outlines anticipated goals, milestones, and needed resources during the grant period.
- Participate in regularly scheduled individual and/or cohort calls with NALCAB to address needs identified in the proposal through technical assistance, report on progress and share best practices.
- Must attend at least 2 virtual NALCAB Community Development Workshops. A full calendar of optional Community Development Workshops will be provided later.
- Submit two interim reports and one final report describing program activities and outcomes. NALCAB will provide reporting templates at the beginning of the grant period.
- Respond to all NALCAB surveys during the grant period.
- Participation in NALCAB's Summer in the States policy program is highly encouraged.

To assist with these requirements, NALCAB will provide:

- Assistance in developing a project plan that outlines anticipated goals, milestones, and needed resources during the grant period.
- Individual and cohort-based technical assistance (TA) to address identified organizational needs. TA topics may include, but are not limited to: integrating a culturally relevant financial curriculum into asset-building programs like homeownership and small business development; using financial coaching to help participants access capital for asset-building activities; improving organizational capacity to track and report financial health outcomes, focusing on credit improvement, increased savings, higher income, and debt reduction; prioritizing access to innovative financial products to boost family financial wellness.
- Host and provide access to an industry-recognized financial coaching certification program for staff, including practitioners from subgrantee organizations and the broader NALCAB network (subgrantees have priority access). This virtual certification training will be at least 60 hours and will be provided at no cost to participants.
- A site visit, contingent on TA needs of organization and budget availability.
- Training on financial capability, consumer protection, small business development, homeownership, equitable neighborhood development, policy, advocacy, and other related topics through virtual Community Development Workshops.
- Opportunities to virtually convene in an intentional community of practice to share best practices, strategies of resilience, and capacity building resources.
- Peer-to-peer learning connections.

IV. TIMELINE

Date	Milestone
September 18, 2024	RFP Proposals due by 11:59 PM PDT
October 1, 2024	Grant Period Begins
October 15, 2024	Welcome Call with Subgrantees/Grant Kickoff
Fall 2024	Virtual I financial coaching training (<i>priority access</i>)
	Week 1: October 15 -17
	Week 2: October 29-31
	Week 3: November 12-14
On-going	Community Development Workshops (<i>attendance required at two events</i>)
On-going	Individualized technical assistance
April 11, 2025	Interim Report (Reporting Period: October 1, 2024- March 31, 2025)
June 30, 2025	Grant period ends
July 14, 2025	Final Report (Reporting Period: October 1, 2024- June 30, 2025)

V. APPLICATION

All grant applications must be completed and submitted via NALCAB’s online grant system.

Attachments - All applications must include the following documents as attachments (in PDF format):

1. Program Budget (see end of this application for sample budget template)
2. 501(c) (3) Letter of determination
3. Organizational Chart
4. 2024 Organization Budget
5. Most Recent Complete Audited Financial Statements

Narrative - In addition to quantitative questions about your organization and program services, the application includes the following narrative components:

1. **Organizational Capacity and Readiness (30 points)** - Describe your current financial capability program including:
 - What services are provided and how many participants are served annually?
 - What are your participants’ identified needs?
 - What are your program participants’ demographic and socioeconomic characteristics?
 - What is your organization’s track record of delivering culturally relevant services?
 - Describe key staff who will be engaged in this capacity building grant.

2. *Use of Grant (35 points)* - Describe how this grant will help build your capacity to deliver culturally relevant financial capability services. Refer to eligible activities and be specific about the type of capacity building goals and activities you would like to accomplish (i.e., train staff, develop/strengthen curriculum, expand services to new audiences, deepen engagement with existing participants, develop integrated systems such as common intake forms, improve tracking and reporting, implement, develop or partner to provide affordable, safe, and inclusive financial products, etc.).

What type of technical assistance does your organization need from NALCAB to achieve this?

3. *Program Impact (25 points)* –
 - a) Describe your expected program outcomes and identify any important milestones to be achieved over the grant period.
 - b) In addition to the program outcomes you have identified, provide projected outcomes for the indicators below. This table includes a selection of outcomes that grantees must report on. ****If you are not currently able to track and report these indicators, describe your plan to develop the capacity to do so.**

Indicator	Projected Outcome
Number of individuals receiving financial coaching/ counseling	
Number of individuals receiving group financial classes/ training	
Total number of unduplicated individuals served	
Number of clients who will achieve an increase in credit score	
Average increase in credit score of individuals	
Number of clients who will achieve any increase in savings	
Total amount of increased savings	
Number of clients who will achieve any decrease in debt	
Total amount of debt reduced	
Number of individuals who accessed a financial asset (home purchase, credit card, lending circles, retirement savings, small business loan)	

4. *Program Budget and Justification (10 points)* - Provide a short narrative description of each budget line item and how it supports the proposed grant activities. Describe how this grant will fit into your overall program budget. List any other funding that will be used to leverage and support the program/project.
5. *Financial Coaching Certification Training*

Grantees will have priority access for one staff to participate in NALCAB’s industry-

recognized financial coaching training program. This virtual certification training will be at least 60 hours and will be provided at no cost to participants. For additional training description, dates and requirements click [here](#).

If this training is of interest to your organization, please provide the following for staff who may participate: Name, title, email and years of experience as a financial coach/counselor.

Describe how your staff's participation in this training will impact your organization or programming.

VI. SUBMISSION INSTRUCTIONS

***Complete applications are due by: **September 18, 2024 at 11:59 PM PDT.**

Complete online application form and submit all requested attachments here:

<https://us.grantrequest.com/application.aspx?sid=6176&fid=35268>

Continue application already in progress: https://www.GrantRequest.com/SID_6176?SA=AM

Questions about the RFP should be submitted to grants@nalcab.org with subject heading: **2024 WF Financial Capability RFP.**

About NALCAB

The National Association for Latino Community Asset Builders (NALCAB) is the hub of a national network of more than 200+ mission-driven organizations that are anchor institutions in geographically and ethnically diverse Latino communities in 50 states, Washington DC and Puerto Rico. Members of the NALCAB Network invest in their communities by building affordable housing, addressing gentrification, supporting small business growth, and providing financial counseling and coaching on issues such as credit building and homeownership. As a Grantmaker and US Treasury certified CDFI lender, NALCAB supports the work of its member network with capacity-building resources, capital, and public policy advocacy. More than 70% of those served by the NALCAB Network are Latino, 20% are Black and more than 40% are immigrants.

In the area of Financial Capability, NALCAB works with members to create and strengthen programs that build knowledge and access to resources that allow consumers to build credit, reduce debt, increase savings, access financial services and products, and avoid predatory practices. NALCAB supports these programs with grants, capacity building technical assistance, training, and peer connections. NALCAB's mission is to strengthen the economy by advancing economic mobility for Latino communities.

<https://nalcab.org/>

Sample Program Budget

ORGANIZATION NAME: _____

PROGRAM TITLE: _____

REVENUE	Committed Funds	Pending Funds
Grants/Contracts/Contributions		
Local Government Grants/Contracts		
State Government Grants/Contracts		
Federal Government Grants/Contracts		
Foundations		
Corporations		
Individual Donations		
Other (Please specify)		
Earned Income:		
Specify source:		
In-Kind Support		
Other (Please Specify)		
TOTAL REVENUE		
EXPENSES	Amount Requested in this proposal	Total Project Expenses
Salaries and Wages		
Payroll Taxes/Benefits		
Overhead Expenses		
Consultants and Professional Fees		
Travel/Professional Development		
Technology/Database system Improvements		
Rent		
Utilities		
Equipment		
Supplies		
Marketing		
Printing/Copying		
Other		
TOTAL EXPENSES		

**Please include budget justification in narrative for all line items to be paid for with requested NALCAB grant funds.