



## *2021 Latina Entrepreneur Academy Request for Proposals*

Dear LULAC Councils and Partners,

In partnership with the Coca-Cola Foundation, we are excited to launch the 2021 cycle of the Latina Entrepreneur Academy grant. The Latina Entrepreneur Academy (LEA) 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.

Today, Latinas are leading this charge by starting their own businesses in record numbers. According to the 2019 State of Women-Owned Businesses Report, Latinas own over 2 million businesses in the United States which end up accounting for 18% of all women owned businesses. Small businesses are the backbone of our economy, they help stimulate local economies by providing innovation, growth and jobs. In order to continue expanding economic opportunities in our communities, it is critical that Latina/os reach their full entrepreneurial potential. This initiative will provide local female business leaders resources and hands-on workshops to expand, establish or expand a business and promote women's empowerment all while stimulating local economies.

On behalf of LULAC Institute Inc. and the Coca-Cola Foundation, we invite you to apply for this funding opportunity. Through this Request for Proposal (RFP), LULAC will award six (6) grants of up to \$7,000 in 2021. Grantees hosting an all virtual academy will receive \$5,000, hybrid academies (both virtual and in person) will receive \$6,000, and in person academies will receive \$7,000. Grantees will be a part of Cohort A for Summer 2021 and host the first phase of the Latina Entrepreneur Academy, a 14 hour boot camp throughout a timespan of 6 weeks unique to the needs of its community.

In the attached RFP, you will find more information about this funding opportunity and criteria. Should you have any questions about the enclosed eligibility criteria or submission guidelines, please email Priscilla Garcia, Programs Coordinator at [PGarcia@LULAC.org](mailto:PGarcia@LULAC.org).

**Proposals must be submitted by 11:59 PM EST, July 31, 2021.** To submit your proposal, click [HERE](#).

We thank you for your commitment to empowering women and look forward to working with you.

Sincerely,

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



**LEA PHASE 1, COHORT A  
APPLICATION RESPONSE  
DEADLINE:  
July 31, 2021; 11:59 PM EST**

**Key Dates**

**LEA Phase 1 Cohort A**

<b>Informational Call</b>	July 16th at 4:00pm EST	To join via Zoom, click <a href="#">HERE</a> .  LULAC Institute staff will be available to review the RFP and answer any questions you may have.
<b>Request for Proposals</b>	Due: July 31, 2021; 11:59 PM EST	
<b>Notification of Awardees</b>	August 13, 2021	Awardees will be notified via email
<b>Letter of Agreement</b>	Due: August 20, 2021 11:59 PM EST	Submit via email to <a href="mailto:PGarcia@LULAC.org">PGarcia@LULAC.org</a>
<b>Training Calls</b>	August 24th at 2:00pm EST August 27th at 4:00pm EST	Zoom link will be provided
<b>Local Latina Entrepreneur Academies</b>	September 1st, 2021 to November 5th, 2021	Awardees host local Latina Entrepreneur Academy
<b>Academy Report</b>	No later than November 19th at 11:59pm EST	LULAC Institute staff will send out the link to submit reports.



### Key Grant Criteria

Program Requirements	Reporting Requirements
<ul style="list-style-type: none"> <li>❖ Grantees must participate in at least 2 planning calls with LULAC staff, (each call will be going over a section of the application in depth)</li> <li>❖ Grantees must participate in training training calls (not included in the 6 weeks of instruction) to walk through the documents and platforms to ensure all info is understood               <ul style="list-style-type: none"> <li>• August 24th at 12:00pm MST</li> <li>• August 27th at 2:00pm MST</li> </ul> </li> <li>❖ Grantees must engage a minimum of 40 participants per session               <ul style="list-style-type: none"> <li>• A drop off rate of no more than 15% of the total participants is acceptable.</li> </ul> </li> <li>❖ Academies must provide at least 14 hours of instruction:</li> <li>❖ Recruit guest speakers to compliment sessions</li> <li>❖ Phase 1 Dates:               <ul style="list-style-type: none"> <li>• September 1st, 2021 to November 5th, 2021</li> </ul> </li> <li>❖ All participants must create a business plan in order to graduate from the academy. (This can be done in groups or individually).</li> <li>❖ Grantees must plan and coordinate a graduation ceremony for all program participants virtually, in-person or hybrid.</li> <li>❖ Grantees will have the opportunity to have a makeup week at the end of their scheduled phase to allow participants to make up any workshops they may have missed.               <ul style="list-style-type: none"> <li>• Any lessons missed must be flagged to the coordinators and LULAC coordinator during check-ins.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>❖ Submit check-in date form to meet with LULAC staff (provided by LULAC)</li> <li>❖ Submit and implement a proposed budget to aid in fulfilling key pillars of programming.</li> <li>❖ Submit program reports (templates provided by LULAC)</li> <li>❖ Please include 3 in-depth testimonials from participants. Submit pictures and clippings of media coverage gained (if applicable).</li> <li>❖ Submit digital sign in sheet per day of the session along with surveys</li> <li>❖ Submit academy agenda</li> <li>❖ Submit copy of final participant business plans using the template provided by LULAC</li> </ul>



## 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

LULAC's Women Empower Initiative has a mission to train, motivate, and empower women to become leaders in all aspects of their lives. LULAC, along with its partners and councils' support, provides women across the country with the tools and resources to help them succeed in their endeavors.

LULAC's Women's Empowerment encourages women to control their lives to achieve their professional and personal goals. The Mujeres Poderosas (Powerful Women) Campaign provides a crucial initiative to develop this philosophy. This campaign features women who are considered trailblazers in their fields and serve as role models to others. Through their histories, they inspire other women by sharing their journey, achievements, and challenges they have faced along the way. From local entrepreneurs to leading corporate executives, their stories are shared in various ways, such as blogs, Facebook live panels, videos, and more.

### 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: how to build a business plan, budgeting, marketing, networking, enhancing investor strategies, etc. 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 virtual instruction throughout a timespan of 6 weeks 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.

### SAMPLE

<b>Academy Week 1-Marketing Plan/Branding</b>		
<b>Time</b>	<b>Topic</b>	<b>Activity</b>
40 mins	Welcome Session Featuring Guest Speaker	Introductions of participants/Ice Breaker activity; guest speakers such as successful entrepreneurs, local chamber of commerce representatives, etc.
20 mins	Developing Ideas/Assessment	Group brainstorming session. Development of product or service
30 mins	Market Analysis	SWOT Analysis
25 mins	Short Break	Networking Activity or short intermission
40 mins	Building a Marketing Plan	Outline communications strategy, the marketing mix, and branding. Create messaging around your product/service, competitive analysis, market size and trends.
<b>Academy Week 2-Business Plans</b>		
40 mins	What is a business plan?	Discussion on what a business plan is and why it is important when starting a business
30 mins	How to create an effective business plan	Information on the do's and don'ts of creating an informational business plan
25 mins	Short Break	Networking Activity or short intermission
45 mins	Creating a business plan	Discussion on business plan sections and how the lessons received thus far are incorporated into business plans.
<b>Academy Week 3-Developing a Legal Plan</b>		
40 mins	What are the legal basics for running a business?	Determining which licenses, permits, and other legalities are needed for businesses including paying taxes.
20 mins	How to file for permits	Where to go when filing permits and which ones are right for your business
25 mins	Short Break	Networking Activity or short intermission



40mins	How to pay your business taxes	Information on paying the right taxes for your business
<b>Academy Week 4-Budgeting</b>		
30 mins	Principles of budgeting	Discussion on budgeting and how to be successful at it
40 mins	What are the costs of services/production for your business	Group discussion on finding the costs of your services, production and overall business costs
25 mins	Short Break	Networking Activity or short intermission
40 mins	Calculating revenue and creating a budget	Outline costs of services/production to calculate revenue. Create a sample/mock budget.
<b>Academy week 5-Financing your Business</b>		
1 hr	Financing your business	Information on how to finance businesses through different loans, angel investors, crowdfunding and more.
25 mins	Short Break	Networking Activity or short intermission
30 mins	How to secure government contracts	Information on what government contracts are and if they apply to your business
<b>Academy Week 6</b>		
1 hr	Presentation of Business Plans	Participants share their business plans and investor pitch through PowerPoint presentations.
30 mins	Guest Speakers	Guest speakers such as successful entrepreneurs, partner representatives, etc.
30 mins	Graduation Ceremony	Participants receive virtual certificates.



## Applicant Qualifications

*Stipends of up to \$7,000 will be awarded to applicants that meet the criteria outlined below.*

- Be a 501(c)3 tax exempt organization or LULAC Council in good standing.
- Provide the virtual platform 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 Institute Inc. and the Coca-Cola Foundation for marketing and outreach activities.
- Provide timely program and financial and data reporting.
- Participate in conference calls and other meetings as requested by LULAC Institute Inc.

**\* As of July 2021, all LULAC Programming is hybrid based (virtually and in-person) until further notice.**

## Proposal Submission

**Please submit all materials [HERE](#).**

The grant proposal should be submitted no later than 11:59pm EST on July 31, 2021.

Please attach the following items with your submission.

- Resume of Program Coordinator
- Proposed Budget
- Proposed Timeline (date - date) - Sample agendas following the template above.
- Proposed Recruitment Effort
- Speaker Recruitment Agenda
- Confirmation of Online Platform Access and Commitment on how content will be presented.

## 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 August 13, 2021.



## Application Form Cover Sheet

**Application Contact Name    Organization**

**Phone Number    Email Address 501(c)(4)/501(c)(3)/ Public Charity? (Yes/No)**

**President/ Executive Director Name Phone Number Email Address**

**Organization Address City    State    Zip Code**

**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](http://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”
- D. Briefly explain why there is a need for the Latina Entrepreneur Academy in your community. (100-200 words max).





## 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? What skill does this person have to ensure the success of the program? (100 – 200 words max).
- B. Do you have the capacity to host the academy? Will you be hosting the academy virtually, in-person, or hybrid? How will you successfully execute the academy in this form? Will you be utilizing one on one mentoring/coaching to help the participants? (100-200 words max).
- C. Describe your LULAC council's capacity to host remote activities and/or in-person activities that comply with social distancing guidelines and CDC health guidelines. (Maximum 400 word count)
- D. How will you recruit and retain at least 40 Latina participants through the course of the grant? (100 – 200 words max).
- E. What partnerships can you activate to ensure the success of your program? (100 – 200 words max).
- F. Sustainability: What plans do you have to sustain women empowerment programs beyond the funds and curriculum support available under this program? How will you incorporate COVID-19 business resilience for new businesses? (100 – 200 words max).
- G. Business Resiliency: How will your organization incorporate COVID-19 business resiliency into the academy to ensure that the participants are aware of the relief funds available to small businesses? For information on what the SBA is doing please visit <https://www.sba.gov/page/covid-19-guidance-resources>. (Maximum 400 word count)

## 3. 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).