



Latino Social Venture Fund

Reaching the emerging Latino community across America

Housing Counseling Services

Program Impact Priorities

The Latino Social Venture Fund (LSVF) is requesting proposals from community-based 501(c)(3) organizations that are currently providing pre- or post-purchase housing counseling services or proposing to provide such services in targeted states with emerging Latino populations.

Target Areas

National Council of La Raza (NCLR) Affiliates and other Latino-serving agencies are eligible for funding in three geographic areas:

1. **Emerging Latino communities:** states that experienced growth of the Latino population in excess of 200% in a minimum of two counties, based on the 2000 Census:

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| Alabama | Kentucky | Oklahoma |
| Arkansas | Louisiana | Oregon |
| Colorado | Minnesota | Pennsylvania |
| Florida | Missouri | South Carolina |
| Georgia | Nebraska | South Dakota |
| Idaho | Nevada | Tennessee |
| Indiana | New York | Utah |
| Iowa | North Carolina | Virginia |
| Kansas | Ohio | Wisconsin |

2. **Highly impacted states:** critical border states:

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| Arizona | New Mexico |
| California | Texas |

3. **Metropolitan statistical areas:** designated by the interests of investors seeking to service families in these locations:

Aurora, IL	Lawrence, MA	San Antonio
Baltimore	Long Island	San Diego
Boston	Los Angeles	San Francisco
Chicago	Miami	Stamford/New
Dallas	Newark, NJ	Haven/Hartford, CT
Florida City, FL	New York City	Stockton, CA
Houston	Philadelphia	Washington, DC
Las Vegas	Sacramento	

Program Investments

Eligible grant investments can cover operating costs for housing counseling services targeted to Latino families that are assisted-housing eligible. Grant awards will range up to \$30,000.

Submission Requirements

Submission Requirements

Each submission to the Latino Social Venture Fund must include the following documentation:

1. Cover letter describing intent to seek funding
 - Include your organizational description.
 - Explain your organization's interest in housing counseling services.
 - Describe your organization's experience serving the Latino community.
2. Capacity
 - Provide names and titles for all relevant staff, including management, and years of experience. If this program is new to your organization, briefly describe your strategy for hiring new staff.
 - If currently providing housing counseling services, briefly describe the types of services provided and how long you have been providing such services.
3. Current housing counseling program (*NOTE: Please provide this information only if you currently operate a housing counseling program and have been doing so for over six months.*)
 - Describe your service area, including basic demographic information.
 - Provide a bullet list of how many clients are seen by your organization annually for each housing counseling service provided.
 - Briefly describe your typical clientele and how long you spend with each client before considering their file complete.
 - If your organization is using counseling technology (e.g., CounselorMax or HomeCounselor Online), indicate which technology and approximately how many client files are in your system.

- Explain how housing counseling fits within your organization’s broader portfolio of programs.
 - Please attach résumés for the housing counselor(s) and management staff responsible for day-to-day oversight.
 - If your organization completed HUD form 9902 last year, please attach a copy.
4. Proposed housing counseling program (*NOTE: This section is only for organizations that do not have a housing counseling program or who have been offering housing counseling for less than six months.*)
- Describe the service area you intend to target, including basic demographic information.
 - Describe why your organization wishes to start a new housing counseling program.
 - Explain the management strategy for the new program. For example, note whether there will be a single counselor or a counselor and a program manager, and to whom they will report. Please attach the résumé of the staff person responsible for day-to-day management of the housing counseling program.
 - Describe any training or relevant experience of existing staff that would lend support to the creation of a new program.
5. Partners and Funders
- List other funding sources secured, pending, or targeted to sustain your program and the approximate percentage of your annual counseling budget they represent.
 - List your local partners and the nature of your relationship. (For example: partnerships with local financial institutions, city government, real estate agents, or other community-based organizations.)
6. Attachment Checklist
- Résumés, as applicable
 - Previous year 9902 (HUD-certified agencies only)
 - List of board members
 - 501(c)(3) letter

Evaluation Criteria

Applicant proposals will be evaluated on a 100-point system based on the following criteria:

- Overall program design (e.g., structure, management strategy and experience, fit within organization/mission) (20 points)
- Overall application (e.g., hiring strategy, timeline for starting program, demographics/history with the Latino community, other experience with relevant programs such as tax preparation, financial literacy, etc.) (20 points)
- Existing program’s fit with our model (8 points)
- Identified funding (4 points)
- Case management program experience (12 points)

- Demonstrated capacity to serve a significant volume of counseling clients (8 points) *or* demonstrated capacity to serve a significant volume of non-counseling case management clients (4 points)
- Use of Internet-based client management system (4 points)
- The place of housing as part of your mission (or the purpose for extending services into housing counseling) (8 points)
- Relevant trainings attended (4 points)
- Client base/source for new clients identified (4 points)
- New state or market for NCLR's counseling program (4 points)
- Existing relationship with NCLR (e.g., solid recommendation from other subgrant programs or NCLR Affiliate Member Services) (4 points)

For questions regarding application requirements, please contact Victor Burrola at vburrola@nclr.org or (602) 417-1434.

Please submit all documents to:

National Council of La Raza
Raul Yzaguirre Building
Attn: LSVF – Andre Sardenberg
1126 16th Street, NW
Washington, DC 20036

The National Council of La Raza (NCLR) – the largest national Hispanic civil rights and advocacy organization in the United States – works to improve opportunities for Hispanic Americans. Through its network of nearly 300 affiliated community-based organizations (CBOs), NCLR reaches millions of Hispanics each year in 41 states, Puerto Rico, and the District of Columbia. Founded in 1968, NCLR is a private, nonprofit, nonpartisan, tax-exempt organization headquartered in Washington, DC. NCLR serves all Hispanic subgroups in all regions of the country and has operations in Atlanta, Chicago, Los Angeles, New York, Phoenix, Sacramento, San Antonio, and San Juan, Puerto Rico.

Raza Development Fund, Inc. (RDF) is a support corporation of the National Council of La Raza and was established in 1998 as the community development lending arm for NCLR. Applicants involved in the grant process are eligible to apply for predevelopment loans as well as full or partial senior and subordinate debt financing for site acquisition, site development, and unit construction financing. RDF typically participates with a private lender, often in a subordinate position, to facilitate site development and unit construction financing.