



NATIONAL
ASSOCIATION FOR
LATINO
COMMUNITY
ASSET
BUILDERS

**Request for Proposals:
Pathways to Prosperity: Increasing Latino Homeownership
through Equitable Neighborhood Development
Made possible by the JPMorgan Chase Foundation
Due on or before [October 31, 2024, 11:59 pm PDT]**

I. SUMMARY

Post-COVID, Latino and immigrant communities continue to be disproportionately affected by market pressures catalyzing broad neighborhood change and resulting in involuntary displacement. Inflation and rising real estate costs are placing significant economic stress on disadvantaged families and business owners, making efforts around preservation of affordability, stability, and equitable neighborhood development more relevant than ever.

In response to this need, and with the generous support of the JPMorgan Chase Foundation, the National Association for Latino Community Asset Builders will provide two types of grants:

- **Planning Grants:** \$40,000 for the creation of an equitable development action plan. Awardees will use data analysis and mapping to better understand local real estate market dynamics; anticipate impacts on low- and moderate-income, predominantly Latino communities; and develop equitable development strategies to address these impacts. Plans should focus on a specific geographic area (e.g. a specific corridor, neighborhood, city, or county).
- **Implementation Grants:** \$40,000 to support the implementation of an existing equitable development action plan (this can be from an action plan previously supported by NALCAB or another formal, written planning effort). Awardees will use data, local knowledge, and technical expertise to implement plans to address affordable housing development or preservation challenges.

In addition to funding, grantees will receive customized technical assistance, training opportunities, and peer-to-peer network development.

Grant recipients will seek to address and/or prevent involuntary displacement while increasing access to wealth-building assets for low- and moderate-income predominantly Latino communities. NALCAB anticipates that plans created or implemented would include, but are not limited to, strategies such as the following:

- **Production:** Increasing the production of new homeownership and multi- and single-family rental housing for Latinos, including innovative models such as co-ops, multifamily housing, mixed-use, and lease-to-own.
- **Preservation:** Preserving existing homeownership and affordable rental housing for Latinos.

Technical assistance and training will focus on, but are not limited to, topics such as:

- GIS mapping and other data analysis to identify and respond to neighborhood change.
- Access to affordable housing loan capital for production or preservation of affordable housing
- Production and financing strategies for affordable housing units
- Understanding and/or implementing innovative housing strategies
- Connecting equitable development strategies to other planning efforts, building partnerships, and engaging with local government officials
- Identifying and implementing community organizing and policy advocacy strategies
- Resource development support to secure additional funding for targeted private and federal funding

sources that align with program goals, including help with federal funding opportunities and capacity building for federal compliance

- Creating a housing fund
- Understanding and accessing green and sustainable financing and building

Please review the provided [action plan](#) example and the [NALCAB Guide to Equitable Neighborhood Development](#) to understand NALCAB's approach.

NALCAB anticipates awarding up to 12 grants.

Grant Period

The grant period will run from December 1, 2024 to November 30, 2025 (12 months).

Eligibility

Planning Grant - Any 501(c)(3) community development or asset building organization is eligible to apply for Planning Grants.

Implementation Grants – Any 501(c)(3) community development organization that has completed a NALCAB-supported Equitable Development action plan or another formal, written planning effort is eligible to apply. Applicants seeking to implement a completed NALCAB-supported action plan through this award will be awarded bonus points.

NALCAB membership is not required to apply; however, if awarded, organizations must become active NALCAB members. To check your membership status or find out more about becoming a NALCAB member, please contact Senior Membership Manager, Lexi Castillo at lcastillo@nalcab.org.

Application Process

Applications must be completed and submitted online at the following link: [Implementation Grant Application](#) or the [Planning Grant Application](#)

Applicants may apply for either a planning grant or an implementation grant. Please select the appropriate link.

NALCAB will score applications according to the criteria listed in this document. NALCAB may also consider diversity of strategies, geographic locations, organizational capacity, and target populations in the selection process, as well as prior grant performance. If selected, organizations may be asked to submit additional attachments.

Questions about the RFP should be submitted to grants@nalcab.org. Use subject heading- 2024-2025 JPMC END RFP

II. ELIGIBLE ACTIVITIES

Grant funds can be used for direct costs and staff time spent on 1) creating an equitable neighborhood development plan or 2) implementing an aspect of an existing action plan related to, but not limited to, the following strategies:

- Affordable housing and community real estate
 - Development and preservation
 - Community ownership
 - Innovative housing strategies (Infill development, missing middle housing, alternative building methods, etc)
 - Mixed use development projects
- Supporting climate resiliency
- Providing or procuring flexible capital for affordable housing
- Policy advocacy related to community economic development
- Building community coalitions/increasing community engagement as a precursor to development

- Providing or enhancing programs related to housing and resident services

III. REQUIREMENTS

Deliverables for Planning Grant include:

- Produce an equitable development action plan that uses data to analyze and anticipate the impact of neighborhood change on low- and moderate-income Latino communities.
- Engage in regular working sessions with NALCAB staff and meet interim progress milestones.
- Use plans to inform the implementation of place-based strategies for equitable development throughout and beyond grant period.

Deliverables for Implementation Grant include:

- Identify strategies and goals from an existing equitable development action plan that are actionable within the grant period and make demonstrable progress toward those goals.

Requirements for both Planning/Implementation Grant recipients include:

- Designate a staff person to serve as project lead and primary contact with NALCAB.
- Participate in a call within the first three weeks of project start date to discuss project activities and outcomes.
- Participate in periodic check-in calls, including working sessions.
- Participate in a webinar series that will focus on best practices and promising approaches to equitable development. Grant recipients may be asked to present their equitable development action plans and/or implementation strategies.
- Submit interim and final reports describing program activities and outcomes. NALCAB will provide report templates to grant recipients prior to the start of the grant period.
- Host NALCAB staff during a site visit (as needed, and as budget allows) including designating key staff to meet with NALCAB, providing updates on progress, and giving a tour of the target community.
- Respond to all NALCAB surveys during the grant period.
- Attend NALCAB's 2025 National Conference (September 12-15, 2025, in Nashville, TN).
- Participation in NALCAB's Annual Advocacy Day in Spring/Summer 2025 is highly encouraged, but not required.

To assist with these requirements, NALCAB will provide the following:

- A designated staff person to serve as main point of contact.
- Ongoing remote technical assistance to support the creation or implementation of the equitable development action plan (see Section I for potential technical assistance topics).
- Data analysis and maps that examine the implications of real estate market trends for low- and moderate-income, predominately Latino communities.
- Support with revisions/writing of action plan, development of strategies, and measuring impact.
- Site visit (contingent on needs of organization, and budget availability) for in-person technical assistance related to the creation or implementation of the equitable development action plan.
- Opportunities to collaborate and problem-solve with other practitioners on approaches to equitable development.
- Training opportunities through virtual Community Development Workshops and the NALCAB National Conference, that will focus on topics including community organizing, policy development and advocacy, analyzing and anticipating neighborhood change, and resource development, among others.
- Templates for equitable development action plan and grant reports.
- Support for collaboration efforts with local government entities.

IV. TIMELINE

October 1, 2024	RFP released
October 2, 2024	Informational webinar
October 31, 2024	Deadline to submit proposal by 11:59 PM PDT
November 22, 2024	Applicants notified of award status
December 1, 2024	Grant period begins
December 4, 2024	Welcome call with grant recipients
May 1, 2025	Midpoint grant report
June 2025	NALCAB Advocacy Day event in Washington, DC (attendance encouraged)
June 1, 2025	Action plan first draft due (for Planning Grant applicants)
September 2025	NALCAB National Conference (attendance required)
November 30, 2025	Final action plan due
December 12, 2025	Final report due
Dates TBD	NALCAB site visits to grantees (as needed and budget allows)

V. APPLICATION

All grant applications must be completed and submitted via NALCAB's online system, Blackbaud Grantmaking using the following links: [Implementation Grant Application](#) or the [Planning Grant Application](#)

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

PLANNING GRANT (\$40,000)

For the creation of an equitable development action plan

1. **Summary of Request (required, no points):** Please provide a summary of the grant request, not to exceed one half page. Summary should provide a brief description of the goals and objectives of the action plan you want to develop, and the impact you expect the grant to have on your organization and your target community.
2. **Description of the Target Community (15 points):** What is the geographic area that your equitable development action plan will focus on (for example: census tract, corridor, neighborhood, etc.). What are the community's major challenges and opportunities as it relates to neighborhood change, gentrification, or displacement and its effects on community members? What do you know so far about the demographic and socio-economic characteristics of who lives there, and the community's historical and/or real estate market context.
3. **Organizational Capacity and Experience (15 points):** Please describe your organization, including the mission statement, vision, geographies and populations served, track record and impact in the community. What is your organization's history working with this community, the extent of your current community engagement, and what makes you well-positioned to undertake this planning effort?

4. **Key Personnel (10 points)** NALCAB expects key staff, including agency leadership, will support the planning, developing, and implementation of your action plan. Please provide a summary of key staff, their role on the project, executive staff participation, and any consultants or partners involved.
5. **Project Goals and Outcomes (20 points):** What are your organization's housing goals or vision as it relates to the project? Describe your expected project outcomes and identify any important milestones to be achieved over the grant period. What challenges do you anticipate in the planning effort? Will your project leverage federal funds?
6. **Measuring Impact (20 points):** What metrics will you track, and how will you measure success?
 - a. *Examples may include:*
 - Number of meetings or outreach events (neighborhood meetings, block parties, etc)
 - Number of households reached through engagement
 - Number of new partnerships established
 - Funds raised in support of the project
7. **Capacity Building and Sustainability (15 points):** Please respond to the following:
 - a. How will you use this grant to build your organization's capacity to support the proposed equitable development efforts?

Examples include but are not limited to:

 - Creating new or strengthening existing partnerships
 - Increasing funding levels and diversity of funding sources to support programs and operations
 - Hiring new staff to support development of plan (intern, etc.)
 - Identifying strategies, solutions, and/or policies for addressing barriers to equitable development, etc.
 - Connecting equitable development strategies to other planning efforts, building partnerships, and engaging with local government officials.
 - b. What kinds of technical assistance does your organization need from NALCAB to achieve the capacity building and sustainability impacts listed above?

Please see Section I for potential technical assistance topics. You are welcome to suggest other technical assistance topics as needed.
8. **Program Budget and Justification (5 points):** Please provide a short description of each line item in your proposed grant budget (eligible activities are listed in Section II). Describe how these funds will fit into your overall program budget. List any other funding that will be used to leverage and support the project. You may include a budget line item of up to \$2000 to cover costs for one staff member to attend the 2025 NALCAB National Conference, or you may choose to cover this expense from non-grant funds. Line items in this section should align with the required budget attachment.
9. **Bonus: Sustainable Development (2 points):** Projects that consider environmentally sustainable development will receive an additional 2 bonus points. This may include, but is not limited to the following: home energy efficiency, alternative energy sources (ex. solar), innovative construction materials or methods, or low impact development (ex. green roofs, permeable paving, storm water mitigation, etc).
10. **Bonus:** Projects serving a rural area – defined by HUD (2 points): The US Department of Housing and Urban Development (HUD) defines “rural area” as a geographical area that does not meet the definition of an urban area. Urban areas are defined as: a statistical geographic entity delineated by the Census Bureau, consisting of densely settled territory that together contain at least 50,000 people. If you are not sure if you serve a rural area, please visit HUD's [Rural Beneficiary Mapping Tool](#)

Non-scored questions to help NALCAB understand other potential collaborations.

NALCAB lending capital for affordable housing related projects may be accessible to subgrantee organizations. Please provide answers to the following questions (please put n/a if these questions are not relevant to your organization):

1. Does your organization have any affordable housing projects that could use loan capital? If yes please describe and include the address and zip code.
2. How much loan capital could you use within the next 6 months for existing or planned affordable housing projects?
3. How many units of affordable housing (multi-family or single-family) would be developed with the potential loan capital from NALCAB?

IMPLEMENTATION GRANT (\$40,000)

For the implementation of an existing equitable development action plan.

1. Summary of Request (required, no points): Please provide a summary of the grant request, not to exceed one half page. Summary should provide a brief description of your previous planning process (this can be from an action plan previously supported by NALCAB or another formal, written planning effort), proposed implementation strategies/solutions, and the impact you expect the grant to have on your target community.

2. Goals and Strategies (20 points): Please describe your organization's development of the action plan, including sources of data and types of data analysis, community engagement, and other inputs. What goal(s) from the plan will you focus on achieving during this grant period, and how will you achieve them? How will your equitable development strategies connect to larger local planning efforts, partnerships, and engaging with local government officials? Will your project leverage federal funding?

3. Key Milestones for Implementation (30 points):

Please include a timeline of proposed milestones and description of major activities that are needed to achieve each milestone. These activities should address the proposed implementation plan described in question #2.

4. Capacity Building and Sustainability (20 points): Please respond to the following:

- a. How will you use this grant to build your organization's capacity to support the proposed equitable development efforts? *Examples include but are not limited to:*
 - Creating new or strengthening existing partnerships
 - Secure funding and diversity of funding sources to support programs and operations
 - Hiring new staff to support implementation of plan (new full-time, part-time, intern, etc.)
 - Implementing strategies, solutions, and/or policies for addressing barriers to equitable development, etc.
- b. Connecting equitable development strategies to other planning efforts
- c. What kinds of technical assistance does your organization need from NALCAB to achieve the capacity building and sustainability impacts listed above? What challenges do you anticipate in the planning effort?
Please see Section I for potential technical assistance topics. You are welcome to suggest other technical assistance topics as needed.

5. Outcomes and Impact (25 points): Please provide a description of how you will define and measure the impact of this grant in your target community. Include what specific outputs and outcomes you will track to measure your impact. *Examples include but are not limited to:*

- Number of new affordable units developed
- Number of existing affordable housing units sustained, repaired, or rehabbed
- Number of new affordable housing units placed into the development process
- Number of people assisted in attaining or retaining housing
- Dollars leveraged for retention and development of housing units
- Number of new community partnerships

6. Program Budget and Justification (5 points): Please provide a short description of each line item in your proposed grant budget. Describe how these funds will fit into your overall program budget. List any other funding

that will be used to leverage and support the project. You may include a budget line item of up to \$2000 to cover costs for one staff member to attend the 2025 NALCAB National Conference, or you may choose to cover this expense from non-grant funds. Line items in this section should **align with** the required budget attachment.

7. **Bonus: Sustainable Development (2 points):** Projects that consider environmentally sustainable development will receive an additional 2 bonus points. This may include but are not limited to the following: home energy efficiency, alternative energy sources (ex. solar), innovative construction materials or methods, or low impact development (ex. green roofs, permeable paving, storm water mitigation, low water landscaping, etc).
8. **Bonus:** Projects within a rural area – defined by HUD (2 points): The US Department of Housing and Urban Development (HUD) defines a “rural area” as a geographical area that does not meet the definition of an urban area. Urban areas are defined as: a statistical geographic entity delineated by the Census Bureau, consisting of densely settled territory that together contain at least 50,000 people. If you are not sure if your project serves a rural area, please visit HUD’s [Rural Beneficiary Mapping Tool](#)
9. **Bonus:** Applicants seeking to implement a completed NALCAB-supported action plan through this award will be awarded a bonus (2 points).

Non-scored questions to help NALCAB understand other potential collaborations:

1. NALCAB lending capital for affordable housing related projects may be accessible to subgrantees. Please provide answers to the following questions (please put n/a if these questions are not relevant to your organization):
2. Does your organization have any affordable housing projects that could use loan capital? If yes, please describe, including the address and zip code.
3. How much loan capital could you use within the next 6 months for existing or planned affordable housing projects?
4. How many units of affordable housing (multi-family or single-family) would be developed with the potential loan capital from NALCAB?

VI. SUBMISSION INSTRUCTIONS

Complete applications are due by October 31, 2024 at 11:59 PM PDT, and must be submitted online at the following link: [Implementation Grant Application](#) or the [Planning Grant Application](#)

If the link does not work, please copy-paste the following URL into your Internet browser:

Implementation Grant Application: <https://bbgm-apply.yourcausegrants.com/apply/programs/ee198305-762a-4c79-95f8-de8edc9b74d6>

Planning Grant Application: <https://bbgm-apply.yourcausegrants.com/apply/programs/2330be5d-2a2c-4de7-a09b-3475f4d76b08>

Appendix A: Sample Project Budget

ORGANIZATION NAME: _____

PROJECT 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 funds to pay for at least one staff member to attend NALCAB's 2025 National Conference. You may include a budget line item to cover these costs, or you may choose to cover this expense from non-grant funds.