

**REQUEST FOR PROPOSALS  
FOR COMMUNITY MAPPING THROUGH THE  
BUILDING BROADER COMMUNITIES IN THE AMERICAS INITIATIVE**

**Background**

In a time of globalization, the definition of community is changing. Frequent movement across borders – for work, for family, and for leisure – connects people to their communities of origin, to communities where they earn their living, to communities where their families reside and to vacation locations. Markets are more open and consumers, workers and producers come and go from all over North, South and Central America and the Caribbean. Money flows – for services, investment, wages, and remittances – are an important economic factor throughout the region. More and more, communities quite normally transcend borders.

The Working Group on Building Broader Communities in the Americas (BBCA) believes the growing mobility and interconnectedness between increasingly diverse U.S., Canadian, Latin American, and Caribbean communities will strengthen the region economically, politically, and socially and should be fostered. Comprised of community foundations, diaspora organizations, and funders from the United States and Latin America, the Working Group believes that closer connections will lead to a strong economic future throughout the region, solutions to common problems, and more effective interactions among a host of people and institutions.

**The Role for Community Foundations**

Community foundations are logical institutions to help encourage and support cross-border connections. They have local relationships and access to local data, which allows them to have a nuanced perspective of their communities. Their independence and missions lead to a community orientation, not just a focus on a single constituency, and many are able to take the long view and work on issues for many years, if necessary.

In doing this work, community foundations in different countries can benefit from relationships with each other. Working with community foundations on the other side of a border is a useful way for each foundation to learn about the needs of people and companies that may reside in each place, understand the issues of concern in different locales, support donors, and discover the most appropriate roles and best practices for

community foundations that want to support transnational relationships. The BBFA believes that more informed and engaged community foundations will ultimately strengthen communities where these community foundations reside.

## **The Opportunity**

A first critical step is understanding the connectivity that already exists. Knowing the demographic, institutional and economic relationships that crisscross the region and having a sense of mobility across borders can help community foundations in many ways. The results of the mapping have the following benefits:

- It can help community foundations design or support programs, policies, and systems that more effectively meet the needs of their residents.
- It can uncover potential donors that may be interested in working through community foundations to support charitable activity in either country or both.
- It can help community foundations learn about corporations that are doing business in the U.S./Canada as well as Latin America and the Caribbean and have employees in both places. These corporations may need help in any number of areas, such as their charitable giving, employee integration into the community, or cultural challenges in the workplace. Community foundations may have the know-how, relationships or access to information to be of assistance in all these areas.
- It can help community foundations connect with other transnational efforts already active in their communities (service organizations, diaspora organizations, remittance flows, etc.).
- It can inform the actions of community foundations as they promote greater mutual understanding and tolerance in their increasingly diverse communities.

The BBFA believes that community mapping is an effective way for community foundations to understand their communities. Several participating community foundations have already set aside resources to engage outreach workers and researchers to help gather and analyze data on demographics, employment, mobility, cultural activity, etc. To enable other community foundations to engage in their own mapping projects, the Inter-American Foundation (IAF) and the Charles Stewart Mott Foundation (Mott) have allocated resources to match those put up by the community foundations for this work.

## Eligibility

This matching opportunity is available to any community foundation in the United States, Canada or Latin America and the Caribbean regardless of size. Below are the general match guidelines:

Amount of Discretionary Grantmaking	Match
Less than \$1 million U.S.	2:1 (i.e. BBCA will put up \$2 for every one contributed by the community foundation)
\$1 million - \$3 million U.S.	1:1
Greater than \$3 million U.S.	To be decided on a case-by-case basis

The maximum grant is \$20,000. If you have questions about your eligibility, contact Caroline Merenda at [cmerenda@cfleads.org](mailto:cmerenda@cfleads.org).

Projects must begin within three months of grant award. Projects must be completed within 1 year of grant award.

## Information Needed to Request Support

To request support, please provide the following information:

1. Name of community foundation
2. Address of community foundation
3. Name of community foundation CEO
4. Amount of request
5. Amount of match provided by community foundation
6. Rough budget of how funds will be used (staff, consultants, other costs)
7. What observations about your community's demographics are motivating your interest in a mapping project?
8. The goal of the community foundation in undertaking the mapping, i.e. what knowledge do you hope to gain? How will the mapping exercise help inform activities you hope to undertake?

9. Potential outreach and research partners (They can be the same or different organizations.)
10. Timeframe for project completion
11. Designated community foundation staff point person for this project and estimated time commitment
12. Email and phone for CEO and for alternate community foundation contact

Please keep responses brief. Provide no more than two paragraphs each for questions 7, 8, and 9.

Submit requests via email to:

Caroline Merenda

Director of Operations and Program Services

CFLeads

[cmerenda@cfleads.org](mailto:cmerenda@cfleads.org)

### **Timeline**

BBCA is committed to launching this work as quickly as possible. Grants will be awarded on a first-come, first-served basis. Applications are due May 8, 2017. Funding decisions will be made within a month of proposal receipt.