



2018 Latina Entrepreneur Academy Request for Proposals

Greetings:

In partnership with the Coca-Cola Foundation, we are excited to launch the first cycle of the 2018 Latina Entrepreneur Academy grant. The Latina Entrepreneur Academy is a part of the LULAC Women's Empowerment (WE) Initiative designed to train, motivate, and inspire women, especially those of Hispanic descent, to succeed in all aspects of life. The Latina Entrepreneur Academy focuses on providing women with resources and helping them build the skillset necessary to launch or enhance their businesses.

Small businesses are an important part of our economy. In order to continue expanding economic opportunities in our communities, it is critical that Latina/os reach their full entrepreneurial potential. Today, Latinas are leading this charge by starting their own businesses in record numbers. According to the National Women's Business Council, Latinas own close to 788,000 businesses in the U.S., an impressive 45 percent increase since 2002 and 133 percent increase since 1997.

On behalf of LULAC National and the Coca-Cola Foundation, we invite you to apply for this funding opportunity. Through this Request for Proposal (RFP), LULAC will award six grants of \$5,000 in 2018. Grantees will host a 3-day Latina Entrepreneur Academy unique to the needs of its community.

In the attached RFP, you will find more information about this funding opportunity. Should you have any questions about the enclosed eligibility criteria or submission guidelines, please email the Women's Empowerment team at WE@LULAC.org. Proposals must be submitted by 6:00 p.m. PST, March 2, 2018 via email to WE@LULAC.org. We thank you for your commitment to empowering women and look forward to working with you.

Sincerely,

Brent Wilkes
Chief Executive Officer
LULAC Institute, Inc.
1133 19th Street NW, Suite 1000
Washington, DC 20036



APPLICATION RESPONSE DEADLINE:

March 2, 2018 6:00pm PT

Key Dates

Informational Calls	Jan. 31 at 9:00am PT Feb. 21 at 2:00pm PT	Call in: (202) 695-7959 Conference ID: 480# Conference Password: 217#
Request for Proposals	Due: March 2, 2018; 6:00 pm PT	Email: WE@LULAC.org
Notification of Awardees	March 16, 2018	Awardees will be notified via email
Letter of Agreement	Due: March 30, 2018	Submit via email to WE@LULAC.org
Check In	March 16 – 30, 2018	LULAC staff to coordinate date/time with each awardee
Local Latina Entrepreneur Academies	April 1 – August 1, 2018	Awardees host local Latina Entrepreneur Academy
Academy Report	Within two weeks of final session; no later than August 15, 2018; 6:00pm PT	Submit completed reports via email to: WE@LULAC.org

Key Grant Criteria

Program Requirements	Reporting Requirements
<ul style="list-style-type: none"> ❖ Grantees must participate in at least 3 planning calls with LULAC staff ❖ Grantees must engage a minimum of 42 participants per session ❖ Academies must provide at least 14 hours of instruction ❖ Recruit guest speakers to compliment sessions ❖ All participants must create a business plan in order to graduate from the academy. (This can be done in groups or individually). ❖ Grantees must plan and coordinate a graduation ceremony for all program participants 	<ul style="list-style-type: none"> ❖ Submit check-in date form to meet with LULAC staff (provided by LULAC) ❖ Submit and implement proposed budget ❖ Submit program reports (templates provided by LULAC) ❖ Submit pictures and clippings of media coverage gained (if applicable) ❖ Submit sign in sheet per day of the session and surveys ❖ Submit academy agenda ❖ Submit copy of business plans



Background Information

About LULAC

The League of United Latin American Citizens (LULAC), the largest and oldest Hispanic organization in the United States works to advance the economic condition, educational attainment, political influence, housing conditions, health, and civil rights of Latinos. Annually, LULAC engages its nationwide network of volunteer members to empower Hispanic families through direct service programs and advocacy in 35 states, the District of Columbia and Puerto Rico.

About Women's Empowerment Initiative

The LULAC Women's Empowerment Initiative works to empower Latinas to lead in all aspects of their lives. LULAC strives to provide women with a voice via its programs and conferences in order for them to advocate for change in their communities. Women comprise over 50% of the population in the U.S. Given these statistics, it is vital to arm women with the necessary skills and motivation to pursue their dreams and harness their leadership. As the heart of Latino families, women have the power to teach and empower their families and community for a better tomorrow. Through this initiative, LULAC hopes to train women in variety of fields and skills sets.

About Latina Entrepreneurs Academy

The Latina Entrepreneur Academy provides women with resources and skills necessary to be successful entrepreneurs who might not otherwise have access to them. Studies show that since 2013, one out of every ten women-owned businesses are Latina-owned. The academy will provide a series of informational sessions on various topics that will better prepare women entering the business arena. Through this initiative, we hope to nurture this entrepreneurial spirit and provide support to driven Latinas who seek to launch and/or expand business endeavors.



Sample Academy Agenda

Applicants must submit a proposed timeline. A sample agenda is provided below and can be used as a guideline to how to incorporate curriculum topics and how to structure the agenda in order to maximize impact. Academies must include at least 14 hours of instruction throughout a 3-day academy to ensure participants fully participate in the program and receive all hours of instruction. LULAC staff will be available to assist with the creation and editing of the final agenda, once sites are awarded. Agendas submitted through the application process can be edited as seen fit by the council/partner organization and LULAC staff.

Academy Day 1		
Time	Topic	Activity
9:00 am – 10:00 am	Welcome Session Featuring Guest Speaker	Introductions of participants/Ice Breaker activity; guest speakers such as successful entrepreneurs, local chamber of commerce representatives, etc.
10:00 am – 11:00 am	Developing Ideas/Assessment	Group brainstorming session. Development of product or service. Market analysis
11:00 am – 12:30 pm	Creating a budget	Principles of budgeting. Outline costs of services/production to calculate revenue. Create sample/mock budget.
12:30 pm – 1:00 pm	Lunch	Networking Activity
1:00 pm – 2:00 pm	Building a Marketing Plan	Outline communications strategy, the marketing mix, and branding. Create messaging around your product/service, competitive analysis, market size and trends.
Academy Day 2		
9:00 am – 10:30 am	Legalities: Choosing a Business Entity	Determining which licenses, permits, and other legalities are needed for businesses including paying taxes.
10:30 am – 12:00 pm	Financing your business	Information on how to finance businesses through different loans, angel investors, crowdfunding and more.
12:00 pm – 12:30 pm	Lunch	Networking Activity
12:30 pm – 2:00 pm	Creating a business plan	Discussion on business plan sections and how the lessons received thus far are incorporated into business plans.
Academy Day 3		
9:00 am – 11:00 am	Presentation of Business Plans	Participants share their business plans and investor pitch through PowerPoint presentations.
11:00 am – 12:00 pm	Guest Speakers	Guest speakers such as successful entrepreneurs, partner representatives, etc.
12:00 pm – 1:00 pm	Lunch/Graduation Ceremony	Participants receive certificates and take a group photo.



Applicant Qualifications

Stipends of \$5,000 will be awarded to applicants that meet the criteria outlined below.

- Be a 501(c)3 / 501(c)4 tax exempt organization status in good standing.
- Provide the physical space to host LULAC Women's Empowerment Initiative.
- Must identify at least one program representative to coordinate all program activities.
- Be willing to work with LULAC National and Coca-Cola for marketing and outreach activities.
- Provide timely program and financial and data reporting.
- Participate in conference calls and other meetings as requested.

Proposal Submission

The grant proposal should be filled out in the provided fields below and emailed to WE@LULAC.org no later than 6:00pm PST on March 2, 2018.

Please attach the following items with your submission.

- Resume of Program Coordinator
- Proposed Budget
- Proposed Timeline (date - date)

Reviewing, Funding, and Notification Process

All qualified request forms will be considered by a review panel and evaluated on the criteria outlined on the following pages. Final decisions on awardees will be announced within 15 days of the RFP deadline.



Application Form Cover Sheet

Application Contact Name	Organization
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Phone Number	Email Address	501(c)(4)/501(c)(3)/ Public Charity? (Yes/No)
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President/ Executive Director Name	Phone Number	Email Address
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Organization Address	City	State	Zip Code
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Address of Program Location (If different than above)

1. Applicant Organization (Who Are You?)

- A. Describe your vision of how the LULAC Women's Empowerment Initiative can support the mission of your council or organization and the community it serves (100 – 200 words max).



B. Briefly describe any experience with women's empowerment programs or entrepreneurship programs your council/organization has been a part of in the last five years (100 – 200 words max).

C. Provide demographics of the community your organization serves (race and income).

- Demographics can be found at: www.factfinder.census.gov
- To locate data by zip code: Community Facts >> Type in zip code
 - Select a Year and Program = Census 2010
 - Scroll down to "Race and Hispanic or Latino Origin"



2. **Implementation Specifics (How Will You Get There?)**

A. Do you have a designated coordinator that can work with LULAC staff to plan, coordinate and lead the program onsite? (100 – 200 words max).

B. How will you recruit and retain at least 42 Latina participants through the course of the grant? (100 – 200 words max).



C. Describe how you will deliver the minimum fourteen (14) hours of instruction. (100 – 200 words max).

D. What partnerships can you activate to ensure the success of your program? (100 – 200 words max).



E. Sustainability: What plans do you have to sustain women empowerment programs beyond the funds and curriculum support available under this program? (100 – 200 words max).

- **Program Communication**

Describe how you plan to announce and promote your new program. Marketing/publicity plans should include regular opportunities to inform the community about your programs, as well as recognize LULAC and the Coca-Cola Foundation (100 – 200 words max).