



REQUEST FOR PROPOSALS

FORD COLLEGE COMMUNITY CHALLENGE

Ford Motor Company Fund
Dearborn, Michigan

February 2019

INTRODUCTION

Ford College Community Challenge (Ford C3), is an innovative grant-making initiative designed to inspire students at higher education organizations to catalyze community-building projects focused on addressing pressing local needs.

At Ford, we understand to be a truly sustainable organization, we must play an active role in the larger community, helping address a wide range of vital issues from education to safety to mobility. In its 12th year, Ford C3 requests proposals for community-based projects that must address, in a fresh and creative way, a tangible, unmet need among the following topic(s) surrounding the theme of ***Making Lives Better***:

Driving Social Mobility
Changing the Way People Move through Smart Mobility
Building Sustainable Communities

Through Ford C3, Ford Motor Company Fund supports and encourages students to design and develop programs addressing critical community needs, focusing on helping the community become a more sustainable place to work and live. It is our hope that participating students will find their creativity and resourcefulness engaged in meaningful and unexpected ways.

Up to 10 winning proposals will be selected to receive \$25,000 each from Ford Motor Company Fund to support implementation of the proposed projects. Winning proposals must, at a minimum:

- 1. Describe a new approach to *Making Lives Better***
- 2. Involve students in a leadership role**
- 3. Seek to address an urgent and unmet community need in a tangible way**
- 4. Involve a community-based organization as a partner**
- 5. Involve the school of business, engineering, or design in some way**



Each of these areas will be expanded in the RFP. Respondents interested in submitting a proposal in partnership with another organization are welcome to do so.

All respondents to this RFP must be Section 501(c)(3) organizations which are classified as public charities under Section 509(a)(1) or (2) of the Internal Revenue Code (Code) or political subdivisions. This RFP does not commit Ford Motor Company Fund, or Ford Motor Company, to accept proposals or contracts for service or pay the cost incurred in the preparation of a response to this RFP.

Students and student organizations responding to this RFP must work with their college or university to gain their agreement to apply for, and serve as, the fiduciary organization for this grant. The college or university fiscal officer must be notified of the submission. Responding colleges and universities must meet the IRS requirements listed above.

FORD COLLEGE COMMUNITY CHALLENGE:

PROGRAM SUMMARY

PROGRAM DESCRIPTION

- **Objectives:** Ford C3 is a special initiative of Ford Motor Company Fund. Its purpose is to challenge college students to partner with their local communities to design innovative, student-led projects that address critical community needs which are consistent with charitable purposes as described in Section 501(c)(3) of the Code.

PROGRAM SPECIFICS

- **Summary:** Participating schools and student-led teams will work with their local communities to create innovative proposals utilizing the school's resources and capacity to address a need in the community. Proposals must address the theme of the challenge—*Making Lives Better*—in some way. Up to 10 winning proposals will be selected to receive a one-time, \$25,000 grant from Ford Motor Company Fund to implement their proposals.
- **Ford C3 theme: *Making Lives Better*.** In this challenge, proposals may address three broad areas, including Changing the Way People Move Through Smart Mobility, Driving Social Mobility and Building Sustainable Communities. "Mobility" is not restricted to vehicles and/or transportation, and a "sustainable community" is not restricted to environmental concerns. Instead, Ford C3 uses these terms to describe healthy, livable communities that are poised to thrive in a global economy.



Ford College
Community
Challenge



- **Note: The project must be consistent with charitable purposes as described in section 501(c)(3) of the Code.** Given this initiative is supported by Ford Motor Company Fund dollars, any proposed project must be consistent with a charitable purpose described in Section 501(c)(3) of the Code. These purposes include, but are not limited to, combating community deterioration and juvenile delinquency; lessening neighborhood tensions; reducing unemployment and underemployment; engaging in related activities in relief of the poor, the distressed or the underprivileged; or any other charitable purpose.
- **Criteria. Project proposals must meet the following criteria for consideration:**
 1. **The project must describe an innovative approach to *Making Lives Better*.** Ford Motor Company Fund is looking for college students to create interesting, unique, and ingenious approaches to defining tangible ways to make lives better in their communities. The more creative the better. Potential areas of focus include (but **are not limited to**):
 - a. Smart Mobility: How are affordable, clean, and safe transportation systems for the 21st Century designed and implemented? How are lives improved by the way we move?

Ideas may include creating ride share apps, replacing old models of transportation, developing autonomous vehicles, using data science and analytics to anticipate customer wants and needs.
 - b. Social Mobility: What tool or project for individuals, households or people will aid movement within the layers of social strata?

Ideas may address tools or methods to improve economic empowerment, such as engaging youth to participate in STEAM fields/activities, helping first-generation college students succeed in school, teaching food sustainability and urban gardening to an economically challenged community, increasing access to housing and educational opportunities.
 - c. Environmental Sustainability: Clean water and air are critical to the overall health and wellbeing of a community. How do individuals and organizations in a community learn to become more environmentally conscious and sustainable?
 - d. Sustainable Urban Design.
 - e. Creative approaches to the conservation, or use, of water.
 - f. Student volunteer programs that partner with local nonprofits in new ways.
 - g. Education and Training: In an increasingly global economy, human capital is perhaps the most important ingredient to a community's ability to survive and thrive.
 - h. Safety: What is a safe community? How has the Internet and technology altered the definition?



Ford College
Community
Challenge



2. **The project must involve students in a leadership role.** University or college students must be involved in a leadership role in the project, and in all aspects of the project from design to implementation. Successful proposals will demonstrate this involvement in detail.
3. **The project must seek to address an urgent and unmet community need in a tangible way.** Ford C3 is **not** looking for research studies or reports. Successful proposals will describe a project touching the community in meaningful ways and makes an improvement with the local community. While research/study can and should be a part of any project, meaningful and demonstrable action is required.
4. **The project must identify a tangible outcome.** Winning proposals will thoroughly and specifically identify the measurable and/or tangible outcomes that will be accomplished upon project completion.
5. **The project must involve a community-based organization as a partner.** Winning proposals will demonstrate an active and meaningful partnership with a local community-based organization. The term "community-based organization" is not used as a legal term, but rather to describe any organization that plays a role in the life of the local community (e.g. schools, social service agencies, businesses, government entities).

***It is preferred that the school of engineering, business, and/or design are involved in some way.** Throughout its history interacting with higher education, Ford Motor Company Fund has concentrated much of its attention on schools of Business, Engineering, and Design. Similarly, winning Ford C3 proposals will involve students from one or more of these three schools in some way.

- **Project Resources and Strategies.** Additional consideration will be given to proposals that:
 1. Leverage additional community resources, monetary or human, to support the proposed project;
 2. Use Ford Motor Company Fund dollars efficiently to extend the life of the project;
 3. Create initiatives that can be sustained after Ford Motor Company Fund money has been incorporated into the project.
- **Communication and Publicity.** Proposals should include a brief section addressing how the university will communicate and/or publicize the project through various outlets (e.g. press release, web, local television and print, video, social media URLs, etc.)

BUDGET

For budgeting purposes, proposals should assume a **one-time** grant of \$25,000 from Ford Motor Company Fund (up to 10 winning proposals will receive this grant amount). Additional financial resources brought to the project should be clearly identified and described. **Please use the template provided.**



ROLLOUT

- The process of soliciting proposals from participating schools will be a standard "Request for Proposal" (RFP) process. This RFP provides all the requirements of the Challenge and specifies the proposal format and issues to be addressed.
- For the first-round competition, representatives from Ford Motor Company Fund and the Ford C3 management team will review all proposals and select up to 20 proposals to move forward to the second round. **Selection is based on how well proposals meet the five criteria outlined in this RFP.**
- For the second round of the competition, Ford Motor Company Fund Proposal Review Team made up of Ford Motor Company Fund and Ford Motor Company representatives will score the proposals based on a prepared RFP scoring sheet. The Review Team will return their scored proposals to Ford Motor Company Fund, who will then rank the proposals per their overall average scores. The Review Team will come together to discuss the rankings and make recommendations to Ford Motor Company Fund's Board of Directors which will select a final list of winners. The decision of the Board of Directors will be final.
- Winning schools will be presented with their awards from Ford Motor Company Fund and will then have a set amount of time within which to implement their projects, to be negotiated with Ford Motor Company Fund.

2019 TIMELINE

February 2019	RFP distributed; proposal and budget template available
April 3, 2019, 5 p.m., EST	Proposals due
April 30, 2019	Proposals moving on to the next round of judging are notified
May 21, 2019	Top 20 videos due
May 2019	Top 20 videos posted to www.fordblueovalnetwork.org
Summer 2019	Grant winners selected
Fall 2019	Winners publicly announced
Fall 2019 – Summer 2020	Projects implemented

The exact timing of the announcement events and project implementation period will be negotiated with Ford Motor Company Fund on an individual project basis.



PROPOSAL SPECIFICS

The 2019 Ford C3 competition will consist of two rounds:

Round One: Open Competition

During the first round of the competition, proposals will be accepted from all qualified applicants (as described in this RFP). These initial proposals should utilize the templates provided on the Ford Blue Oval Network site, www.fordblueovalnetwork.org/contests/ford-c3. Proposals should address the following areas:

1. Introduction and Project Summary
2. Description of How Project Meets Each of the Ford C3 Criteria
 - a. The project must describe an innovative approach to ***Making Lives Better*** in one of three broad categories: Changing the Way People Move Through Smart Mobility, Driving Social Mobility or Building Sustainable Communities
 - b. The project must involve students in a leadership role
 - c. The project must seek to address an urgent and unmet community need
 - d. The project must describe the tangible project outcome
 - e. The project must involve a community-based organization as a partner
 - f. It is preferred, but not required, that the project involve the school of engineering, business, and/or design in some way
3. Project Resources and Strategies
 - a. Will the project be sustainable after Ford Motor Company Fund monies are completed?
 - b. Can additional resources be identified and leveraged?
 - c. Are there any strategies for extending the life of the initiative?
4. Budget
5. Timeline

Please visit the [Ford C3 Contest page](#) on the Ford Blue Oval Network site to download the templates that should be used to create proposals and budgets for this first round of the competition.



Round Two: Top 20

Up to 20 proposals from the first round will be selected to advance to the second round of the competition. These proposals will be asked to provide an additional video “elevator speech” description of their projects, which will be posted on the Ford Blue Oval Network website. **You may view the Video Submission Guidelines for more information. Up to 10 proposals will be selected as 2019 winners of the Ford College Community Challenge.**

AWARD STRUCTURE AND ROLLOUT

AWARD PROCESS

- Ford C3 is an initiative of the Ford Motor Company Fund and will be managed by Ford Motor Company Fund as a competitive challenge grant program. Proposal entries will be judged by the criteria listed in this RFP, and up to 10 winning proposals will be funded.
- Ford Motor Company Fund will enter into a standard Grant Agreement with the winning schools. Winning schools must apply for funding through Ford’s online grant system. Funds will be made available in 4-6 weeks after the application is completed.

PARTICIPANTS’ PERSONAL INFORMATION

Participants’ Personal Information (PII) collected is subject to the Privacy Statement located on www.fordblueovalnetwork.org. By participating in the Ford College Community Challenge, you expressly agree to the terms of the Privacy Statement.

Q&A CONFERENCE CALL

Participating schools will have the opportunity to ask specific questions about the proposal during a conference call **3 p.m. EST, Wednesday, March 13, 2019**. In the interest of fairness, other than factual questions, no additional information will be given about the program outside of this scheduled call.

Please contact Melanie Knoll at fordscholars@campbellmarketing.com if you have any questions, or if you would like to participate in the call. Call in information is also listed, below:

1-888-628-3668 US Toll Free Number
Meeting number (access code): 353 677 147

After this call, additional factual questions about the proposal process should be addressed via e-mail to Mrs. Knoll, who will route them to the appropriate source for a timely reply.



Ford College
Community
Challenge



PROPOSAL SUBMISSION PROCEDURES

For your convenience, downloadable proposal and budget templates are available on the [Ford C3 Contest page](#) on the Ford Blue Oval Network site.

Proposals must be received on or before the close of business at **5 p.m., EST, Wednesday, April 3, 2019.**
Proposals received after the deadline will not be considered.

Please submit all required documents to fordscholars@campbellmarketing.services.