



2022 Latina Entrepreneur Academy Request for Proposals

Dear LULAC Councils and Partners,

In partnership with the National Disability Institute (NDI), and funded in part by the Small Business Administration, we are excited to launch a 2022 cycle of the Latina Entrepreneur Academy grant aimed specifically at those communities with disabilities or those in their networks. The Latina Entrepreneur Academy (LEA) is a part of the LULAC Women's Empowerment (WE) Initiative designed to train, motivate, and inspire women, especially those of Hispanic descent, to succeed in all aspects of life. For this cycle we will be opening it up to all genders and ethnicities with a disability.

Small businesses are the backbone of our economy, they help stimulate local economies by providing innovation, growth and jobs. In order to continue expanding economic opportunities in our communities, it is critical that Latina/os reach their full entrepreneurial potential. This initiative will provide local participants with disabilities, leaders resources and hands-on workshops to expand, establish or expand a business and promote empowerment all while stimulating local economies.

On behalf of LULAC Institute Inc. and the NDI, we invite you to apply for this funding opportunity. Through this Request for Proposal (RFP), LULAC will award two (2) grants of up to \$7,000 in 2022 to councils and community partners in the Washington DC metro area . Grantees will host the Latina Entrepreneur Academy, a 14 hour boot camp throughout a timespan of 8 weeks unique to the needs of its community.

In the attached RFP, you will find more information about this funding opportunity and criteria. Should you have any questions about the enclosed eligibility criteria or submission guidelines, please email Priscilla Garcia, Programs Coordinator at PGarcia@LULAC.org.

Proposals must be submitted by 11:59 PM EST, May 31, 2022. To submit your proposal, click [HERE](#).

We thank you for your commitment to empowering the disabled community and look forward to working with you.

Sincerely,

Sindy Benavides
Chief Executive Officer LULAC Institute, Inc.
1133 19th Street NW, Suite 1000
Washington, DC 20036

**NDI LEA Cohort
APPLICATION RESPONSE
DEADLINE:
May 31st; 11:59pm EST**

Key Dates

LEA 2022

Informational Call	May 19th at 4:00pm EST	To join click, HERE . LULAC Institute staff will be available to review the RFP and answer any questions you may have.
Request for Proposals	Due: May 31st, 2022; 11:59 PM EST	Click HERE to submit
Notification of Awardees	June 10th 2022	Awardees will be notified via email
Letter of Agreement	Due: June 17th, 2022 11:59 PM EST	Submit via email to PGarcia@LULAC.org
Training Calls	June 21st at 2:00pm EST June 23rd at 4:00pm EST	Zoom link will be provided
Local Latina Entrepreneur Academies	June 24th, 2022 to August 26th, 2022	Awardees host local Latina Entrepreneur Academy
Academy Report	No later than September 9th at 11:59pm EST	LULAC Institute staff will send out the link to submit reports.

Key Grant Criteria

Program Requirements	Reporting Requirements
<ul style="list-style-type: none"> ❖ Grantees must participate in at least 2 planning calls with LULAC staff, (each call will be going over a section of the application in depth) <p>Must be located in Maryland, Virginia, or Washington, DC</p> <ul style="list-style-type: none"> ❖ Grantees must participate in training calls (not included in the 6 weeks of instruction) to walk through the documents and platforms to ensure all info is understood <ul style="list-style-type: none"> • June 21st at 2:00pm EST • June 23rd at 4:00pm EST ❖ Grantees must engage a minimum of 20 participants per session <ul style="list-style-type: none"> • A drop off rate of no more than 15% of the total participants is acceptable. • Participants must have a disability or be attending for someone in their network with a disability in order to participate in the academy (Ex. a sibling attends for their disabled sibling who is interested in starting their own business) ❖ Academies must provide at least 14 hours of instruction on concepts of setting up a small business ❖ Recruit guest speakers to compliment sessions ❖ All participants must create a business plan in order to graduate from the academy. (This can be done in groups or individually). ❖ Grantees must plan and coordinate a graduation ceremony for all program participants virtually, in-person or hybrid. ❖ Grantees will have the opportunity to have a makeup week at the end of their scheduled phase to allow participants to make up any workshops they may have missed. <ul style="list-style-type: none"> • Any lessons missed must be flagged to the coordinators and LULAC coordinator during check-ins. 	<ul style="list-style-type: none"> ❖ Submit check-in date form to meet with LULAC staff (provided by LULAC) ❖ Submit and implement a proposed budget to aid in fulfilling key pillars of programming. ❖ Submit program reports (templates provided by LULAC) ❖ Please include 3 in-depth testimonials from participants. Submit pictures and clippings of media coverage gained (if applicable). ❖ Submit digital sign in sheet per day of the session along with surveys ❖ Submit academy agenda ❖ Submit copy of final participant business plans using the template provided by LULAC ❖ Awardees agree to provide free workshops to the participants through this grant and not charge a registration fee. <ul style="list-style-type: none"> • Doing so can lead to termination of partnership between LULAC and the awardee and all funds will be returned.

Background Information

About LULAC

The League of United Latin American Citizens (LULAC), the largest and oldest Hispanic organization in the United States works to advance the economic condition, educational attainment, political influence, housing conditions, health, and civil rights of Latinos. Annually, LULAC engages its nationwide network of volunteer members to empower Hispanic families through direct service programs and advocacy in 35 states, the District of Columbia and Puerto Rico.

About Women's Empowerment Initiative

LULAC's Women Empower Initiative has a mission to train, motivate, and empower women to become leaders in all aspects of their lives. LULAC, along with its partners and councils' support, provides women across the country with the tools and resources to help them succeed in their endeavors.

LULAC's Women's Empowerment encourages women to control their lives to achieve their professional and personal goals. The Mujeres Poderosas (Powerful Women) Campaign provides a crucial initiative to develop this philosophy. This campaign features women who are considered trailblazers in their fields and serve as role models to others. Through their histories, they inspire other women by sharing their journey, achievements, and challenges they have faced along the way. From local entrepreneurs to leading corporate executives, their stories are shared in various ways, such as blogs, Facebook live panels, videos, and more.

About Latina Entrepreneurs Academy

The Latina Entrepreneur Academy provides women with resources and skills necessary to be successful entrepreneurs who might not otherwise have access to them. Studies show that since 2013, one out of every ten women-owned businesses are Latina-owned. The academy will provide a series of informational sessions on various topics: how to build a business plan, budgeting, marketing, networking, enhancing investor strategies, etc. that will better prepare women entering the business arena. Through this initiative, we hope to nurture this entrepreneurial spirit and provide support to driven Latinas who seek to launch and/or expand business endeavors.

Sample Academy Agenda

Applicants must submit a proposed timeline. A sample agenda is provided below and can be used as a guideline to how to incorporate curriculum topics and how to structure the agenda in order to maximize impact. Academies must include at least 14 hours of virtual instruction throughout a timespan of 8 weeks to ensure participants fully participate in the program and receive all hours of instruction. LULAC staff will be available to assist with the creation and editing of the final agenda, once sites are awarded. Agendas submitted through the application process can be edited as seen fit by the council/partner organization and LULAC staff.

SAMPLE

Academy Week 1-Marketing Plan/Branding		
Time	Topic	Activity
40 mins	Welcome Session Featuring Guest Speaker	Introductions of participants/Ice Breaker activity; guest speakers such as successful entrepreneurs, local chamber of commerce representatives, etc.
20 mins	Developing Ideas/Assessment	Group brainstorming session. Development of product or service
30 mins	Market Analysis	SWOT Analysis
25 mins	Short Break	Networking Activity or short intermission
40 mins	Building a Marketing Plan	Outline communications strategy, the marketing mix, and branding. Create messaging around your product/service, competitive analysis, market size and trends.
Academy Week 2-Business Plans		
40 mins	What is a business plan?	Discussion on what a business plan is and why it is important when starting a business
30 mins	How to create an effective business plan	Information on the do's and don'ts of creating an informational business plan
25 mins	Short Break	Networking Activity or short intermission
45 mins	Creating a business plan	Discussion on business plan sections and how the lessons received thus far are incorporated into business plans.
Academy Week 3-Developing a Legal Plan		
40 mins	What are the legal basics for running a business?	Determining which licenses, permits, and other legalities are needed for businesses including paying taxes.
20 mins	How to file for permits	Where to go when filing permits and which ones are right for your business
25 mins	Short Break	Networking Activity or short intermission

40mins	How to pay your business taxes	Information on paying the right taxes for your business
Academy Week 4- Mentoring		
Participants will have the opportunity to meet with community business leaders and be mentored on what ideas they have for their business.		
Academy Week 5-Budgeting		
30 mins	Principles of budgeting	Discussion on budgeting and how to be successful at it
40 mins	What are the costs of services/production for your business	Group discussion on finding the costs of your services, production and overall business costs
25 mins	Short Break	Networking Activity or short intermission
40 mins	Calculating revenue and creating a budget	Outline costs of services/production to calculate revenue. Create a sample/mock budget.
Academy week 6-Financing your Business		
1 hr	Financing your business	Information on how to finance businesses through different loans, angel investors, crowdfunding and more.
25 mins	Short Break	Networking Activity or short intermission
30 mins	How to secure government contracts	Information on what government contracts are and if they apply to your business
Academy Week 7- Becoming your own boss		
1 hr	What does it mean to be your own boss?	Information on what it means, what it takes and the work that goes into being your own boss.
25 mins	Short Break	Networking activity or short intermission
30 mins	Pros and cons on being your own boss	Participants discuss as a group what the pros and cons are to running your own business
Academy Week 8		
1 hr	Presentation of Business Plans	Participants share their business plans and investor pitch through PowerPoint presentations.
30 mins	Guest Speakers	Guest speakers such as successful entrepreneurs, partner representatives, etc.
30 mins	Graduation Ceremony	Participants receive virtual certificates.

Applicant Qualifications

Stipends of up to \$7,000 will be awarded to applicants that meet the criteria outlined below.

- Be a 501(c)3 tax exempt organization or LULAC Council in good standing.
- Provide the platform to host LULAC Women's Empowerment Initiative.*
- Must identify at least one program representative to coordinate all program activities.
- Be willing to work with LULAC Institute Inc., the SBA and the NDI for marketing and outreach activities.
- Provide timely program and financial and data reporting.
- Participate in conference calls and other meetings as requested by LULAC Institute Inc.
- Be able to accommodate all participants and their disabilities.
- Agree to provide free workshops to the participants through this grant.

Proposal Submission

Please submit all materials [HERE](#).

The grant proposal should be submitted no later than **11:59pm EST on May 31st, 2022.**

Please attach the following items with your submission.

- Resume of Program Coordinator
- Proposed Budget
- Proposed Timeline (date - date) - Sample agendas following the template above.
- Proposed Recruitment Effort
- Speaker Recruitment Agenda
- Confirmation of Online Platform Access and Commitment on how content will be presented.

Reviewing, Funding, and Notification Process

All qualified request forms will be considered by a review panel and evaluated on the criteria outlined on the following pages. Final decisions on awardees will be announced June 10, 2022.

Application Form Cover Sheet

Application Contact Name Organization

Phone Number Email Address 501(c)(4)/501(c)(3)/ Public Charity? (Yes/No)

President/ Executive Director Name Phone Number Email Address

Organization Address City State Zip Code

Address of Program Location (If different than above)

1. Applicant Organization (Who Are You?)

- A. Describe your vision of how the LULAC Women's Empowerment Initiative can support the mission of your council or organization and the community it serves (100 – 200 words max).
- B. Briefly describe any experience with women's empowerment programs or entrepreneurship programs your council/organization has been a part of in the last five years (100 – 200 words max).
- C. Does your organization have experience carrying out programs specific to the disabled community?
- D. Provide demographics of the community your organization serves (race and income).
 - ☐ Demographics can be found at: www.factfinder.census.gov
 - ☐ To locate data by zip code: Community Facts >> Type in zip code
 - Select a Year and Program = Census 2010
 - Scroll down to "Race and Hispanic or Latino Origin"
- E. Briefly explain why there is a need for the Latina Entrepreneur Academy in your community. (100-200 words max).

2. Implementation Specifics

(How Will You Get There?)

- A. Do you have a designated coordinator that can work with LULAC staff to plan, coordinate and lead the program onsite? What skill does this person have to ensure the success of the program? (100 – 200 words max).
- B. Do you have the capacity to host the academy? Will you be hosting the academy virtually, in-person, or hybrid? How will you successfully execute the academy in this form? Will you be utilizing one on one mentoring/coaching to help the participants? How will you ensure all participants can be accommodated?(100-200 words max).
- C. Briefly describe any experience with disability empowerment programs or entrepreneurship programs your council/organization has been a part of in the last five years.
- D. Describe your LULAC council's capacity to host remote activities and/or in-person activities that comply with social distancing guidelines and CDC health guidelines. (Maximum 400 word count)
- E. Describe how your physical and virtual spaces are accessible.
- F. How will you recruit and retain at least 20 participants through the course of the grant? (100 – 200 words max).
- G. What partnerships can you activate to ensure the success of your program? (100 – 200 words max).
- H. Sustainability: What plans do you have to sustain disability empowerment programs beyond the funds and curriculum support available under this program? How will you incorporate COVID-19 business resilience for new businesses? (100 – 200 words max).
- I. Business Resiliency: How will your organization incorporate COVID-19 business resiliency into the academy to ensure that the participants are aware of the relief funds available to small businesses? For information on what the SBA is doing please visit <https://www.sba.gov/page/covid-19-guidance-resources>. (Maximum 400 word count)

3. Program Communication

Describe how you plan to announce and promote your new program. Marketing/publicity plans should include regular opportunities to inform the community about your programs, as well as recognize LULAC and the NDI. (100 – 200 words max).