2020 CAMPAIGN BENEFICIARY PARTNER APPLICATION
LOS ANGELES

Application Release Date: Friday, February 28, 2020
Application Deadline (Extended): Friday, April 10, 2020

Please email application materials to info.LA@projectbyproject.org

OUR MISSION
Project by Project (PbP) is a 501(c)(3) leadership development organization that empowers the Asian American community and develops the next generation of leaders through innovative philanthropy. Since its founding in 1998, PbP has supported over 40 nonprofits across our local chapters located in New York, Los Angeles, and San Francisco. Our innovative model strives to educate and bring awareness about pressing community social issues — and consequently, un-tap and cultivate increased financial, intellectual, and social capital to strengthen community nonprofits for long-term sustainability. By providing an intentional learning environment for our volunteers to practice leadership skills through collaborative opportunities with local nonprofits, PbP is able to develop a pipeline for young leaders to serve on boards and take greater leadership responsibility in all aspects of community and society.

NATIONAL CAMPAIGN THEME
Every year, our National Board of Directors selects an issue specific to the Asian American community to drive a tailored year-long campaign to support local nonprofit organizations through capacity building. Each annual campaign theme is selected from underserved and underfunded issues, and its impact on the Asian American community. Past campaign themes included homelessness, immigration, LGBTQ, media arts, and more. Aligning with the annual theme, each of our chapters selects local nonprofit organizations to partner for a support campaign.

We are seeking tax-exempt non-profit organizations to partner with us on this year’s campaign theme:

**Asian Americans and Civic + Political Empowerment**

- **Civic engagement** – Be active and affect change in the local community. (i.e. Census 2020 volunteering, or topic-specific activism)
- **Political engagement** – Be active and affect change in the local government.
- **Voter registration** – Increase the voter pool in the local community.
- **Election volunteering** – Increase participation in your local elections. (i.e. Polling, Ballot Box volunteer)
- **Campaign volunteering** – Support local candidates of your choice and their platform. (phone banking, canvassing, polling)
- **Advocacy** – Support an issue at the forefront of the 2020 election. (i.e. healthcare, gun laws, education, gender equality, immigration etc.)
WHAT WE OFFER

PbP fosters civic engagement and advocacy in the Asian American community by leveraging the human capital of our volunteers to serve local community nonprofits in a three-pronged approach: (1) Awareness (2) Fundraising, and (3) Volunteerism.

1. **Awareness** - We raise awareness on the campaign theme by educating the community on issues specific to the needs and experiences of the Asian American community. We accomplish this by hosting panel events and launching social media campaigns to our target audiences. Internally, we host workshops that enable our members to explore social justice topics to build them up as socially conscious leaders in the communities they serve beyond PbP.

2. **Fundraising** - Our team leverages its network of supporters to fundraise on behalf of the PbP and the annual campaign beneficiaries through corporate sponsorships, community grants, and direct individual donations. We also host a signature fundraising event for our organization called **Plate by Plate**, which is the Asian American community’s first and largest annual tasting benefit. Plate by Plate features top restaurants and beverage purveyors, attracting thousands of attendees nationwide. As part of our charitable contribution to the local communities, PbP donates a portion of the proceeds from Plate by Plate to each chapter’s respective beneficiary partners to help advance their organization’s mission and goals related to the campaign theme.

3. **Volunteerism** - Our volunteer base brings together cross-sector, multi-disciplinary young professionals (e.g. finance, consulting, technology, medical, entertainment, law, and more). Our Skills-Based Volunteer Program is a pro-bono consulting initiative where our team works on specific capacity-building projects for our community nonprofits. We conduct a deep-dive on the nonprofits’ infrastructure and capacity to address organizational challenges. Examples of the project deliverables and the breadth of issues covered by our PbP volunteers for local community nonprofits in recent years include the following:

   - Digital strategy and enablement to help the **Gum Moon Women’s Residence and the Asian Women’s Resource Center** to expand their visibility, professionalize their online presence, and connect better with younger generations
   - Shared housing toolkit for the **Center for the Pacific Asian Family** to help their clients’ transition from shelters to permanent housing
   - Revenue growth strategy for **OCA-GLA** to support the sustainability of its Mentored Path to Citizenship Grant Program
   - Business plan model for the Nail Salon Industry Reform Project in partnership with **Asian Americans Advancing Justice**
   - Online interactive map of community resources for the **Asian American for Equality (AAFE)-Equality Fund**
   - Strategic Marketing Plan of the Family Is Still Family Campaign for the **National Queer Asian Pacific Islander Alliance (NQAPIA)**
SECTION I. ORGANIZATION INFORMATION

APPLICATION CRITERIA

- Organization’s mission must fit our year’s theme of Civic + Political Empowerment in part or in whole
- Only tax-exempt non-profit organizations will be considered
- Must be a U.S. based organization serving the Asian American community
- Organization should have a pan-Asian focus or run a program with a pan-Asian focus
- Organization must demonstrate ability to continue to operate full-time for at least 4 years
- Organization must commit to a close working relationship with PbP in designing the campaign and educating PbP members and constituents regarding its programs

<table>
<thead>
<tr>
<th>DATE</th>
<th>SELECT ONE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LA ☐ NY ☐ SF ☐</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ORGANIZATION NAME</th>
<th>EIN#</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>PROGRAM NAME (IF APPLICABLE)</th>
<th>FISCAL SPONSOR (IF APPLICABLE)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>EXECUTIVE DIRECTOR (NAME/EMAIL/PHONE)</th>
<th>EMPLOYEE COMPLETING APPLICATION, OTHER THAN THE EXECUTIVE DIRECTOR, IF APPLICABLE (NAME/TITLE/EMAIL/PHONE)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>MAILING ADDRESS</th>
<th>WEBSITE</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th># OF PAID STAFF</th>
<th># OF VOLUNTEERS</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>MISSION STATEMENT</th>
</tr>
</thead>
</table>
BRIEF OVERVIEW OF YOUR ORGANIZATION

DESCRIBE YOUR CONSTITUENCY & TARGET POPULATION
(INCLUDE DEMOGRAPHIC AND GEOGRAPHIC/NEIGHBORHOOD INFORMATION)

SIGNATURE (NAME/TITLE)                 DATE
SECTION II. SUPPLEMENTAL APPLICATION QUESTIONS

Please submit your responses in a separate document

1. **Campaign Theme**: Describe how your organization and/or programs addresses Civic + Political Empowerment in the Asian American community (refer to National Campaign Theme on page 1)

2. **Awareness**: Describe how PbP volunteers can help your organization bring awareness and address Civic + Political Empowerment in the Asian American community (e.g. outreach efforts, service projects, marketing campaigns, etc.)

3. **Fundraising**: How would PbP’s fundraising efforts help your organization and/or programs in advancing the organization’s mission and goal to address Civic + Political Empowerment in the Asian American community?

4. **Volunteerism**:
   - **PbP Volunteer Base**
     Provide a brief scope of the organization’s upcoming events and/or activities that our pool of PbP volunteers can help your organization (e.g. logistics, marketing and promotion, day-of volunteers, etc.).
   - **PbP Skills-Based Volunteering Program**
     Describe the nonprofit’s organizational issues and challenges that our volunteers can help solve within the campaign period. Include resources and skill sets that your organization and/or programs need from our PbP volunteers.

5. **Partnership Engagement**: As part of this initiative, we expect PbP volunteers and the beneficiary partner to engage closely and collaboratively. Please comment on your organization’s capacity to engage in this type of partnership.

SECTION III. REQUIRED ATTACHMENTS

1. Statement from the Executive Director or Board Chair
2. 501(c)3 Determination Letter
3. Current Form 990
4. Program Budget