PSEG Foundation
New Jersey Afterschool Programs

2011 Call for Proposals
Annual Grantmaking Program

Proposal Deadline
August 15, 2011
Afterschool Funding Program Overview

Purpose
- This is the fourth year of the PSEG New Jersey Afterschool funding program. The PSEG Foundation seeks to support high quality out-of-school time programs in geographic areas where PSEG has a corporate presence.

Eligibility Criteria
- Projects will only be considered if presented by a United Way agency. High quality out-of-school time programs must work in collaboration with its local United Way agency in order to be considered for funding.
- All programs must be a licensed child care center by the State of New Jersey, Department of Children and Families.
- Programs must have enrollment requirements. PSEG will not fund open enrollment (drop-in) programs.

Selection Criteria
- PSEG will only review proposals submitted by a United Way agency. However, programs submitted to PSEG by a United Way agency are not guaranteed funding. Additional details on the selection criteria are described on page six (6).

Total Awards
- Up to 20 grants of between $20,000 to $50,000 each will be awarded.

Key Dates and Deadlines
- August 15, 2011 – Deadline for receipt of applications to PSEG
- August 26, 2011 – Notification of Award
- August 31, 2011 – Deadline for selected United Way/applicants to apply through PSEG’s on-line computer system

How to Apply
- The United Way agency will collect applications according to the guidelines on page seven (7) and mail them to PSEG Headquarters in Newark.
- Only agencies that are selected for the award will be asked to submit additional information through our on-line grants management database.

Inquiries should be directed to:
Shauwea Hamilton, Manager of Community Affairs
Phone: 973-430-7053
E-mail: shauwea.hamilton@pseg.com
Background

PSEG Foundation has long been a supporter of afterschool programs. Our original frame of reference for supporting afterschool programs was economic development, with the belief that low and middle-income families will be better able to compete in the workforce if they have safe, reliable, and affordable afterschool care for their children. And while we continue to believe this, we also recognize that the role of afterschool programming has evolved. We believe that afterschool is a valuable addition to comprehensive child and youth development.

Our Foundation’s educational giving has a special focus on Science, Technology, Engineering, and Mathematics (STEM) programming. But when it comes to afterschool programming, we believe that a balanced approach is essential. We believe that youth should be exposed to as many new opportunities and experiences as possible and then provided with the space and resources to pursue his/her passion(s).

The recent grant program announcement for the New Jersey Department of Education's 21st Century Community Learning Centers, accurately captured this sentiment by setting forth two goals in particular:

- Increase students’ career and college readiness by offering high-quality supplemental services in core academic areas such as reading and mathematics, enrichment activities including arts and culture, youth development, and physical activity.

- Increase positive student behavior by infusing social, emotional, and character development into the program.
These two goals, along with the following quote from a recent article in *Afterschool Matters*, are the lens through which PSEG will evaluate the program proposals:

“Afterschool programs should strive to serve ‘as a creative extension of learning that is more hands on, more participatory and more community-focused.’ Afterschool program activities should involve fewer large-group lecture activities and more opportunities for youth to engage in hands-on learning activities.”

(Holdstead, King, 2011)

About the PSEG Foundation
The mission of the PSEG Foundation is to support sustainable organizations in their effort to implement results-driven programs in geographic areas where PSEG has business interests. These programs must be aligned with the Foundation’s priority areas of education, community and economic development, and environment. Our 2010 Foundation and corporate contributions exceeded $8.5 million.

http://www.pseg.com/info/community/nonprofit/index.jsp

About PSEG
Public Service Enterprise Group (NYSE:PEG) is a publicly traded diversified energy company with annual revenues of more than $11 billion, and three principal subsidiaries: PSEG Power, Public Service Electric and Gas Company (PSE&G) and PSEG Energy Holdings. The corporation’s vision is to be a recognized leader for people providing safe, reliable, economic and green energy.

http://www.pseg.com
Role of the United Way

The United Way Agency’s responsibilities with respect to the grant are listed below.

- Identification of Program(s): The United Way Agency should identify a 501(c) (3) afterschool program or programs that will be able to deliver the results and expectations of a high-quality afterschool program.

- Communication and Reporting: The PSEG Foundation expects the United Way agency to frequently communicate with and internally evaluate the identified program or programs for effectiveness. The Foundation staff reserves the right to conduct scheduled or unscheduled site visits. PSEG Foundation mid-year and final programmatic reporting should be facilitated through the United Way agency and submitted by the deadline. The United Way agency accepts dual responsibility with the identified afterschool program for accuracy of results and completeness of the application and requested reports.

- Facilitation of Funds: The United Way agency is expected to release the granted funds to the afterschool program upon receipt. The United Way is also required to notify the PSEG Foundation of the net dollar amount that is passed on to the afterschool program in a timely fashion.

Eligibility Criteria

- The United Way, as well as the afterschool program, must serve a community within a geographical area in which PSEG does business.
- Both the United Way and the afterschool program must be tax-exempt under Section 501(c)(3) of the Internal Revenue Code.
- The afterschool program must be a licensed child care center by the State of New Jersey, Department of Children and Families.
- The PSEG Foundation intends to serve as a supplemental funder and does not intend to be the primary or major source of funds for any one afterschool program.
- Provide afterschool programming for youth in the targeted grade range of K-8.

The PSEG Foundation will not fund:
- Sectarian purpose programs that promote religious doctrines or exclude participants based on religion.
- Organizations that discriminate on the basis of race, sex, sexual orientation or religion.
- Programs that have been in operation for less than two (2) years.
Selection Criteria

PSEG seeks to support creative, high-quality afterschool programs. Again, the following three goals/statements are the lens through which all proposals will be evaluated:

- Increase students’ career and college readiness by offering high-quality supplemental services in core academic areas such as reading and mathematics, enrichment activities including arts and culture, youth development, and physical activity.
- Increase positive student behavior by infusing social, emotional, and character development into the program.
- “Afterschool programs should strive to serve ‘as a creative extension of learning that is more hands on, more participatory and more community-focused.’ Afterschool program activities should involve fewer large-group lecture activities and more opportunities for youth to engage in hands-on learning activities.” (Holdstead, King, 2011)

PSEG Foundation staff will also look for evidence of the following:

- A unique use of PSEG’s supplement funds
- An existing model for program assessment and evaluation or a strong assessment evaluation plan and implementation timeline
- A creative program approach
- Meaningful inclusion of student’s adult family members and other community organizations
- A strong staff with demonstrated commitment to continuous improvement

Evaluation & Monitoring

PSEG Foundation staff reserves the right to conduct unscheduled site visits. Through coordination with the United Way agency, at least one on-site, scheduled site visit will take place and a mid-year and year-end report will be submitted (templates will be provided).

Use of Grant Funds

- PSEG will consider funding any appropriate program related expenses.
- We are particularly interested in funding staff training and professional development related to our focus lens described above.
How to Apply

All proposals must be submitted through the agency’s local United Way. PSEG will accept and review proposals for consideration from local United Way chapters that are received at PSEG’s Headquarters by Monday, August 15, 2011, 5pm EST.

*United Way Agencies*: Please prepare a cover memorandum that lists each agency that is submitting an application for funding, the funding amount, and any fees (administrative, program, etc.) that United Way is requesting to administer the program according to the role outlined on page five (5).

For this first round of reviews, only hard-copy applications will be accepted. They should be sent to:

Shauwea Hamilton  
PSEG  
Attn: United Way Afterschool RFP  
80 Park Plaza, T10C  
Newark, NJ  07102

Format Guidelines

Proposals must not exceed eight (8) single-sided pages, with 1-inch margins and 12-point Arial font. All pages should be numbered and the name of the afterschool program and supporting United Way should appear in the header or footer of each page.

The following documents are required as attachments:

- Detailed Line Item Project budget (specify additional funding sources),
- Biography or resume for key program team as well as a list of each program team member’s year-to-date 2011 professional development trainings,
- Program assessment plan and the tools that will be utilized in evaluating program effectiveness, or assessment evaluation plan and timeline
- A copy of the agency’s child care center license
- 501(c)(3) determination letter (for the United Way and Requesting Agency)
- List of the agency’s board of directors (include professional affiliation and time on the board).

These required attachments DO NOT count toward the eight (8) page limit.

Program Contact

Shauwea Hamilton, Manager of Community Affairs  
PSEG  
80 Park Plaza, T10C  
Newark, NJ  07102

Phone: 973-430-7053  
E-mail: Shauwea.hamilton@pseg.com
## I. Contact Information

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<th>United Way</th>
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<td>United Way Chapter</td>
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**PSEG’s Primary Contact at United Way**

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**United Way Chief Executive Officer**

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**Grantee’s Chief Executive Officer**

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**Program Director (if different from CEO)**

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## II. Program Information

- Name of the afterschool program & impact area (by county and municipality)
- Program history (years in existence and historical enrollment data)
- Number of staff (dedicated to this program)/total # organization staff
- Number of volunteers (dedicated to this program)/total # organization volunteers
- Grade levels supported and the number of students enrolled by grade
- Does this program operate on an academic calendar? If not, please explain. Also, please mention what, if anything, your program does to accommodate “holiday care” or early dismissal days?
- During the time of operation, how many days per week is the program offered?
- Cost per Student
- Cost to run this program (a detailed, line item project budget)/overall organizational budget
III. Program Description & Philosophy

The remaining components of the proposal should be presented in a question & answer format.

1. What is the mission of your organization and, if different, your afterschool program? How does your mission make your afterschool program unique from other programs in your community?

2. How would you describe the program you are seeking to have funded? Please be as detailed as possible. If your program plans to incorporate academic components describe the qualifications of staff delivering these lessons. Also discuss what choices are available to students throughout the course of his/her time at your program.

3. How does your program align with the goals and approach outlined in this RFP’s background section?

4. How do you maximize youth participation and attendance? What is the program’s average daily attendance (ADA) percentage?

5. What is your adult to student ratio? Please be specific and explain how (or if) it varies throughout the day.

6. What does your program staff do to encourage creative thinking among your youth? Please provide examples.

7. How do you engage adult family members of your participating youth?

8. Is your program inclusive of a special population? If so, please explain the population and how your program is structured to meet the unique needs of these youth.

9. How do you intend to strengthen your program in the next three years?

10. How do you assess the effectiveness of your program (if available, assessment tools should be included in the attachments)? How do you utilize the information collected? If you do not have a formal assessment plan, please share your plan and timeline for future assessment evaluation.

11. Do you have community partners (excluding the United Way) that are critical to the success of your program? If so, describe the relationship(s).
References


Resources

- New Jersey School-Age Care Coalition: [http://www.njsacc.org/](http://www.njsacc.org/)