

REQUEST FOR PROPOSALS

MASALA Giving Circle Invites Proposals from Nonprofit Organizations 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. MASALA Giving Circle is in its second year and is supported by the Asian Americans and Pacific Islanders in Philanthropy (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. In 2013, MASALA's members donated and leveraged \$15,000 and made grants to three organizations serving South Asian-American populations. Information on grantees from the previous year can be found here: <http://masalagc.wordpress.com/>

WHAT: The MASALA Giving Circle is announcing its second cycle of grant awards. 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 new initiatives for both direct and indirect project costs, such as general operating support.

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 Giving Circle strives to make the application process as administratively easy as possible on possible grantees. As such, we request the proposal packet 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 include:

- 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 funds will be used to support your organizational activities. If the grant is for a project, as opposed to general support, please also provide a categorical budget cost breakdown of how the money will be spent.
- If you are a previous awardee, please provide a brief one paragraph on the impact the MASALA funds have made on your organization and the South Asian community that you have served.
- A brief, 2-3 sentence description on how to measure the project's progress over the course of a year (we recommend keeping track of basic metrics and accomplishments by quarter, submitted your progress at year end).

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 or post the video to YouTube or Vimeo and send us the link along with the one-page document and verification letter as attachments.

The application must be received by **August 31, 2014**. Finalists will be notified shortly thereafter and 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.

References on Needs and Philanthropic Trends within the South Asian Community:

<http://saalt.org/wp-content/uploads/2012/09/Washington-DeSi.pdf>

<http://aapip.org/what-we-do/national-giving-circle-campaign>

<http://www.siliconvalleycf.org/docs/indian-american-philanthropy-final.pdf>