



ALPHA KAPPA ALPHA SORORITY, INCORPORATED

GLOBAL LEADERSHIP THROUGH TIMELESS SERVICE

2012 MARTIN LUTHER KING, JR. DAY OF SERVICE

PROJECT OVERVIEW



“Life’s most persistent and urgent question is: What are you doing for others?”

Dr. Martin Luther King, Jr.

Alpha Kappa Alpha Sorority, Incorporated was recently awarded a \$15,000 signature grant from the *HandsOn Network*, a *Corporation for National & Community Service* intermediary grantee organization, to support our 2012 MLK, Jr. Day of Service activities. The sorority’s signature project event will be **America’s Sunday Supper**.

Our national supper is being hosted by the Tampa Bay area chapters in partnership with *MacDill Air Force Base*. Chapters across the country and abroad are encouraged to plan and host local suppers and/or service project events to be held on **Sunday, January 15, 2012** and/or **Monday, January 16, 2012**.

The goals of the Sunday Suppers and service project events are to:

- Honor the life and legacy of Dr. Martin Luther King, Jr.;
- Mobilize volunteers to serve;
- Generate civic dialogue; and
- Inspire continued community service.

All chapters are asked to select a Volunteer Leader/MLK, Jr. Day Project Chairman who will serve as the liaison between their regional representative to the International Program Committee and the chapter for planning and reporting purposes. Chapter Volunteer Leaders will report the details of their chapter’s planned MLK, Jr. Day events online by December 31, 2011. Final event summary reports are to be submitted no later than January 23, 2012. Training for Volunteer Leaders will be provided mid-December.

As was the case in 2011, chapters are to involve their *Emerging Young Leaders* program girls in their MLK, Jr. Day project events. Additionally in 2012, chapters are encouraged to provide service to veterans, active military members, and their families and to also invite them to join in the chapter’s MLK, Jr. Day activities.

Special recognition at the 2012 regional conferences will be given to those chapters that host *both* a Sunday Supper and service project event.

Please contact your regional representative on the International Program Committee with any questions about the MLK, Jr. Day of Service project.

RESOURCES

To assist chapters in planning their MLK, Jr. Day of Service events, a resource toolkit and taped webinars may be accessed online at <http://www.handsonnetwork.org/events/mlk>.

A competitive grant opportunity exists to help chapters implement their planned Sunday Supper and service events.

FREQUENTLY ASKED QUESTIONS

Our chapter has already made plans to host a 2012 MLK, Jr. Day of Service event. Must we now start over?

No. Chapters that are able are encouraged to add a Sunday Supper component to their planned activities. While there will be a national supper in the Tampa Bay area, the sorority's goal is for there to be Sunday Suppers all across the nation and abroad. We are also asking that chapters expand their currently planned events to include veterans, military service, and their families.

Must all chapters select a Volunteer Leader/MLK, Jr. Day Project Chairman? If so why?

Yes. The sorority's grantee, the *HandsOn Network*, requires us to track our global planning and service activities. Chapter Volunteer Leaders are needed to ensure that accurate reports are presented. Training on when and how to complete the required reports will be provided to Volunteer Leaders in mid-December.

Must chapters plan their Sunday Suppers to include a movie screening and be held on Sunday?

No. Chapters have the flexibility to decide the manner in which they prefer to generate dialogue on topics of importance to society. A panel discussion or keynote speaker might serve as a catalyst to encourage conversation. Information on how chapters may secure the DVD movies for screening is available in the online toolkit. See the link under the **RESOURCES** section. The suppers may be hosted on Sunday or Monday. The service project event may be held in conjunction with the Sunday supper or on Monday.

How many reimbursement grants will be made available to chapters?

It depends. After the administrative costs and expenses associated with the national supper have been set aside, all remaining funds from the \$15,000 grant will be made available to chapters. The funds will be distributed to the grantees following receipt of final event summary reports, supporting expenses, and receipts. As of today, we are planning to provide a minimum of 15 reimbursement grants, but this will likely increase.

The grant application deadline is fast approaching. Will chapters have enough time to prepare and submit a successful application?

Yes. We believe that chapters have already planned MLK, Jr. Day of Service activities. We are asking those chapters that are willing and able to host a Sunday Supper to put together an additional plan. So you are aware, the turnaround time from grant award notification to now has been rather fast for the sorority. The letter of agreement/memorandum of understanding between the sorority and the grantee was executed on November 29, 2011.

Are there non-allowable expenses associated with the grant awards?

Yes. Non-allowable expenses include: speaker honoraria, food, voter registration, and lobbying. Grant funds may be used to cover expenses such as printing, materials, supplies, space and equipment rental. Volunteer Leaders will be trained on federal grant funds management.

We would like to host a Sunday Supper and plan to apply for a reimbursement grant. If we are not awarded funds, may we scale back our plans if we find we are unable to cover all of the expenses?

Yes. Chapters awarded grant funds will be notified on Monday, December 19, 2011. The deadline to report chapter planned activities is Saturday, December 31, 2011. So, chapters may make changes, as needed.

ALPHA KAPPA ALPHA SORORITY, INCORPORATED

2012 MARTIN LUTHER KING, JR. DAY OF SERVICE PROJECT GRANTS

A limited number of reimbursement grants (*\$500 maximum*) will be awarded to chapters that plan to host both a Sunday Supper and service project event. Winners will be selected on the basis of points awarded against the judging criterion below. Consideration will also be given to chapter location with the goal of ensuring the awards are global.

APPLICATION SUBMISSION AND AWARD NOTIFICATION

1. Grant applications must be sent via email to AKAMLK2012GRANT@inbox.com no later than **12:00noon EST on Friday, December 16, 2011.**
2. The subject line for submissions must be "AKAMLK2012GRANTAPP-*chapter name-region*".
3. An email confirmation of receipt will be sent within 24 hours of grant application submission.
4. Grant award winners will be notified by telephone and email on Monday, December 19, 2011.

JUDGING CRITERIA

Description and Implementation Plan (25 points): Applicants must clearly articulate their America's Sunday Supper and service project event plans. Description of how Soror volunteers, *Emerging Young Leaders*, veterans and military families will serve must be provided. Also included should be any plans to provide service to veterans, military families or service members. An explanation of how the events will honor the life and teachings of Dr. King must be given as well. The event budget must demonstrate the appropriate use of grant funds.

Project Impact (20 points): The perceived impact (*benefit to event participants and others*) of the project events must be identified as well as your reasons for perception. The numbers of each participant types may also be used for justification of perception.

Partnerships (15 points): Identification of the organizations that will partner with the chapter on the service project(s). Graduate and undergraduate chapters are encouraged to partner with each other for greater impact. Other potential partners include: local civic/service organizations, churches, NPHC groups, corporations and nonprofit organizations, etc. The role(s) of the project partners should be clearly articulated.

Originality and Creativity (15 points): Applicants will be judged on the originality and creativity of the planned events. Chapters are encouraged to "think out of the box."

Media (15 points): Description of how project information will be disseminated for both pre- and post-media coverage.

Evaluation (10 points): Description of how the event(s) will be evaluated. The evaluation should include, but need not be limited to, the required program reporting.

Maximum # of Points: 100



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GRANT APPLICATION

APPLICATION SUBMISSION AND NOTIFICATION:

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2. The subject line for submissions must be "AKAMLK2012GRANTAPP-*chapter name-region*".
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Chapter _____ Region _____

Chapter Mailing Address _____

Volunteer Leader/MLK, Jr. Day Project Chairman _____

Email Address _____ Telephone # _____

Grant Amount Requested _____ Date _____

Location of MLK Day event(s) _____

Describe your MLK, Jr. Day event(s). *Important note: Grant applicants must include both a Sunday Supper and service project event to be held on Sunday, January 15th and/or Monday, January 16th.*

Describe your MLK, Jr. Day event(s). (continued)

Identify any partner organizations/individuals and their role(s) in your event.

Describe how volunteers will participate in MLK Day activities.

How will you serve veterans, military families or service members?

How will you engage veterans and military families in service?

How will the MLK Day project allow participants to honor the life and teachings of Dr. King?

How will participants learn about the life and legacy of Dr. King?

Describe your plan to engage media and to promote your MLK Day event.

EVENT PARTICIPANT MEASURES TABLE

*Enter the total number of program participants who will be engaged in MLK Day programming.
Note categories are mutually exclusive. Be sure to count participants as part of a single category.*

Participant Type	Total Number
Sorors	
Non Soror, Non Military Service Family Adults <i>(aged 18 and over)</i>	
Youth, Non Military Service Family <i>(aged 17 and under)</i>	
Veterans and Military Service Members <i>(aged 18 and over)</i>	
Youth, Veterans and Military Service Family Members <i>(aged 17 and under)</i>	
Number of Participants TOTAL*	

**A minimum of 5% of all MLK Day event participants engaged should be active military or veterans or families of active military or veterans.*

EVENT BUDGET*

Cost Category <i>(Sample Categories: Printing, Materials, Supplies, Space/AV Equipment Rental, etc.)</i>	Dollar Amount
TOTAL BUDGET**	

**Grant funds may not be used to cover the cost of food. Chapters should consider seeking in-kind donations from members, corporate sponsors, and partners or be prepared to provide the needed funds. Other non-allowable expenses include: speaker honoraria or fees; voter registration; lobbying; religious worship, teaching, or proselytizing; and banquet/parade celebrations. Complete list of excluded expenses may be found at http://www.americorps.gov/pdf/11_0617_nofa_mlkday.pdf.*

***The maximum grant award per chapter is \$500. Budgeted costs above this amount must be covered by the chapter, sponsors, and their partners.*