

# ESL Federal Credit Union

## Community Impact Request for Proposals

We would like to invite Black & Latino-led organizations engaging in community-centered work to submit proposals for funding consideration to the Black & Latino Equity Grant opportunity. This RFP provides information needed to assemble your request.

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### Contact Information:

If you have questions about this RFP or your proposed project, please contact:

The Community Impact Team  
ESL Federal Credit Union  
[impact@esl.org](mailto:impact@esl.org)

## **About ESL Community Impact Initiatives**

At ESL, our Purpose is to help our community thrive and prosper. Through our Community Impact initiatives, we aspire to live up to that purpose by building a healthy, resilient and equitable Greater Rochester region where all residents are well-educated, live in affordable, connected neighborhoods, and have access to quality employment opportunities. Through the ESL Community Impact initiatives, we reinvest in our communities in ways that support these areas of impact:

- Expanding Individual Opportunity
- Building Strong Neighborhoods
- Strengthening Organizations and Systems
- Lifting Up Stories

While we strive to embed equity into all of our work, we understand that there are policies and practices in place in our community that hinder progress. We will advocate for the design and implementation of policies and practices that lift up, not keep down. That pull people in, not push them out. We hold ourselves accountable to be an agent of change and to work as an ally and advocate to those fighting to realize equity in our community.

For more information about our Community Impact Initiatives, visit our website at <https://www.esl.org/community/community-impact>.

## **An Equitable Community for All**

ESL recognizes the need for collective, community-wide action to put an end to systemic racial inequities. We stand with our Black & Latino employees, customers, and community members who experience the continuing racism that has led to the lack of equity in employment opportunities, education, housing, health outcomes, laws, and law enforcement in Black and Brown communities throughout Rochester, and across the nation.

Rochester has a multitude of Black & Latino-led community-based organizations already working together to uplift the communities most impacted by these inequities.

This invitation to apply for grants is designed to provide funding to help build capacity, create access, provide leverage, increase visibility, and counteract the long-term effects of systemic racism, discrimination, and oppression.

## **Funding Request Information**

In response to the highlighted inequities in the 2020 Hard Facts report, ESL seeks to provide funding to organizations led by Black & Latino individuals and serving predominantly Black and Latino segments of the Greater Rochester community.

Applicants may request grant funds in one or more of the following areas:

- Program piloting and expansion
- Day to day operating support
- Overall effectiveness and sustainability (such as data management, strategic planning, marketing/outreach)\*
- Capital requests for equipment, supplies, or renovations

## Submission Details

### Eligibility:

- Black or Latino senior leadership including 51% majority of board/steering committee **OR** executive director/CEO/president/lead coordinator
- Organizations engaging in community-centered work:
  - Grassroots/community-led organizations
  - 501c3 nonprofit organizations
  - Faith-based organizations
  - *Non-501c3 groups will need to apply with a 501c3 partner (fiscal sponsor), however, fiscal sponsors are not required to be Black/Latino-led organizations*
- Organizations serving communities within the geographic boundaries of the Greater Rochester area meaning the city of Rochester, New York, Monroe County, and/or the surrounding counties of Genesee, Livingston, Ontario, Orleans, and Wayne
- Annual operating budget of \$5 million and under

**Grant Size:** A maximum grant request of up to \$50,000 per organization/project. Requested budget and grant request must be commensurate with scale and scope of the project.

**Funding Cycle:** Applications are accepted on a rolling basis until September 30, 2022. Our goal is to make funding decisions within 6 to 12 weeks after submission. Payment for first time grant recipients may take an additional 3-6 weeks for distribution.

**Supplemental Documents:** Applications should include written estimates of costs and descriptions of how funds will be used. You may include these details in the project description or email any supplemental documents to [impact@esl.org](mailto:impact@esl.org).

### How to Apply

All applications must be submitted through the Black & Latino Equity Grant online form, accessible at <https://eslcf.fluxx.io/apply/equity>. We recommend you use Google Chrome as your web browser.