

**STORYCORPS**



**MEMORIES THAT MOVE US FORWARD**

**Request for Proposals**

# REQUEST FOR PROPOSALS

## NEW YORK LIFE FOUNDATION AND STORYCORPS LAUNCH ROAD TO RESILIENCE, A PROJECT FOR CHILDHOOD BEREAVEMENT PROVIDERS

### WHO

The national oral history organization **STORYCORPS**, in partnership with the New York Life Foundation, is offering select bereavement support organizations the opportunity to be part of Road to Resilience, a new project designed to leverage the power of stories and storytelling to help children cope with the death of a parent, sibling or loved one.

### WHAT

Through Road to Resilience, StoryCorps will partner with bereavement support organizations to provide opportunities for children, teens and their families to preserve memories of their loved ones, share their grief journeys, or simply to record themselves as they are.

Six (6) bereavement support organizations will be selected to host on-site StoryCorps recordings for children, teens and families. Each partner organization will receive equipment, on-site training, program support, promotional materials and other resources to help them embed the StoryCorps interview model into their current services. StoryCorps will also produce one (1) edited interview segment for each organization to be used for educational purposes.

### WHEN

Applications will be accepted online through July 31, 2018. Decisions will be announced by August 31, 2018.

Trainings will be scheduled between September 2018 and March 2019. Applicants will be asked to provide their preferred training dates with their application.

### WHY

By creating opportunities for children and teens in grief, their families, and caregivers to record, preserve, and share their stories, this project expands upon the New York Life Foundation's longstanding support of grieving children and the organizations that serve them.

### ABOUT STORYCORPS

StoryCorps is a national nonprofit organization whose mission is to preserve and share humanity's stories in order to build connections between people and create a

more just and compassionate world. Since 2003, nearly half a million people have shared life stories with family and friends through StoryCorps. As part of our signature service, participants receive a copy of their new recording to share and, with permission, StoryCorps sends a second copy to the Library of Congress. StoryCorps is one of the largest oral history projects of its kind, and millions listen to our weekly broadcasts at [storycorps.org](https://storycorps.org) and on NPR's Morning Edition. We also create award-winning animations that are viewed online and via public and digital media. To learn more about StoryCorps, please visit <https://storycorps.org/about>

## **ABOUT NEW YORK LIFE FOUNDATION**

Inspired by New York Life's tradition of service and humanity, the New York Life Foundation has, since its founding in 1979, provided more than \$250 million in charitable contributions to national and local nonprofit organizations. The Foundation supports programs that benefit young people, particularly in the areas of educational enhancement and childhood bereavement. The Foundation also encourages and facilitates the community involvement of employees and agents of New York Life through its Volunteers for Good program. To learn more, please visit [www.newyorklifefoundation.org](http://www.newyorklifefoundation.org).

# **WELCOME TO THE STORYCORPS' ROAD TO RESILIENCE APPLICATION**

StoryCorps invites your organization to apply to be part of Road to Resilience, a project in partnership with the [New York Life Foundation](#). Road to Resilience leverages the power of stories and storytelling to help grieving children, teens and their families. As part of this project, StoryCorps will work with six (6) bereavement organizations to provide opportunities for children and their families to preserve memories of their loved ones, share their grief journeys, or simply to record themselves as they are.

Each partner organization will receive recording equipment, on-site training, program support, promotional materials and other resources to help them embed the StoryCorps interview model into their current services for children, teens and families. In addition, partner organizations will receive one StoryCorps-style produced interview segment to use for educational purposes.

As part of the StoryCorps interview model, individuals are invited to record a 40-minute conversation with a friend or family member about the questions that matter most. Each interview participant will receive a copy of their recording and, with participant permission and based upon a written agreement with StoryCorps, recording partners will retain copies of fully released interviews. Copies of fully released interviews will also be archived at the Library of Congress, and shared with the New York Life Foundation for future generations to listen to and learn from and to elevate the voices of bereaved families. If you have questions about the application, please refer to the guidelines, or contact StoryCorps at [communitytraining@storycorps.org](mailto:communitytraining@storycorps.org).

**Applications must be completed and submitted by July 31, 2018.**

## **GUIDELINES**

1. Project Overview
2. Frequently Asked Questions
3. Application Details

## **PROJECT OVERVIEW**

Road to Resilience is a project of StoryCorps, in partnership with the New York Life Foundation.

Through Road to Resilience, StoryCorps will create new content, tools, and training to help children's bereavement support organizations use the power of stories and storytelling to help children and families cope with the death of a parent, sibling, or loved one. By partnering with select organizations, this project aims to enrich the work of children's bereavement support organizations by enabling children, teens and families in grief to record, preserve, and share their stories.

StoryCorps will select six (6) bereavement support organizations from across the country to receive in-depth training and professional recording equipment to collect and preserve StoryCorps-style interviews with the children, teens and families they serve. In addition, partner organizations will receive one (1) StoryCorps-style produced interview segment to use for educational purposes. Partners will also receive ongoing programmatic support and a \$2,500 stipend to cover any additional program costs.

To launch each partnership, StoryCorps staff will work with a point person from the partner organization to schedule a 3.5-day on-site training with up to twelve (12) partner staff and volunteers. The training will cover, in-depth, how to conduct and record interviews using StoryCorps equipment and methods.

Following the on-site training, StoryCorps staff will provide support and guidance for a 6-month recording period, during which partners will be expected to record and preserve four (4) interviews a month. Partner organizations will also receive access to StoryCorps' interview database where they can upload, process, and search interviews for a 6-month period following their training. Additionally, StoryCorps requires collaboration with partner organizations to gather feedback on how to refine our tools and training to best serve children and teens in grief and enhance the resources created throughout the duration of the project.

As part of the StoryCorps approach, each interview participant receives a copy of their recording. With participant permission, and based upon a written agreement with StoryCorps, partner organizations will retain copies of fully released interviews. Copies of fully released interviews will also be archived at the Library of Congress and shared with the New York Life Foundation for future generations to listen to and learn from and to elevate the voices of bereaved families.

If you have questions about copyright and use of recorded interviews, please contact [communitytraining@storycorps.org](mailto:communitytraining@storycorps.org).

## **FREQUENTLY ASKED QUESTIONS**

**What types of organizations are eligible?**

Applications are invited from all U.S. based nonprofit organizations that provide bereavement support to children and/or teens.

Late, incomplete, and ineligible applications will not be reviewed.

### **What will my organization receive, if selected?**

Selected partner organizations will each receive:

- Training and program support materials, including recording manuals, custom question lists and interview best practices.
- One StoryKit (a customized set of professional recording equipment) to use to record onsite interviews over the 6-month recording period and retain for future use after the close of the project.
- A 3.5-day training led by StoryCorps staff, held onsite at the partner organization, to prepare staff and/or volunteers on how to conduct and record interviews using StoryCorps equipment and methods.
- Ongoing program support from StoryCorps staff over the 6-month recording period.
- One StoryCorps-style produced interview segment that can be used for educational purposes.
- A \$2,500 stipend for project-related expenses.

### **What does StoryCorps cover during the on-site training and are we required to attend the full 3.5 days?**

The training will cover StoryCorps methodology, equipment, and interview best practices to help prepare staff and volunteers to record StoryCorps-style conversations with children and families. A typical training schedule is as follows:

- Day 1: 4-hour orientation to StoryCorps methods (full group should attend).
- Day 2: 7-hour training on equipment and interview best practices (full group should attend).
- Days 3 & 4: Staff and volunteers will record their first interviews, with on-site guidance and support from StoryCorps (each staff person or volunteer should take part in one recording over these two days).
- Select staff members will receive additional training on how to archive interviews in the StoryCorps database.

### **What are the requirements if my organization is selected?**

- Identify up to twelve (12) staff and/or volunteers to attend the 3.5-day training session conducted by StoryCorps at the partner organization, and who will be responsible for recording interviews throughout the program.
- Provide adequate space for the on-site training, including A/V equipment to project slides and to play audio and video clips.
- Establish a point person who will organize and attend the training and be responsible for communicating directly with StoryCorps staff during the recording period.

- Schedule 4-6 shadow recordings with children, teens and families as part of the training.
- Record a minimum of 4 interviews each month using StoryCorps training guidelines and methodology during the 6-month recording period.
- Provide substantive feedback to StoryCorps on the program components and execution by participating in a program evaluation process led by StoryCorps or a consultant hired by StoryCorps.
- Agree to use designated credits and/or logos on all publicity materials.
- Participate in monthly check-in calls with StoryCorps staff during the course of the 6-month recording period.
- Recommend one interview to be produced by StoryCorps into a short audio segment that can be used for educational purposes.
- Expend stipend for project-related expenses.

### **What is included in the StoryCorps Storykit?**

The StoryKit contains professional audio equipment, including a Sound Devices digital audio recorder, two Audio-Technica microphones, a Canon PowerShot digital camera, and rolling LowePro equipment bag. The StoryKit also includes a card reader and external hard drive to access and preserve interview materials, as well as all the necessary paperwork. All equipment is specifically chosen to be user-friendly and portable. Each partner organization will keep their StoryKit at the end of their 6-month recording period.

### **Who pays for travel and lodging for StoryCorps staff to visit our organization and lead the training?**

StoryCorps will pay all travel and lodging expenses for StoryCorps staff during the on-site training.

### **Can two organizations submit a joint application?**

Each StoryCorps partnership is awarded to only one organization; therefore, it is not permissible for two organizations to co-apply for this project. However, it is permissible for one organization to apply as the “point” organization, or main contact, while collaborating with another organization or organizations in the same community. In this case, it is recommended that the collaborating organization be listed in the narrative section of the application as a partner, and that a letter of support from that organization be provided in the uploads section.

### **How do I apply?**

Use [this link](#) to begin your application.

### **Questions about your application?**

StoryCorps Community Training at [communitytraining@storycorps.org](mailto:communitytraining@storycorps.org)

**When is the deadline?**

Applications will be accepted July 1, 2018 through July 31, 2018. All applications must be submitted by 5:00 PM on July 31, 2018.

**When will programs take place?**

On-site trainings will take place over the fall and winter of 2018/19. Interview recording periods will take place for six (6) months following the partner organization's training.

**When will I be notified if my organization will be a training site?**

All applicants will be notified of their award status by August 31, 2018.

**What are the selection criteria?**

Proposal reviewers will evaluate proposals using the following criteria:

- Organizational commitment to providing support and services to bereaved children and teens.
- Designated staff and/or volunteers to take part in training and assist with recordings.
- Clear outline of who will participate in the recordings; participants should reflect the diversity of the communities served by your organization.
- Organizational interest in storytelling and compelling statement of goals for partnering with StoryCorps.
- Plan for communication to organization's clients and community during recording period.
- Demonstration of commitment to outreach and education within your institution.
- Be a private, nonprofit U.S. based organization, with tax-exempt status under Section 501(c)3 of the Internal Revenue Code, and which is not a private foundation.

**RELATED MATERIALS**

Please attach any letters of support from potential partner organizations or related program materials that might enhance your application (optional).

**AFFIRM PROGRAM REQUIREMENTS**

Please affirm that, if awarded the Road to Resilience program, your organization will comply with each of the following requirements:

- Use designated sponsor credits and/or logos on all publicity materials.



- Provide substantive feedback to StoryCorps on the program components and execution by participating in a program evaluation process lead by StoryCorps or consultant hired by StoryCorps.
- Sign a contract with StoryCorps agreeing to the terms of use for the database system and procedures, including confidentiality and liability for collecting personal information from the public. The agreement will also contain information regarding ownership of the materials and the permissible uses of the interviews by the partner organization.
- Record a minimum of 24 interviews according to StoryCorps training guidelines and methodology during the grant period.
- Select up to 12 staff members and/or volunteers to attend the 3.5-day training held at your organization.
- Appoint a project point person to be in contact with StoryCorps and manage all recordings at the partner organization.

[The StoryCorps Road to Resilience application can be found here.](#)

## **APPLICATION DETAILS**

In the application, you will be asked to provide the following information and indicate whether you have a relationship with a local New York Life Foundation office. (This is not a requirement.)

- Project Director and Institution
- Organization, project director, authorizing official name/email/phone/address
- Organization type
- Services provided
- Location(s)
- Type of community served
- Number of children and families served annually
- Closest metro area
- Website

## **NARRATIVE QUESTIONS [200-WORD LIMIT PER QUESTION]**

1. What are your goals for partnering with StoryCorps and the New York Life Foundation? How will StoryCorps fit into your mission and programs? Is there anything about the model that could add to your existing services?
2. Which departments/programs would coordinate the partnership? Who would the point person(s) likely be? (This staff person would be StoryCorps' primary point of contact at your organization and would coordinate the program.)
3. Who would the facilitators likely be? (These are the staff and/or volunteers that would attend the training and be responsible for recording interviews.)

Please name the project staff and/or volunteers who will attend the on-site training. Please indicate a month between September 2018 and March 2019 that would be preferable for a training. Note: attendance by your organization's point person is required.

4. Who will you invite to take part in the recordings? With whom will the participants be in conversation with? (i.e. a family member, friend, staff member, etc.)
5. Are there specific communities you serve that may benefit from being part of these recordings? How do you plan to promote the project in order to reach these audiences?
6. What challenges, if any, do you foresee in taking part in this project and how do you plan to address them?
7. If you anticipate collaborating with other organizations or groups, please list them and describe their role(s).
8. In what ways can you envision the program will impact your organization and your community? How do you imagine sharing the recordings in the future, both internally and externally?