



Micro-Grants up to \$500 available to support J-Serve projects for April 22, 2012!

J-Serve is the International Day of Jewish Youth Service. Through the generosity of the Charles and Lynn Schusterman Family Foundation (CLSFF) and in an effort to empower communities around the world to participate and grow their J-Serve effort, grants are available for J-Serve 2012 - April 22, 2012.

A limited number of micro-grants of up to \$500 will be awarded to community projects committed to creating service opportunities that bring Jewish teens together to participate in a J-Serve project. Projects that are creative and innovative, especially those that will be first time events in a community, as well as projects which are conceived and planned by teens (with adequate adult supervision), will receive preferential reviews.

Micro-grants will be accepted on a rolling basis, and grants will continue to be awarded as long as funding remains available.

The stipends may be used to offset specific logistical costs involved in running a project.

Communities that receive micro-grants agree to register the project on www.jservice.org, and to collect and submit registration information for all J-Serve participants through the J-Serve website.

The goal of J-Serve is to highlight the importance of service in the lives of teens and in the Jewish community. Through service Jewish communities mobilize across denominational and organizational lines to make a difference in their communities and the world. The CLSFF and National Endorsing partners for J-Serve are committed to the idea that service is an important part of a life-long continuum that engages, maintains, and strengthens teen involvement in Jewish life.

J-Serve is a day of service for Jewish teens framed in a Jewish context and as part of Youth Service America's Global Youth Service Day. Connecting our community-wide effort to Global Youth Service Day links a Jewish communal activity to an established and highly respected national civic effort and links our Jewish teens to their international peers as together on that day millions of young people around the world engage in service to their communities.

Think big. Plan thoughtfully. Change the world, one project at a time.



How Do I Apply For a J-Serve Micro Grant?

Below is a list of criteria that will maximize the chances for a successful service project. Please answer each question fully but succinctly, **limiting your entire application to 2 pages (not including the cover page)**. We will accept applications on a rolling basis (the earlier the better!). Our preference is to have each application submitted as a Microsoft Word document sent as an attachment with an email. Please send all completed applications to rkrucoff@bbyo.org. Make sure that your application includes a **cover page** outlining all relevant contact information and basic project information, as well as a detailed program budget (see below).

If you have questions, please feel free to contact Rae Krucoff at rkrucoff@bbyo.org or 202-857-6594.

All micro-grant applications should include the following three (3) components:

1) COVER PAGE – All J-Serve Grant applications must be submitted with a cover page that includes all of the following information:

- The name/date/location of the J-Serve community project for which funding is being requested
- All relevant contact information for the lead organizer(s) of the project (organizer's name, position/title, organization, address, phone number, email address)
- The type of J-Serve grant and exact amount of funding being requested in the application (Start-Up/Micro-Grant)
- *If you are applying to renew your J-Serve grant funding, please list all previous years granted and specific amounts awarded*

If you are a teen applicant, please be sure to note that clearly on the cover of your application

2) PROJECT PROPOSAL – Your application should include a detailed, but succinct (no more than 2 pages), proposal outlining your community's J-Serve project for 2012. Please use the questions below to inform your project proposal, structuring your proposal using these two topic areas as subheadings.

a) Service Project

Successful applicants will coordinate meaningful local service-learning projects that include a Jewish education component. Preference will be given to service projects designed to address root causes of social problems.

Please write a paragraph that describes your proposed community service project. What needs and/or core social issues does it address? How do you intend to deliver the Jewish learning component to participants? How many teens do you plan to engage through J-Serve, and how does this number compare to your J-Serve program last year (if applicable)?

b) Outreach/Community Partnerships

It is preferable if participating communities bring together teens from different Jewish movements/agencies. Successful projects will be designed to reach out to under-affiliated teens in the hope that they pursue future engagement in existing Jewish teen organizations and/or programs. It is also important that teens be brought in to play leadership roles in the planning, marketing and implementation of the projects.

What relationships do you already have (or plan to develop) that will help you to effectively collaborate with other agencies that work with Jewish teens? Which agencies in your community will you look to as your major partners in planning and implementing your J-Serve program this year? How do you plan to engage teens in leadership roles for the project? How will you engage un- or under-affiliated Jewish teens?

3) PROGRAM BUDGET: All J-Serve grant applications should include a detailed budget proposal outlining how the coordinating agency/agencies plans to use the requested grant funds – including all anticipated expenses and sources of revenue. If you are not familiar with program budgeting, please refer to the sample budget included below as an example. When constructing your program budget, please insert the budget as a table directly into the body of your application, and not as a separate attachment.

J-Serve Grant funds can be used to market your J-Serve project, and/or to cover out of pocket costs directly related to the project. The money may be used to hire an additional staff person to oversee your project, or to supplement the pay of an existing staff person for extra time and energy spent in coordinating this effort. Funds may also be applied to administrative expenses.

SAMPLE BUDGET:

	Amount	Cost/Unit	Total Cost	Comments
EXPENSES				
<i>Project Materials</i>				
Program Supplies			\$100	Misc.
<i>Marketing</i>				
Mailings	1	\$100	\$100	Postcard
<i>Staffing</i>				
Support Staff	2	Donated	\$0	
<i>Transportation</i>				
Bus	1	\$50/hr (4 hrs.)	\$200	School Bus
<i>Celebration</i>				
T-shirts	60	\$5	\$300	
TOTAL EXPENSES			\$700	
INCOME				
J-Serve Grant			\$500	
Donations from partner agencies			\$200	
TOTAL INCOME			\$700	

J-Serve 2012 Timeline – Important Dates to Note

- November 17, 2011** Open Training Call #1: Community partnerships and setting up a teen advisory committee – making J-Serve work for you, 2pm Eastern Time
- November 30, 2011** Grant agreements due no later than 5:30pm Eastern Time
- December 1, 2011** T-Shirt design contest closes – winner announced December 5!
- December 15, 2011** Open Training Call #2: Recruitment and outreach – reaching beyond your normal networks, 2pm Eastern Time
- January 19, 2012** Open Training Call #3: Parent Involvement, Registration and Marketing, 2pm Eastern Time
- January 26, 2012** Mid-year project report due for all granted communities no later than 5:30pm Eastern Time
- February 23, 2012** Open Training Call: #4 Reflection and Evaluation Practices, 2pm Eastern Time
- March 1, 2012** T-Shirt orders must be placed by no later than 5:30pm Eastern Time
- March 15, 2012** Open Training Call #5: Making the most of Marketing and getting buy in from local press, 2pm Eastern Time
- April 12, 2012** Open Training Call #6: Building a year-round J-Serve experience – how to keep teens engaged in your community before, during and after J-Serve, 2pm Eastern Time
- April 22, 2012** **J-Serve 2012!**
- May 10, 2012** Final J-Serve project evaluation reports and program budgets due by 5:30pm Eastern Time. Final grant payments will be disbursed upon submission of the final evaluation, budget, press clippings and/or marketing materials, as well as complete electronic participation lists.
- May 17, 2012** Follow-up survey sent out to all granted communities to gather feedback about J-Serve 2012 experience

Please note that all grant payments are tied to deliverables agreed upon by the grantee and J-Serve. If you do not meet the agreed upon grant requirements, we reserve the right to withhold all or part of your final payment.