



July 10, 2009

Dear Community Leader:

Advocates for Youth is pleased to announce an exciting opportunity for community-based, minority, youth-serving organizations and institutions. Advocates for Youth is a national organization dedicated to creating programs and advocating for policies that help young people make informed and responsible decisions about their reproductive and sexual health. Advocates provides information, training, and strategic assistance to youth-serving organizations, policy makers, youth activists, and the media in the United States and in the developing countries.

Half of all new HIV infections in the United States occur in young people under age 25. Moreover, youth of color, in particular young African American/black and Latina/Hispanic women, are disproportionately affected by high rates of HIV and other sexually transmitted infections (STIs) in our communities. To prevent HIV/STI infection among our youth most at risk, Advocates for Youth established a **Youth of Color Initiative**. Since 1998, Advocates has partnered with the NAACP, National Council of La Raza, National Association for Equal Opportunity in Higher Education, National Organization of Concerned Black Men, and Black Entertainment Television (BET) to mobilize our communities to get actively involved in the fight against HIV and AIDS for young African Americans, Latinos, Asian and Pacific Islanders, and Native Americans. Last year alone, Advocates partnered with over 200 national and community-based minority organizations as part of this initiative.

Through the Youth of Color Initiative, your organization may receive strategic capacity building assistance, including publications and materials; written and electronic correspondence; telephone consultations; on-site training; and seed grants in the amount of \$8,000 to implement HIV/STI and teen pregnancy prevention projects, made possible through a cooperative agreement with the Centers for Disease Control and Prevention's Division of Adolescent and School Health. Services offered through this initiative are tailored to fit the needs of your organization.

Please see the attached materials for more information about this opportunity, including eligibility and criteria for selection. The application form and/or proposal are due by **August 14, 2009, 5:00 p.m. EDT**. Please e-mail, mail or fax applications to Urooj Arshad, Program Manager, Youth of Color Initiative, Advocates for Youth, 2000 M Street, NW, Suite 750, Washington, DC 20036. Fax: (202) 419-1448. E-mail: [urooj@advocatesforyouth.org](mailto:urooj@advocatesforyouth.org)

Working together, we believe that we can strengthen efforts to prevent HIV infection among young African American/black and Latina/Hispanic women. We welcome the opportunity to collaborate with your organization to broaden and increase the positive impact we ALL can achieve in the lives of our youth. If you need further information or have questions, please do not hesitate to contact me at (202) 419-3420 or at [urooj@advocatesforyouth.org](mailto:urooj@advocatesforyouth.org)

Sincerely,

Urooj Arshad  
Program Manager, Youth of Color Initiative

## Description of Available Services for Advocates for Youth's Youth of Color Initiative

The **goal** of Advocates for Youth's Youth of Color Initiative is to building the capacity of community-based, minority, youth-serving organizations and institutions provide science-based, culturally relevant HIV prevention programming for young African American/black and Latina/Hispanic women 13 to 18 years old.

### **Level I: General Resources and Capacity Building Assistance on HIV/STI and Teen Pregnancy Prevention Programming**

**Level I** services are available to all Youth of Color Initiative partner organizations. Services are designed to build effective HIV/STI and teen pregnancy prevention programming for young African American/black and Latina/Hispanic women, 13 to 18 years old.

1. **Resource Materials.** Your organization will receive quarterly informational mailings of materials on HIV/STI and teen pregnancy prevention.
2. **Technical Assistance.** Your organization may request ongoing technical assistance via telephone, e-mail, and/or fax. Topics include: science-based sex education and HIV, STI, and teen pregnancy prevention programming (including life skills); cultural competence; HIV, STI, and teen pregnancy prevention programming for lesbian, bisexual, transgender, and questioning young women; parent-child communication; peer education; community planning groups; youth-adult partnerships to promote youth's involvement in prevention programming; youth-friendly services and organizational development, among others. In addition, you will have access to Advocates for Youth's online database of over 18,000 peer-reviewed journal articles on adolescent sexual and reproductive health.
3. **Electronic Newsletter.** Your organization will receive a monthly electronic newsletter, highlighting reproductive and sexual health issues for young African American/black and Latina/Hispanic women.
4. **Listserv.** Your organization may participate in a listserv for Youth of Color initiative partners, hosted by Advocates for Youth, to share information and resources.

### **Level II: General Resources, Capacity Building Assistance, Training and Seed Grant for HIV/STI and Teen Pregnancy Prevention Project**

**Level II** services include all of the general resources and capacity building assistance, as described above, as well as a tailored workshop and training on science-based HIV/STI and teen pregnancy prevention strategies for young African American/black and Latina/Hispanic women, 13 to 18 years old, at national and/or regional conferences of partners and other venues.

1. **Site visit and training.** Training may be tailored for staff members, peer educators, and/or community members. Advocates for Youth will cover all expenses of the trainer, including travel, lodging, honorarium, and training materials. Partners are expected to cover meeting logistics, room rental, refreshments, and other associated costs. Training topics include: science-based sex education and HIV, STI, and teen pregnancy prevention programming (including life skills); cultural competence; HIV, STI, and teen pregnancy prevention programming for lesbian, bisexual, transgender, and questioning young women; parent-child communication; peer education; community planning groups; youth-adult partnerships to promote youth's involvement in prevention programming; youth-friendly services and organizational development, among others.
2. **Seed Grant.** Your organization may receive a seed grant, in the amount of \$8,000, for the purpose of conducting an HIV/STI and teen pregnancy prevention project for young African American/black and Latina/Hispanic women, 13 to 18 years old. The goals of the project must be to raise awareness of

HIV/STIs and teen pregnancy among at least 200 young African American/black and Latina/Hispanic women and to empower them to get involved in prevention programming. The project must be either a new initiative for the organization or an enhancement to an existing project. The project goals, objectives and activities should be designed to have long term and sustainable impact. The funding may be used to conduct a variety of activities, including developing youth-friendly public service announcements, videos, and/or brochures; organizing youth forums; and/or establishing a peer education program, to name a few. Seed grant may **not** be used for lobbying or advocacy work. In addition, Advocates for Youth will not fund one time events. It is anticipated that funded projects will become self-sustaining by leveraging additional funds for use once the project period has ended. Each selected partner will be responsible for completing the activities described in its proposal. The project period is from October 1, 2009 to June 14, 2010.

Five organizations will be selected to receive Level II awards.

### **Level III: Local HIV Prevention Coalition**

**Level III** services include all of the above services, as well as an additional seed grant, in the amount of \$8,000, to develop a local HIV prevention coalition. Total grant amount for Level III is \$16,000.

**Coalition.** Advocates for Youth will work with a Level III partner actively participating in an existing HIV prevention coalition to mobilize community-based, minority, youth-serving organizations to get actively involved in local HIV prevention efforts for young African American/black and Latina/Hispanic women, 13 to 18 years old, and to empower their community to develop and/or support locally determined programs, consistent with community values and needs. Existing coalition must include at least four organizational partners. The proposed project should enhance an existing project or create a new project within the coalition's existing work plan. The project goals, objectives and activities should be designed to have long term and sustainable impact. The funding may be used to conduct a variety of activities, including developing youth-friendly public service announcements, videos, and/or brochures; organizing youth forums; and/or establishing a peer education program, to name a few. Seed grant may **not** be used for lobbying or advocacy work. It is anticipated that funded projects will become self-sustaining by leveraging additional funds for use once the project period has ended. Each selected partner will be responsible for completing the activities described in its proposal. The project period is from October 1, 2009 to June 14, 2010.

Level III services will be awarded to one organization that is also selected to receive a Level II award.

**Please indicate your interest in participating in this project, by returning the attached application form by August 14, 2009. Awards will be announced by September 4, 2009.**

Application Form  
Advocates for Youth  
Youth of Color Initiative

Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Title/Position \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State and Zip code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Organization Web site: \_\_\_\_\_

**Please check the level of service you are applying for:**

**Level I Services (Return this form only.)**

- We would like to receive the following services from Advocates for Youth:
  - Resource Materials
  - Technical Assistance (telephone, e-mail, and/or fax)
  - Electronic Newsletter
  - Listserv

**Level II Services (Return this form and a proposal for a seed grant for an HIV/STI and teen pregnancy prevention project. See attached guidelines.)**

- We would like to receive the following services from Advocates for Youth:
  - Resource Materials
  - Technical Assistance (telephone, e-mail, and/or fax)
  - Electronic Newsletter
  - Listserv

**Plus** Free Workshop(s) or Training(s)

**Plus** Seed grant in the amount of \$8,000 for the purpose of conducting an HIV/STI and teen pregnancy prevention project.

**Level III Services (Return this form, a proposal for an HIV/STI and teen pregnancy prevention project seed grant (Level II services), and a proposal for a local HIV prevention coalition. To be eligible for Level III services you must submit a proposal for Level III services. See attached guidelines.)**

- We would like to receive the following services from Advocates for Youth:
  - Resource Materials
  - Technical Assistance (telephone, e-mail, and/or fax)
  - Electronic Newsletter
  - Listserv

**Plus** Free Workshop(s) or Training(s)

**Plus** Seed grant in the amount of \$8,000 for the purpose of conducting an HIV/STI and teen pregnancy prevention project.

**Plus** Seed grant in the amount of \$8,000 for the purpose of strengthening an existing local HIV prevention coalition.

- ❑ We are not interested in participating in the project at this time. However, please keep up on your mailing list.

**Please return by mail or fax or e-mail by August 14, 2009, 5:00 p.m. EDT to:**

Urooj Arshad  
Program Manager, Youth of Color Initiative  
Advocates for Youth  
2000 M Street, NW, Suite 750  
Washington, DC 20036  
Ph: (202) 419-3420  
Fax: (202) 419-1448  
[urooj@advocatesforyouth.org](mailto:urooj@advocatesforyouth.org)

If submitting the proposal via e-mail, please send a separate email or call to confirm receipt of proposal.

# Advocates for Youth Youth of Color Initiative

## **Proposal Guidelines for Level II Services HIV/STI and Teen Pregnancy Prevention Project Seed Grant Project Year: October 1, 2009 to June 14, 2010**

### **ELIGIBILITY**

To be eligible for the Youth of Color Initiative, the applicant must:

- Be a United States 501(c)(3) youth-serving, community-based, minority organization or an historically black college or university.
- Represent a community that is disproportionately affected and infected by with high rates of HIV, STIs and teen pregnancy.
- Work collaboratively with Advocates for Youth.
- Agree to fulfill all expectations for participation.

### **CRITERIA FOR SELECTION**

Proposals will be evaluated based on the applicants' history of working on HIV/STI and teen pregnancy prevention issues; geographic location within an African American/black and/or Latina/Hispanic community affected by and infected with high rates of HIV/STIs; demonstrated motivation and capacity to serve young people; commitment to youth's involvement; solid background working effectively within the community; strong leadership; organizational commitment to working within an intersectional framework addressing race, class, gender, sexual orientation, gender identity and disability; and staff's capacity and readiness to implement the proposed work plans. The target population for the proposed project is young African American/black and/or Latina/Hispanic women 13 to 18 years old.

### **PROPOSAL GUIDELINES**

Proposals should be no more than seven (7) single-spaced typewritten pages in length have 1" margins on all pages, top bottom, left and right, and be typed in 12 point font. Your proposal should include a project narrative which contains organizational background information, local needs, community demographics, staff capacity, and training needs. Please provide the following:

#### **A. Organizational Background** (one page)

Describe the history and background of the organization. Include information on HIV/STI and teen pregnancy prevention programming. Detail, as appropriate, how the organization has:

- developed specific HIV/STI and teen pregnancy prevention programming targeting African American/black and/or Latino/Hispanic youth;
- developed youth programming (not focused on HIV/STI and teen pregnancy prevention);
- worked in partnership with other local groups to prevent HIV/STI and teen pregnancy in communities of color including "non traditional partners" such as after school clubs, job training centers, places of worship etc; and
- worked within an intersectional framework addressing race, class, gender, sexual orientation, gender identity and disability

#### **B. Local Needs/Demographics** (½ page)

Provide an overview of HIV/STI and teen pregnancy in the local area and describe the local need for the project. Include information on issues impacting adolescent sexual health in your local area. Please be as specific as possible about the areas in your community (zip codes, wards, neighborhoods etc.) that are epicenters of HIV/STI and teen pregnancy.

#### **C. Capacity** (one page)

Describe the organization's capacity to support HIV/STI and teen pregnancy prevention efforts (see Criteria for Selection). You may address the following areas:

- public education
- technical assistance and training

- coalition building
- community mobilization
- intersectional framework addressing race, class, gender, sexual orientation, gender identity and disability

**D. Training Needs** (½ page)

Describe the type of training/workshop you would like to receive from Advocates for Youth, including potential audience; goals and objectives; and setting of training. Training topics may include, but are not limited to:

- science-based sex education
- HIV, STI, and teen pregnancy prevention programming (including life skills)
- cultural competence
- HIV, STI, and teen pregnancy prevention programming for lesbian, bisexual, transgender, and questioning young women
- parent-child communication
- peer education
- community planning groups
- youth-adult partnerships to promote youth's involvement in prevention programming, and
- youth-friendly services
- organization development
- coalition building
- new media (Facebook, twitter etc.) to reach mobilize youth

**E. Goals/Objectives/Activities/Timeline/Evaluation Plan** (two pages)

Describe project goals, objectives, activities, timeline, and evaluation plan of the proposed project. Your evaluation plan should include process evaluation (e.g. attendance log; number of youth/staff trained, etc.) Additionally, you should include short-term outcomes (e.g. changes in knowledge, attitudes and beliefs of youth, etc.). Objectives should be SMART (specific, measurable, achievable, realistic, and time-phased). For each objective:

- list activities that will be implemented
- provide a timeline for accomplishments

For example:

Goal: By June 14, 2010, our organization will have raised awareness about HIV prevention issues among 200 young African American/black and Latina/Hispanic young women 13 to 18 years old.

Objective: Upon completion of the project, our organization will have developed and implemented a peer education program for 20 young African American/black and Latina/Hispanic young women 13 to 18 years old.

Activity 1: By October 30, 2009, our program staff will have developed and disseminated an application to recruit 20 young women for the peer education program.

Activity 2: By November 30, 2009, our program staff will have selected and trained 20 young women to serve as peer educators.

**F. Budget** (one page)

Include an itemized budget and budget justification for the proposed project. Overhead cost should not exceed 10% of the proposed budget.

**G. Letters of Support** (at least two pages)

- Include a signed letter of support and commitment from the organization's executive director.
- Include one to two letters of support from organizations that have collaborated with your organization in the past. The letter should include ways in which your organization will be supported if funded by Advocates for Youth.

- For Level III, please include letters of support from each of the existing coalition partners.

**Deadline for Proposals**

Proposals must be postmarked, faxed or e-mailed by **August 14, 2009, 5:00 p.m. EDT**. Please submit the proposal to:

Urooj Arshad  
Program Manager, Youth of Color Initiative  
Advocates for Youth  
2000 M Street, NW, Suite 750  
Washington, DC 20036  
Ph: (202) 419-3420  
Fax: (202) 419-1448  
[urooj@advocatesforyouth.org](mailto:urooj@advocatesforyouth.org)

If submitting the proposal via e-mail, please send a separate email or call to confirm receipt of proposal.

Advocates for Youth  
Youth of Color Initiative

**Proposal Guidelines for Level III Services  
Local HIV Prevention Coalition Seed Grant  
Project Year: October 1, 2009 to June 14, 2010**

**ELIGIBILITY**

To be eligible for the Youth of Color Initiative, the applicant must:

- Be a United States 501(c)(3) youth-serving, community-based, minority organization or an historically black college or university.
- Represent a community that is disproportionately affected by and infected with high rates of HIV, STIs and teen pregnancy.
- Work collaboratively with Advocates for Youth.
- Agree to fulfill all expectations for participation.
- Must be part of an existing HIV prevention coalition with at least four existing community partners

**CRITERIA FOR SELECTION**

**(All applicants for Level III services must also apply for Level II services. See attached guidelines.)**

Proposals will be evaluated based on the applicants' history of working on HIV/STI and AIDS prevention issues; geographic location within an African American/black and/or Latina/Hispanic community affected by and infected with high rates of HIV/STIs and AIDS; demonstrated motivation and capacity to serve young people; commitment to youth's involvement; solid background working effectively within the community; strong leadership; organizational commitment to working within an intersectional framework addressing race, class, gender, sexual orientation, gender identity and disability; and staff's capacity and readiness to implement the proposed work plans.

**PROPOSAL GUIDELINES**

Proposals should be no more than three (3) single-spaced typewritten pages in length have 1" margins on all pages, top bottom, left and right, and be typed in 12 point font. Please provide the following:

**A. Local HIV Prevention Coalition** (two pages)

Describe the organization's experience working in local coalitions and/or partnerships. Address the following areas:

- Experience organizing local coalitions/partnerships
- Experience working with community stakeholders
- Experience implementing projects in the community to raise awareness about HIV/STIs
- Proposed work plan that enhances an existing project or creates a new project within the coalition's existing work plan.

Coalitions **must** include representatives from at least four community-based organizations and at least four young African American/black and/or Latina/Hispanic women, 13 to 18 years old. The selected partner will be responsible for identifying community stakeholders, convening meetings and developing/implementing/evaluating the proposed work plan. The coalition will be responsible for identifying community-driven strategies for addressing HIV prevention among the target population. In addition, please describe how you will recruit, retain, and build the capacity of youth participants.

**B. Budget** (one page)

Include an itemized budget and budget justification for the coalition. Overhead cost should not exceed 10% of the proposed budget.

**Deadline for Proposals**

Proposals must be postmarked or faxed by **August 14, 2009, 5:00 p.m. EDT**. Please submit the proposal to:

Urooj Arshad  
Program Manager, Youth of Color Initiative  
Advocates for Youth  
2000 M Street, NW, Suite 750  
Washington, DC 20036  
Ph: (202) 419-3420  
Fax: (202) 419-1448  
[urooj@advocatesforyouth.org](mailto:urooj@advocatesforyouth.org)

If submitting the proposal via e-mail, please send a separate email or call to confirm receipt of proposal.

**Advocates for Youth  
Youth of Color Initiative  
Application Check List and Tips for a Successful Proposal**

**APPLICATION CHECK LIST**

A complete application for the Youth of Color Initiative should include all of the following:

- Project Narrative:** Containing organizational background information, local needs, community demographics, and staff capacity and training needs.
- Work Plan/ Timeline:** Outline specific project goals, objectives, and activities.
- Evaluation Plan:** Outline process evaluation and short-term outcomes.
- Budget and budget justification:** Provide a plan for the coordination of grant expenditures and a description of the budget items with a justification of the costs by showing their relationship to the project activities.
- Brief biographies of key project staff:** Limit to one page each and do not include staff résumés.
- Letters of support and commitment:** Include a signed letter of support and commitment from the organization's executive director and one to two letters of support from organizations that have collaborated with your organization in the past. The letter should include ways in which your organization will be supported if funded by Advocates for Youth.

**TIPS FOR SUCCESSFUL PROPOSAL**

To ensure that your proposal meets the aforementioned criteria and guidelines effectively as possible be sure to address the following:

- **Project Narrative:** Have you described how your project will meet the needs of the target population?
- **Documented Need:** Have you provided information that this project will address an unmet need or fill a gap in services in the community?
- **Work Plan:** Have you outlined a clear and practical approach and a preliminary plan for implementing goals, objectives, and activities? Have you used SMART objectives?
- **Community Impact:** Have you shown that funding will help the target population access services and/or strengthen the community's efforts in addressing homophobia?
- **Expected Results:** Have you stated project results or outcomes in measurable terms so that you and others can document, measure, and evaluate your success?
- **Youth involvement:** Have you stated how young people will be involved with the design, implementation and evaluation of the proposed project?
- **Intersectionality:** Have you demonstrated your organization's commitment to working within an intersectional framework addressing race, class, gender, sexual orientation, gender identity and disability?