

**MICROENTERPRISE TECHNICAL ASSISTANCE PROGRAM**  
**REQUEST FOR PROPOSAL (RFP)**  
**June 2009**

**OVERVIEW**

AT&T, in partnership with Greenlining Institute, is seeking proposals to expand the capacity of Microenterprise Development Organizations (MDOs) that provide business assistance and capital to Women of Color entrepreneurs in low and moderate communities in California.

**PURPOSE**

This program is designed to help strengthen the operations and improve the sustainability of disadvantaged self employed and small business owners who are women of color. MDOs must have a demonstrated track record of providing training and technical assistance to low/moderate income aspiring and existing microenterprise business owners who are women of color.

Funding may be used:

- to strengthen the MDO's internal infrastructure so that they may increase the number of clients served who are women of color,
- to add/improve the scope and quality of services delivered to women of color
- to enhance overall organizational capacity of enterprises supporting women of color.

Participating providers must be non-profit and have 501-c-3 status/

Participating providers must provide services to Women of Color who comprise the Low/Moderate targeted population as defined below:

- ◆ Low and Moderate Income population – income levels are 80% or less of the area median income
- ◆ Micro and small businesses – businesses with annual revenues of \$500,000 or less
- ◆ Women of Color owned business

**FUNDING**

The total collective award to organizations will not exceed \$250,000 in 2009. Multi-year funding is not available, although each organization is welcome to submit an application the following year, provided it meets the stated goals and objectives outlined in its RFP. Funding requests should not exceed \$25,000.

Applicants will be notified by August 15, 2009. Implementation of the program will launch within 60 days of approval and conclude by December 31, 2010.

There will not be a continuous source of funding so participating funders will need to demonstrate that they can sustain the program via other funding sources.

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**APPLICATION PROCESS**

The RFP process will be as follows:

March 15, 2009	Release of RFP (hard copies and electronically)
June 1, 2009	Deadline for proposal submission
August 1, 2009	Notification of Grant Award (tentative date)

Mail/Deliver two (2) copies of the proposal (email or faxes will be disqualified) to:

AT&T

Attn: Donna Burke

Executive Director, External Affairs

1215 K Street

Room 1110

Sacramento, CA 95814

**REVIEW PROCESS**

Applications of organizations either located in, or providing services in California within the AT&T service territory, will be considered.

Funding decisions will be based upon:

- ◆ Demonstrated ability to deliver effective technical assistance programs that will increase the development of low-income business owners who are women of color.
- ◆ Organization's history of providing measurable, effective technical assistance programs in their community.
- ◆ Demonstrated ability to have sound fiscal management practices.
- ◆ Experience and skills of the management team and program staff.
- ◆ Ability of the organization to accurately collect and analyze project data on effectiveness of programs and clients served.
- ◆ Ability of the organization to continue the program via other funding sources

Incomplete applications will be rejected.

Applicants adhering to guidelines will be notified in writing that their applications have been received.

**CRITERIA**

The applying organization must be a small business technical assistance provider. For purposes of this RFP, technical assistance may include the following services:

- Business Management Training
- Business Planning
- Access to Capital
- Business Basics
- Financial Literacy Training
- One on One Consulting and Mentoring
- Industry Specific Training and/or Consulting

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**The application should not exceed ten (10) pages and must address all of the following:**

- 1) Provide a list and description of the technical assistance programs that your agency has administered in the last three (3) years, especially those programs which have been targeted to low to moderate income business owners who are women of color. Include number of participants and number of graduates for each program.
- 2) Describe the current population that your organization targets for offering technical assistance programs.
- 3) Clearly identify the goals and objectives to be obtained as a result of this funding. Include expected performance measurements of success.
- 4) Describe how those goals and objectives will allow you to increase capacity to offer technical assistance in the low to moderate income communities of color.
- 5) Describe what methods your organization is currently using to source candidates for your technical assistance programs.
- 6) Describe obstacles your organization has encountered with technical assistance delivery in ethnically diverse and LMI areas, and the specific steps which your agency has taken to overcome these obstacles.
- 7) Describe the evaluation methods currently used to determine the effectiveness of your technical assistance programs. Do you track your graduates beyond conducting a survey? If so, how do you measure their ongoing success?
- 8) Identify the staff and describe their expertise to deliver technical assistance programs, including their responsibilities and work history.
- 9) Include responses to the Demonstrated Impact worksheet

**The application must include the following attachments:**

- ◆ Cover page introducing the organization and specific dollar amount requested.
- ◆ Organization's mission statement.
- ◆ 501(c) (3) letter from IRS.
- ◆ Organization's current operating budget.
- ◆ Organization's audited financial statement for the previous two years.
- ◆ List of members of Board of Directors.
- ◆ Demonstrated Impact worksheet (most recent fiscal year)

**AT&T Microenterprise Technical Assistance Provider Program  
Demonstrated Impact- 2008 (or most recent fiscal year)**

Organization Name:

Objectives (measurement):

<b>Capacity Building Activity (Goal or objective)</b>	<b>Reporting Period Results (12 months)</b>	<b>Major Accomplishments Achieved</b>	<b>Major Obstacles Identified</b>
<b>New Businesses started</b>	<b>Reporting Period Results (12 months)</b>	<b>Major Accomplishments Achieved</b>	<b>Major Obstacles Identified</b>
<b>New Businesses expanded</b>	<b>Reporting Period Results (12 months)</b>	<b>Major Accomplishments Achieved</b>	<b>Major Obstacles Identified</b>
<b>Jobs Created</b>	<b>Reporting Period Results (12 months)</b>	<b>Major Accomplishments Achieved</b>	<b>Major Obstacles Identified</b>
<b>Gross Sales Reported</b>	<b>Reporting Period Results (12 months)</b>	<b>Major Accomplishments Achieved</b>	<b>Major Obstacles Identified</b>