

Call for Hometown Giving Proposals

General information and instructions for grant seeking organizations

This call is now open.

Letter of Inquiry deadline: 5/12/2017

General Motors is committed to fostering smart, safe and sustainable communities around the world. In addition to Hometown Giving in Detroit, GM directs its philanthropic resources through three strategic focus areas: STEM (science, technology, engineering and math) Education, Vehicle and Road Safety and Sustainable Communities. By investing in each of these areas, GM seeks to provide grantees and partners with the tools and resources to push for meaningful change and find transformative solutions to make progress towards shared outcomes.

GM focuses its philanthropic efforts in communities with major GM business units and employee presence and is guided by the following principles:

- Support for recognized local, national, regional and global charities who provide unique programming and/or community outreach initiatives
- Seek out broad strategic partnership opportunities directed toward our giving focus areas
- Work to leverage our commitment to empowering underserved GM communities around the world

Hometown Giving Focus Area:

General Motors is a global organization with a worldwide marketplace, but we are proud to call Detroit, Michigan our headquarter hometown. GM supports organizations that enhance the quality of life through education, neighborhood revitalization and cultural enrichment. We aim to drive sustainable change throughout the Detroit community by supporting organizations that help to enhance education, stabilize neighborhoods, and attract and retain residents, businesses and visitors to the city.

The opportunities for improvement in the City of Detroit are complex and intertwined. From an education perspective, 84% of Detroit Public Schools children are not proficient in grade three English and studies have shown that students who can't read at a third grade level are four times less likely to graduate by age nineteen¹. While the DPS graduation rate has increased to 77%, there is still work to be done as students in poverty are thirteen times less likely to graduate². In our neighborhoods, 38% of Detroit residents live under the poverty line, the city's median income is less than \$27K, while the unemployment/under-employment rate in the City of Detroit is 50%³.

Against this backdrop, we are inviting proposals that will help scale strong evidence-based solutions, strive to innovate and push boundaries to achieve the following Hometown Giving social indicators:

- Student Success: advancing education for all students in Detroit
- Revitalize Detroit: drawing individuals to live, work & play in the City

¹ Skillman Foundation/NEA

² Detroit Regional Chamber Foundation

³ U.S. Census Bureau

Desired Social Outcomes of Projects:

- Increase the number of students with third grade literacy proficiency
- Increase the percentage of high school graduates
- Increase the number of neighborhoods that sustain growth and prosper
- Increase the number of visitors, businesses and homeowners

The outcomes above have been carefully developed and defined through a methodic, research-based process. We have analyzed the landscape within the focus areas to – a) understand key system data points b) identify pain points that deserve our attention and resources c) filter the root causes that give rise to such challenges d) combed through a myriad of innovative and evidence-based programs to identify the specific component(s) that could address the specific pain points.

Award or Range:

- \$25,000 and above

Target Population:

Poorest residents & neighborhoods within the city
Students (third-12th grade and college) with a special emphasis on women and minorities

Proposal Assessment Criteria:

To be successful, all grant requests must clearly align with GM's Hometown Giving focus area and its defined social outcomes. All incoming proposals are evaluated against each other and assessed across the following areas.

- a) Program Need:** The organization must establish a clear and compelling need for the proposed intervention and its link to the challenge(s) identified.
- b) Budget:** The organization must provide a complete and accurate budget with a clear narrative that links to the activities in the program; all other sources of funding should also be included.
- c) Program Implementation Plan:** The implementation plan should incorporate a detailed activity narrative along with clear and logical steps that connect activities to the program and selected social outcomes. The logic model should be detailed and captures the flow of the program from input to outcome stage.
- d) Program Monitoring and Evaluation Plan:** The monitoring and evaluation plan should provide key details on the expected impact of the program and set clear targets to measure progress towards outcomes.
- e) Organization's Capacity to Deliver:** The grant seeking organization should be able to demonstrate the capacity to successfully implement the program through staff skills, knowledge and capabilities and a track record of implementing successful projects.

In addition to the above criteria, each proposal will be evaluated on overall merit and quality of submission for ALL components of the proposal.

Instruction for Submission:

GM's submission process begins with a Letter of Inquiry. Invitations to submit a Full Proposal are based on the merit of the LOI. To begin the process, please visit <http://www.gm.com/company/giving-back/apply-here.html>.