

**Best Buy Foundation**  
**National Partner Grant Request for Proposals**  
**March 2021**

**Best Buy Foundation Ignites Potential through Technology**

For half a century, Best Buy has been a catalyst for the rise of technology to improve virtually every aspect of our lives. Technology know-how is crucial for young people preparing to enter the job market for the first time. Nearly 90% of jobs over the next decade will require tech skills. We are committed to giving teens from disinvested communities hands-on access to the tech education and tools they need to be prepared for the tech-reliant jobs of the future. We open the door to opportunity with technology, training and tools that transform teens from consumers to creators – a new generation of engineers, entrepreneurs, teachers, designers and dreamers.

For more information on Best Buy's Social Impact, visit: <https://corporate.bestbuy.com/social-impact/>

**Grant Opportunity**

Best Buy is searching for national organizations with a demonstrated track record in career pathway programming to build tech skill proficiency and provide career readiness and employment opportunities for underserved teens.

This program includes four components:

1. Technical-skills training.
2. Social capital development (e.g., networking, job shadows, career panels, etc.).
3. Experiential employment opportunities (e.g., internships, apprenticeships, etc.).
4. Opportunities for industry-recognized credentials/certifications.

**National Partner Grant Overview**

National Partners play an integral role in the Best Buy Teen Tech Center Career Pathways program, delivering industry-relevant and focused curricula. National Partners specifically deliver their programs in Best Buy Teen Tech Center locations across the country. To deliver more accessible and relevant tech skills training, the National Partner program is now structured into two tiers:

**Tier 1:** National Partners provide career exploration and technical skill development through a program lasting 3-12 weeks.

**Tier 2:** National Partners provide comprehensive technical skills-training over the course of 4-9 months that prepare youth for paid experiential employment opportunities.

Please note a National Partner may opt into both Tier 1 and Tier 2 programming, if appropriate. However, this is not required.

**Advanced Programming (for renewing partners only):** National Partners, in both tiers, can also apply to deliver advanced-level programming to youth who successfully participate in one year of programming with a national partner. The programming should support continued development and build on previous year's program experience.

### Overview: National Partner Programming Tiers

|  |   |
|--|---|
| <p><b>Every National Partner will be expected to:</b></p> <ul style="list-style-type: none"> <li>• Deliver programming in a relevant technical skill focus area.</li> <li>• Conduct programming in at least 1-5 Best Buy Teen Tech Center sites across the country. Renewing partners may expand to additional sites.</li> <li>• Provide programming toolkit/curriculum material for Teen Tech Centers to access as needed for self-directed learning.</li> <li>• Attend required programmatic meetings (i.e., quarterly National Partner calls).</li> <li>• Collaborate with Teen Tech Center Career Pathways Facilitators to reinforce work readiness skills.</li> </ul> |   |
| <p><b>Tier 1</b> National Partner Programs components include:</p> <ul style="list-style-type: none"> <li>• 3–12-week program. The same program can be delivered multiple times at the same site.</li> <li>• Serve youth ages 13-21.</li> <li>• Programming focused on technical skills development and career awareness.</li> <li>• Project-based learning opportunities.</li> <li>• No internship requirement.</li> </ul>  | <p><b>Tier 2</b> National Partner Programs components include:</p> <ul style="list-style-type: none"> <li>• 4–9-month program with one consistent cohort per site.</li> <li>• Serve youth ages 16-21.</li> <li>• Rigorous programming with focused technical skills training and career exploration.</li> <li>• Experiential employment opportunities are required (i.e., internships, jobs, apprenticeships, etc.).</li> </ul> |
| <p><b>Advanced Programming (for renewing partners only):</b> National Partner advanced programming components include:</p> <ul style="list-style-type: none"> <li>• Tier 1 or Tier 2 programming</li> <li>• Rigorous and advanced programming that builds on previous year's program experience</li> <li>• Leadership opportunities for youth (i.e., peer mentorship, training assistant, etc.)</li> <li>• Industry-recognized certifications/credentials</li> </ul>   |   |

Please note that you may apply to both Tier 1 and Tier 2 National Partner granting. If you are interested in applying for both tiers, be sure to outline the scope for each tier in your grant request. If providing advanced-level programming, please determine whether the program will be delivered in 3-12 weeks or 4-9 months and add apply to the corresponding grant tier.

## **Tier 1 National Partner Programming**

Tier 1 National Partners provide introductory-level career exploration and technical skill development through a 3–12-week program supporting at least one technical track area.

**Required Eligibility Criteria Include** (in addition to general eligibility criteria below):

- Recruit local companies/subject-matter experts to provide project-based learning opportunities in collaboration with Best Buy Teen Tech Centers.
- Facilitate work-based learning opportunities in collaboration with Best Buy Teen Tech Centers (i.e., job shadows, career panels, etc.).
- Desired programs in will have the following components:
  - Proven track record of serving youth ages 13-21.
  - Introductory tech-related curriculum, mentorship, and hard skills training for youth over a 3-12-week period (programming must take place for a minimum of 3 weeks).
- **Other preferred program components include:**
  - Connect youth to industry professionals to practice workforce readiness skills and increase social capital.
  - Recruit local companies/subject-matter experts to support programming (i.e., guest speakers, volunteers, etc.) in collaboration with Best Buy Teen Tech Centers.

## **Tier 2 National Partner Programming**

Tier 2 National Partners provide youth with comprehensive technical-skills training and career exploration opportunities, including internships, jobs, and apprenticeships.

Partners will deliver a comprehensive program that prepares youth with the foundational skillset and knowledge in a technical track area. A requirement of Tier 2 partners is that youth receive industry-relevant work experience through internships, jobs or apprenticeships.

**Required Eligibility Criteria Include** (in addition to general eligibility criteria below):

- Recruit local companies/subject-matter experts to provide work-based learning experiences for youth, including internships or jobs in collaboration with Best Buy Teen Tech Centers.
- Align training with regional labor market needs to ensure that youth gain relevant skills and engage youth in work-based learning opportunities (i.e., job shadows, career panels, etc.).
- Desired programs will have the following components:
  - Proven track record of serving youth ages 16-21.

- Rigorous tech-related curriculum, mentorship and hard skills training for youth over a 4-9-month period. (Programming must take place for a minimum of four months.)
- Engage youth in a paid internship/job opportunity at the end of the skills training program.
- Ongoing communication with Best Buy Teen Tech Center staff to support existing career exploration and soft skills development training
- **Other preferred program components include:**
  - Pathways from high school to post-secondary/tech-related nationally recognized credentialing programs.
  - Opportunities for dual enrollment/college credits for underserved teens completing high school.
  - Offer digital badging as a credential for engaging in the career pathway program.

### **Advanced National Partner Programming (for renewing partners only)**

National partners provide youth with leadership and intensive skills-training programming that supplements previous year's program experience. Advanced programming can be delivered as a Tier 1 or Tier 2 program but must include the following additional program components:

- Advanced curriculum where youth learn and practice specialized skills related to a technical track area.
  - Curriculum should build from previous technical skills training and experiential experiences provided by the National Partner.
- Dedicated mentorship/coaching from industry-professionals.
- Leadership opportunities for youth (training assistant, peer mentor, etc.).
- Industry-recognized certification/credential or a comprehensive project portfolio.

### **National Partner Eligibility Criteria for All Tiers**

#### **Program Delivery**

COVID-19 has changed the way we work, attend school and communicate. Best Buy Teen Tech Centers across the country have been and continue to be responsive to their communities while adhering to national and local COVID-19 protocols. This has required the Teen Tech Centers to adopt various programming models (i.e., fully virtual, limited operating capacity, etc.). Due to these changes, we expect National Partners to be able to adjust program delivery to either in-person, virtual or a hybrid model in response to current protocols.

#### **Required eligibility criteria for all tiers include:**

- 501(c)(3) nonprofit organizations with a proven track record of serving youth ages 13-21.
- Demonstrated track record in engaging youth at the local level who have been disconnected from education and careers.
- Commitment to diversity and inclusion.

- Delivering curriculum and training to program participants with support from the dedicated Career Pathways Facilitator at the local level.
- Creating a toolkit for the Career Pathway program that would be able to be implemented as needed by the Career Pathways Coordinator.
- Attending quarterly National partner calls to exchange best practices, consider collaboration efforts and share resources.
- Driving the partnership by taking initiative to set-up additional meetings with Best Buy staff to ensure grant deliverables are being met.
- Opportunities for local Best Buy employees to participate in the program as volunteers.
- National nonprofit organizations with ability to deliver programming at multiple locations nationwide.
  - Ability to conduct programming in at least 1-5 cities across the country. Preferred locations include the locations of our Best Buy Teen Tech Centers, including but not limited to, Boston, Cleveland, Dallas, Denver, Detroit, Las Vegas, Minneapolis/St. Paul, Nashville, New Orleans, NYC, Oakland, Phoenix, Pittsburgh, Portland, Salt Lake City, San Antonio, San Diego, Seattle, Selma, St. Louis and Washington D.C.. Renewing partners may expand to more than five cities.
- Desired programs will have the following components:
  - Use technology to develop skills in a wide range of track areas: 3D design, arts (must include tech components), augmented reality, automotive (tech components), coding/programming, computer repair/help desk, cyber security, entrepreneurship, graphic design/photography, digital marketing/media, digital music/audio production, gaming design, mobile apps, multi-media production, retail, robotics, software engineer, video/film production, virtual reality, tech in fashion, tech in sports, etc.
- Grantees are expected to participate in and/or support evaluation efforts including interviews with key program staff, youth participant surveys (including collection of consent forms from participants' parents/guardians), and internship/job supervisor/employer surveys.
- Success metrics include developing skills for tech-reliant jobs, achieving a degree or credential with real value in the current labor market, gaining employment with self-supporting wages and/or having opportunities for further education and career advancement.
- Best Buy will provide college readiness and soft-skills curriculum to be used at all Best Buy Teen Tech Centers. The curriculum will be an overlay onto all career track curriculum.

### **Best Buy Teen Tech Center Responsibilities**

Each Best Buy Teen Tech Center location will have a designated Career Pathways Facilitator to help facilitate and implement the training program at the local level. The program partner will work directly with the Career Pathways Facilitator to coordinate the program delivery schedule,

communicate program updates to teen participants and provide other programmatic support related to teen participants. The National Partner is responsible for delivering the program curriculum, and the Career Pathways Facilitator will be available as support.

The primary responsibilities of the Best Buy Teen Tech Center location include:

- Working with schools and other community-based organizations to build awareness of the program to drive youth participation.
- Ensuring access to teens from underserved communities.
- Delivering college readiness and soft skills training to youth.
- Working in collaboration with the National Career Pathway Partner to provide complimentary on-the-ground programming to Best Buy Teen Tech Center youth based on the National Partner's curriculum.
- Enabling participation of Best Buy employees to serve as volunteers.
- Recruit local companies/subject-matter experts to provide work-based learning experiences for youth, including internships/jobs in collaboration with the National Career Pathway Partner.

**Required Elements of the Proposal: Please include in online submission**

Proposals will be evaluated and competitively ranked by a review committee from Best Buy. The review committee may choose to conduct a site visit or conference call as part of the selection process. The overall comprehensiveness, quality and clarity of the proposal will be taken into consideration.

Please submit proposal online via this link: [Application Portal](#). Make sure to address each requirement below in the section that corresponds to the online application. The grant will support the operation of the program for one-year from date of implementation. Grant recipients will be eligible to apply the following year for funding based on demonstrated success.

**Contact/Organization Information** – General information on proposal contact and organization.

**Proposal Information** – Program title, grant amount requested, program description: program activities, student progress and tracking, program focus, outcomes and impact, request summary, program start and end dates, program goals and objectives, volunteer opportunities and racial equity support.

**Demographic Information** – Program youth outreach, ethnicity and gender and ages.

**Finances** – Organization budget, program budget, additional funding sources and funding sustainability plan, and most recent audited financial statement

**Authorization** – Diversity and Inclusion/Non-discrimination Policy.

### **Proposal Deadlines and Administrative Information**

|  |  |
|--|--|
| <b>Grant Awards</b>                          | Program grants (no general operating) typically range from \$100,000 to \$350,000.   |
| <b>Grant Period</b>                          | Up to one year of funding. Organizations demonstrating success are eligible to apply for future funding in subsequent years. |
| <b>Proposal Due Date</b>                     | Proposal must be submitted no later than 5:00pm CDT on <b>April 1, 2021</b> .  |
| <b>Final Submissions</b>                     | <a href="#">Application Portal</a>   |
| <b>Proposal Requirements and Information</b> | Proposals must be submitted electronically.  |
| <b>Notification Date</b>                     | <b>July 30, 2021</b>   |
| <b>Additional Information</b>                | <a href="https://corporate.bestbuy.com/social-impact/">https://corporate.bestbuy.com/social-impact/</a>                      |
| <b>Contact</b>                               | SocialImpact@BestBuy.com   |
| <b>Technical and Account Support</b>         | Use the “Need Support” link on the application webpage.  |