

REQUEST FOR PROPOSALS

MASALA Giving Circle Invites Proposals from Nonprofit Organizations Interested in Supporting the Mid-Atlantic South Asian Community

WHO: The [MASALA \(Mid-Atlantic South Asians Leveraging Assets\) Giving Circle](#) is accepting applications from U.S.-based nonprofit and community-based organizations working to empower underserved and disadvantaged South Asian communities in the Mid-Atlantic region. Newly established through the support of the [Asian Americans and Pacific Islanders \(AAPIP\) network of giving circles](#), the MASALA Giving Circle strives to increase awareness of issues affecting local South Asian communities and bolster philanthropic assets available to organizations addressing key issues over the medium- and long-term.

WHAT: The MASALA Giving Circle is announcing its first cycle of grant awards. The Giving Circle is expecting to fund between one and three grants annually. In general, grant requests should not exceed \$10,000 per year. Proposals are evaluated on the basis of the strength of the project's relationship to an issue in which South Asians are underserved. The MASALA Giving Circle's issue areas include, but are not limited to, the following areas: domestic violence, arts and culture, health care access, legal services, and job training.

Applicant organizations must be based in the mid-Atlantic region. The MASALA Giving Circle will consider requests for both pre-existing and proposed programs.

Grants made to organizations may be used for both direct and indirect project costs, such as general operating support. Projects scheduled for 2013 but that happen prior to the Giving Circle's notification date may be eligible for funding on a retroactive basis.

The Giving Circle is most interested in supporting projects that will continue to serve a community for years following the grant award, although single year projects will also be considered.

HOW: Proposals may be submitted by U.S. based nonprofit and community-based organizations recognized as "tax exempt" under Section 501(c)(3) of the Internal Revenue Code for 12 months of funding. The proposal packet must include the following:

- 1) A letter verifying 501(c)(3) status.
- 2) A one-page document which answers the listed questions and includes, but is not limited to, the organization's history and mission, projects, and accolades/examples of impact from peers and/or populations served. In the document, please make sure to include the following:
 - Number of people served
 - Number of South Asians served
 - A previous track record of achieving results (this can include a description of your organization's successes).
 - How your organization's work fits with MASALA Giving Circle's mission
 - A condensed narrative of how the grant will be applied; If the grant is for a project, as opposed to general administrative costs, please also provide a cost breakdown (an example is provided below).
- 3) A video proposal, not to exceed two minutes, conducted on a Smart-Phone or computer camera, where the program lead describes the project. *Please note that the video is not meant to be a challenging effort, but a simple representation of the organization's purpose, values, and leadership.* Professionally edited videos will not be accepted. Please e-mail the video along with the one-page document and verification letter as attachments.

The application must be received by **Saturday, August 31, 2013**. Finalists will be notified shortly thereafter, at which point a final interview date will be determined. A short, informal, in-person interview will take place between each finalist and the MASALA Giving Circle. Awards will be announced by the end of the year.

Applications should be emailed to masalagivingcircle@gmail.com. If the applicant is planning to upload the video online (which is not required), please include the link to the video when submitting the other application materials.

For further information, please visit the MASALA Giving Circle [website](#) or [Facebook page](#). Questions may be submitted to masalagivingcircle@gmail.com.

Project Cost Breakdown Example

Organization Name	
Project Name	
Project Budget	
Staff Salary and Benefits	
Rent and Utilities	
Equipment and Supplies	
Printing and Copying	
Staff Development and Training	
Other - <Insert Description>	
Other - <Insert Description>	
Total Expenses	