



## **2009-2010 Community Leadership Initiative**

### **Request for Proposal**

**Deadline for Submission: Friday, October 16, 2009**

Leadership Newark, Inc. is accepting proposals from non-profit, community-based organizations and government agencies in the Greater Newark community to participate in the 2009-2010 Community Leadership Initiative (CLI). This competitive process will result in the selection of up to three organizations/agencies that will benefit from professional and technical assistance provided by Leadership Newark Fellows on a public policy-driven project within the proposed organization or agency. All costs associated with carrying-out the project are the responsibility of the selected organization or agency.

Previous organizations/agencies that have partnered with Leadership Newark on the CLI are: *New Jersey Performing Arts Center, Statewide Education Organizing Committee/ONEC, Newark Boys Chorus, Newark Preschool Council Head Start Program, Inc., Newark Symphony Hall, Rutgers University-School of Public Affairs and Administration, City of Newark-Office of Neighborhood Engagement, Greater Newark Conservancy, Marion P. Thomas Charter School, the Boys and Girls Clubs of Newark, Newark Emergency Services for Families, UMDNJ University Hospital-Division of Liver Transplantation, Future City, Inc., Discovery Charter School, FOCUS Hispanic Center for Community Development, Unified Vailsburg Services Organization and the New Jersey Historical Society.*

The following is a partial listing of initiatives completed as a result of the CLI:

- Develop strategies to enhance recruitment, marketing and outreach efforts
- Conduct a community asset and strength inventory with recommendations on organizational capacity to support specific community initiatives
- Conduct research for the launch of a new program initiative
- Develop a strategic plan, business plan or marketing plan
- Organize, recruit and engage a community advisory board
- Create a service learning curriculum for presentation to instructional staff
- Create a financial literacy curriculum for elementary and high-school students
- Develop an orientation manual and session to lead organizational change
- Update and standardize policies and procedures
- Conduct a focus group assessment
- Conduct surveys and/or survey analysis
- Conduct a comprehensive neighborhood plan
- Organize, develop and implement a sustainable program initiative
- Develop strategic alliances with a network of secondary schools for graduates of a local charter school

## **Background**

Leadership Newark was established in 1998 to develop and enhance the leadership skills of individuals who are committed to the City of Newark through a two-year training program. With a focus on key issues affecting the Greater Newark area, Fellows attend public policy seminars, team building sessions and various skill development workshops held during the first year. During the second year, Fellows participate in the CLI, which enables them to complete a tangible project in partnership with a local non-profit organization or government agency. Program participants are professionals in the early stages of their careers who have shown potential to make positive contributions to the community, and who reside, work or serve as civic leaders in the City of Newark.

The CLI is designed to afford Leadership Newark Fellows an opportunity to work toward resolving real community needs. While partnering with a nonprofit organization or government entity, Fellows are able to work to complete a project that addresses an identified public policy issue.

To launch this initiative, a Request for Proposal (RFP) is distributed each year to local nonprofit and government community agencies, organizations and academic institutions. The RFP process is designed to solicit opportunities for engaging the expertise, skill and energy of Leadership Newark Fellows in projects that will address a specific need and that will enhance the work of selected organizations and the community as a whole. Proposal submissions should reflect projects that are neither non-partisan nor religious in nature. Project themes should range--but are not limited to—areas of public policy such as: **education, economic and community development, health and human services, arts and culture, environmental equity and justice, public safety, criminal justice and/or government.**

Each project must incorporate opportunities to apply research skills, critical thought and analysis, and the development of goals and objectives that are useful for implementation. Ideally, projects or initiatives will be ongoing, and must be maintained by the partnering organization or agency (called a "Community Partner"). More importantly, the CLI requires that each Project Team will produce a written paper and organize a formal presentation. It is expected that the project will result in lasting benefits to the community.

## **Estimated Program Timeline**

October-November 2009	Preliminary Project Evaluations
December 2009	Selection of Projects
January 2010	Begin work with Community Partner Organizations
June/July 2010	Project Completion

## **Program Goals**

The Community Leadership Initiative seeks:

- To allow Fellows to apply leadership capacities and information learned during the first year of the Leadership Newark program.
- To provide Fellows with an opportunity to strengthen their skills for successful group learning interaction and dynamics.
- To provide an opportunity to establish partnerships with nonprofit organizations and government agencies within the Greater Newark community.
- To provide an opportunity for Fellows to interact in a productive, effective manner with the challenges affecting the Greater Newark community.

At the culmination of the CLI, Leadership Newark Fellows qualify to complete the program with new knowledge, skills and allies, all of which can be mobilized on behalf of important civic projects. This unique approach to developing professionals through instruction and hands-on experience will provide leaders that the Newark community needs as it continues its period of growth and rebirth.

**To Apply:**

Organizations and agencies are invited to complete and submit the following Proposal Submission Form no later than **5:00 p.m.** on **Friday, October 16, 2009** to:

Stacie J. Newton, MPA  
Program Manager  
Leadership Newark, Inc.  
50 Park Place, Suite 1410  
Newark, NJ 07107  
Phone: (973) 242-2144  
E-mail: [leadershipnewark@verizon.net](mailto:leadershipnewark@verizon.net)

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Applications may be sent via hand delivery, regular or electronic mail to the address shown on this form. No submissions may be accepted by facsimile. All questions must be answered completely on the application. Additional materials such as brochures, websites and other relevant background materials concerning your organization are strongly encouraged. A total of eight (8) copies of the Proposal Form and supporting materials must be received by **Friday, October 16, 2009**

#### **APPLICANT INFORMATION:**

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

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

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Name of Executive Director (if different from above) \_\_\_\_\_

How many years has the organization been in operation? \_\_\_\_\_

How many employees does your organization employ? \_\_\_\_\_

Number of Full-time Employees: \_\_\_\_\_ Number of Part-time Employees: \_\_\_\_\_

What are the hours of operation? \_\_\_\_\_

Please attach a list of Board members with their professional affiliations, and indicate the following information regarding the tenure range of Board members:

Longest term of service: \_\_\_\_\_

Shortest term of service: \_\_\_\_\_

## **PROJECT INFORMATION:**

- ❖ Provide the Mission, primary goals and recent major accomplishments of the organization or agency.
  
- ❖ Statement of Need(s):
  
- ❖ Scope of project to address need(s):
  
- ❖ Describe the expected benefits [of the project] to your organization and the community:
  
- ❖ Describe the role for the Leadership Newark project team, including specific tasks to be undertaken and indicate any work already done on the project:
  
- ❖ Provide an estimated time frame for project completion:
  
- ❖ Estimated cost of project:
  
- ❖ Describe how your agency will support the cost of the project:
  
- ❖ Provide a brief biographical statement for the individual(s) that will serve as a point of contact for the Leadership Newark project team.

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**Proposal Guidelines**

1. Should enhance the participant's understanding of practical leadership as well as yield tangible results of lasting benefit to the community.
2. Should involve a community partner with which the project team will work closely with as a resource of information and guidance. A staff person at the community partner organization should be prepared to work directly with the team.
3. Must demonstrate a connection to any public policy field, such as education, community/economic development, health & human service, arts & culture, environmental equity & justice, public safety, criminal justice, government, etc.
4. Should integrate theory and practice.
5. Should provide opportunity for applying research, strategic planning, resource development, collaboration, and negotiation skills.
6. Should be non-partisan.
7. Should be non-religious in nature.
8. Should not involve any type of fundraising on the part of the Leadership Newark project team members.
9. Should be funded by the community partner.
10. Should not require or solicit Leadership Newark project team members to provide in-kind or financial contributions for the project