



2021 Heartland Challenge RFP Questions

Organization and contact Information

- Organization's information
 - Organization's name
 - School district (if applicable)
 - Address
 - City
 - State
 - Zip code
 - Phone Number
 - Email
 - Website (if applicable)
 - Tax id
 - Total annual budget
- Primary contact information
 - Name
 - Title
 - Phone Number
 - Email

Organization's demographic information

In the spirit of Ewing Marion Kauffman, we seek to build inclusive prosperity through a prepared workforce and entrepreneur-focused economic development by changing the conditions, addressing root causes, and breaking down systemic barriers that create inequities based on race, gender, and geography.

We know that it is important to collect demographic data so that we can better understand how we are serving various communities. We also acknowledge that we are early in this journey. This is one of many steps that we are taking to set us on a path to understanding the communities that our work serves and the communities we fail to serve, so that we can grow in the future. Together, we will do better.

If your organization does not currently collect diversity information, it may be helpful to start with the DEI Survey Guide from Candid. Developed in partnership with CHANGE Philanthropy and Equity in the Center, it provides the questions and guidelines for how to do so responsibly. In the sections below, complete the race & ethnicity and gender identity of your executive director, board of trustees, and senior staff. We recognize that many applicants are not currently collecting some of these data. If this is the case, please select the "unknown" option in the dropdowns.

Eligibility

- What is your organization's IRS tax classification?
- Is your organization headquartered in the Heartland region? (Missouri, Iowa, Nebraska, or Kansas)
- Are you proposing programmatic activities to serve entrepreneurs in the Heartland region? (Missouri, Iowa, Nebraska, or Kansas)

Application Questions

- Project Funding Information
 - Amount requested
 - Total project budget
 - Start date of project
 - End date of project
- Project Summary – In two sentences or less summarize the purpose of this proposal.
- In 300 words or less, describe how your organization and/or program applies and operationalizes a diversity, equity and inclusion perspective and philosophy.
- In 300 words or less, describe how you know your program is working. How do you define and measure success of the program/initiative you are requesting funding for?
- In 300 words or less, speak to how your program helps build the agency, capacity, resources and access of participants so they can, in the future, actualize their goals for themselves without the direct support of this project.
- In 300 words or less, describe your relationship with other organizations in your local entrepreneur environment. How do you collaborate with them yet ensure there is no duplication of services?
- In 500 words or less, describe the lived experience, identities and expertise of the leadership of the organization, board and program staff and how that composition lends itself to the success of the project.
- In 500 words or less, describe the opportunity your project is seeking to address and how the initiative builds on the assets and strengths of the population/community being served. Include any relevant data, research or third-party evaluation that supports your assertions of why this the right approach for the identified issue or opportunity.
- In 300 words or less, identify the overall goal(s) of the project and explain what the Foundation's funding would be used to support.
- In 200 words or less, describe the timeline of this project including major milestones.
- In 300 words or less, describe any barriers that will impede the success of this project.
- In 300 words or less, describe how you will sustain this program after Kauffman funding has ended.

Target beneficiaries

- How many people do you expect to serve as a result of this grant?
- Do you collect race and ethnicity data?
 - If yes, you will be asked to provide percentages of the race and ethnicities you serve.
 - If no, you will be asked to help us understand the factors you used to make this decision and any barriers you face in collecting this data.
- Do you collect gender identity data?

- If yes, you will be asked to provide percentages of the gender identities you serve.
 - If no, you will be asked to help us understand the factors you used to make this decision and any barriers you face in collecting this data.
- In a brief paragraph, provide additional information about your target beneficiaries (such as numbers served, geographic area, socio-economic status, gender, race, ethnicity, student grade levels, numbers of students directly/indirectly impacted). Also, how was the target population involved in the planning of this project.

Biographies of key leaders of the project

- Limit to one page.