

Application ID: YE24-16112

Program Call: 2024 Level BIPOC

Grant Type: LEVEL BIPOC 2024

Applicant: Vi Ly

Author

The Author is the individual with the authority to submit the completed application. To designate a collaborator as the Author, please select their name below and then click Save My Work. (You must use the Collaborators feature from the menu on the left to add other people first, before they'll appear on the drop-down list.) After saving, you will no longer have the authority to change the Author nor be able to submit the application -- only the new Author can do that.

Vi Ly

Welcome to the Grant Application!

You are now entering the section of the application where you will provide detailed responses. You can save your progress at any time and return to complete your answers later. Simply use the "Save" button to ensure your responses are not lost. Based on your answer to our location questions, we will situate your application in one of our application pools: **Smaller, Rural and/or Remote BC Communities, Smaller, Rural and/or Remote BC Communities Indigenous-led or Black-led, Large Urban BC Population Centres, Indigenous-led or Black-led, other POC-led Large Urban BC Population Centres, other POC-led**

If you are a BIPOC Youth led organization, then your application will follow a slightly different pathway, being assessed by Youth Community Advisors, who will recommend 20 applications for funding.

Applicant Organization

Organization Type: Society

BN/Registration Number: S0078962

*** Legal Name:** RAINBOWVI EDUCATIONAL ASSOCIATION

**Operating Name (if
different from Legal
Name):**

**Branch / Division /
Department:**

*** Mailing Address 1:** 236 - 9855 AUSTIN RD

Mailing Address 2: PO BOX 56647

*** City:** BURNABY

*** Province:** British Columbia

*** Postal Code:** V3J7W2

Country: Canada

*** Phone:**

*** Website:** <https://rainbowvi.org/rainbowvi-canada>

Twitter (URL):

Facebook (URL):

Instagram (URL): <https://www.instagram.com/rainbowvi.ca/>

LinkedIn (URL): <https://www.linkedin.com/company/rainbowvi/>

Organization Profile: RainbowVI Educational Association is a non-profit educational organization. Its goal is to create a set of online tools that deliver self-development resources to young people with Asian backgrounds and support their success. The organization produces online, mobile-friendly micro-learning. It uses the top Learning Management Systems in the market to manage the participants and learning process.

Is the Applicant Organization information above accurate (especially the mandatory fields)?
Yes

Primary Contact

Who is the Primary Contact at the Applicant Organization?

Use the drop down list below to identify the Primary Contact at the Applicant Organization. The Primary Contact will be the main contact for Vancouver Foundation regarding the details of this funding request, and MUST be a representative of the Applicant Organization. If the correct person is not listed in the drop down below, then use the "Add Primary Contact" button below to create a new contact. (Click the "Save My Work" button at the bottom of the page after you've added a new contact so that they then show up in the drop down list.)

Vi Ly

Executive Director/President/CEO

Instructions

A signatory at your organization may be also be a Band Administrator/Manager, Chief, Councilor, etc.

Salutation:

First Name:

Last Name:

Title:

Phone:

Email:

Is the Executive Director/President/CEO information above accurate? (Please note: this person's email address is required.)

No

Required Updates

Please enter any updates required for the Executive Director/President/CEO information listed above. Any updates you enter here will be verified by a staff person upon submission, and the new information will appear in this record after that.

Salutation: Mrs

First name: Vi

Last name: Ly

Title: Executive Director

Phone: 250-668-5042

Email: vi.ly@rainbowvi.org

Confirmation of Executive Director/President/CEO's signing authority

Will the Executive Director/President/CEO entered above act as the Signatory to accept the legal and financial responsibilities associated with this grant? If someone other than the Executive Director/President/CEO will authorize this grant, then select 'No' and enter the details for this person in the Signatory section below.

Yes

Signatory

Salutation:

First Name:

Middle Name:

Last Name:

Title:

Phone:

Email:

Location

Vancouver Foundation recognizes that charitable funding decisions continue to disproportionately favour organizations located and operating within large urban population centres. LEVEL BIPOC seeks to distribute the funding equitably amongst communities of all sizes by offering an equal number of grants to organizations operating primarily inside and outside of large urban population centres. "Smaller, Rural, and/or Remote BC Communities" encompass all geographical areas situated outside of BC's three major urban population centers: Metro Vancouver, Capital Regional District, and/or the Regional District of Central Okanagan. These communities are characterized by smaller populations, lower population density, and greater distances from urban infrastructure and services.

Which statement describes best your organization's actual area of benefit? Although your mission and vision might be geographically broad, we're interested to learn where most of your human and financial resources are expended.

We benefit BIPOC communities that are mostly located in Metro Vancouver, the Capital Regional District and/or the Regional District of Central Okanagan

We benefit BIPOC communities that are mostly located elsewhere in BC.

We benefit BIPOC communities that are distributed evenly or proportionately across larger and smaller population centres.

Please provide further details on how the community priorities you address in these areas benefits BIPOC communities specifically.

RainbowVI Educational Association was founded by an immigrant from Vietnam. Our goal is to create a set of online tools that deliver self-development resources to young people with BIPOC backgrounds in BC and support their success. The organization produces online, mobile-friendly micro-learning using the best technology tools to manage the learning and training experience.

Given the disparities in the availability, accessibility & quality of well-being educational services and community engagement that exist for ethnic and racial minority youth in BC, we are developing a mobile-friendly application (the App) to address youth challenges like social pressure and lack of life skills. The App offers targeted, bite-size mini-courses on well-being topics such as time management, basic budgeting, and online safety. These concise trainings provide essential knowledge and practical skills for real-life situations for youth in the 15-24 age range, especially youth with a BIPOC background in BC. The App also provides features that help young people with community engagement.

We want to take advantage of mobile-friendly apps and use internet habits among the Canadian youth. Targeting 15-24-year-olds nationally, the App can significantly impact 95% of internet penetration among 4.9 million young Canadians. If approved, this fund will allow us to grow our operation and product development to serve not only youth with BIPOC backgrounds but also approximately 0.05-0.1% of the young Canadian population, benefiting 2,000-4,700 users in the first year. On the other hand, much research has suggested that after COVID-19, people need to return to education, flexible learning paths, and quick adaptation and re-training in a rapidly changing society. Addressing the increasing value of lifelong and self-directed learning is crucial.

Goals and Outcome Measures:

- Goal #1: Successfully launch the Minimum Viable Product (MVP) version of the app within the first year.
- Goal #2: Hire a professional part-time technology leader and a project manager to oversee a volunteer team of IT students from BCIT, along with two professional social workers focusing on youth development content.
- Goal #3: Reach and impact 2,000-4,700 app users in the first year.
- Goal #4: Recruit and train young volunteer staff to for the program and enhance their skills and knowledge in fundraising and youth engagement.
- Goal #5: Develop a plan to strengthen board governance, with a particular focus on increasing representation and support for BIPOC board members.

Leadership

BIPOC Leadership

We recognize an organization as being BIPOC-led when at least 2/3 (67%) of its leadership positions (Board of Directors and/or leadership team if staff are employed and/or any other unconventional governance structure that influences operational and strategic decision-making) are held by people who self-identify as Black, Indigenous or People of Colour

Which statement best describes your organization's leadership?

We are led by People of Colour.

Which statement best describes your leadership composition.

We're a Board-managed organization, and at least 2/3 of the Directors identify as BIPOC.

BIPOC Youth Leadership / BIPOC Youth Engaging

LEVEL BIPOC Grants is committed to supporting work and leadership that values and centers the experiences of BIPOC youth, and that have a demonstrated track record of meaningfully engaging and centering their experiences and wisdom in decision making.

We recognize an organization as being BIPOC Youth-led when at least 2/3 (67%) of its leadership positions (Board of Directors and/or leadership team if staff are employed and/or any other unconventional governance structure that influences operational and strategic decision-making) are held by people who self-identify as Black, Indigenous or People of Colour AND are aged 19-30 years old.

We recognize an organization as being BIPOC Youth-engaged when it has governance structures in place that actively empower BIPOC youth to significantly influence the organization's policies, practices, strategies and decision-making processes (beyond mere advisory or consulting roles).

Which statement best describes your organization's relationship to BIPOC Youth leadership?

We are neither a BIPOC Youth-led nor a BIPOC Youth-Engaged organization. (Note: you'll still be considered for a BIPOC Leadership grant if you select this option.)

Leadership Composition

Name	Title & Description of Role	Self-identification (Ex: Black, Indigenous [Please add community], POC, Other [Please specify])	Youth (age 19-30) (Y or N)
ABDULLA, ALEXANDER AMADEUS	Board Member	People(s) of Color (Asian)	No
KIM, SOYEON	Secretary	People(s) of Color (Asian)	No
NGO, LE QUAN	Board Member	People(s) of Color (Asian)	No
OH, CHAN	Treasury	People(s) of Color (Asian)	No
LY, THUY VI	Executive Director/Chair	People(s) of Color (Asian)	No
BURLETOFF, PATRICIA JOAN	Board Member	Caucasian	No

Public Statement

Vancouver Foundation shares excerpts from approved grants on our website and with our community advisors, donors and Board of Directors. Please use simple and easy to understand wording/language to write a paragraph that answers the following question.

How would this funding contribute to supporting BIPOC leadership within your organization?

As a newly registered nonprofit, we are quickly learning how to establish infrastructure, reputation, and recruitment processes to attract not only BIPOC volunteer staff but also BIPOC part-time professional employees. We prioritize a virtual working environment in which we can easily reach young volunteer staff. So far, we have invested in virtual working tools to improve internal communication and flexible working. This funding will primarily enhance our recruitment and training programs, focusing on the following key areas:

- **Scholarships and Fellowships:** Offering scholarships for BIPOC staff and volunteers to attend industry conferences, pursue certifications, and enroll in relevant courses, fostering professional growth.
- **Recruitment and Retention:** Actively recruiting BIPOC candidates for leadership roles to ensure our leadership reflects the diversity of our community.
- **Networking and Community Engagement:** Engaging with BIPOC communities to identify and involve potential leaders in our activities.
- **Board Diversity Initiatives:** Providing training for board members on the importance of BIPOC leadership and how to support it effectively.
- **Communications and Storytelling:** Ensuring that all promotional materials accurately represent the diversity of our leadership and community, particularly focusing on BIPOC representation.

Governance

Governance and Accountability

Community accountability is about an organization's duty to the communities it serves. This means involving the community in decisions and ensuring that the organization's actions, goals, and values match the community's needs. LEVEL BIPOC acknowledges (but is not limited to) various community accountability practices, including a complaints process, equity and inclusion policy, and anti-discrimination policy.

Please give examples of your organization's governance and accountability practices, both formal and informal. How do these practices use community feedback and reflect the communities you serve? Show how community input directly affects your decision-making.

Since the beginning, we have approached product development and governance with a commitment to transparency and responsiveness to stakeholders' feedback. We have prioritized timely communication and virtual working practices to stay agile in the face of changes and remain centered on the needs of our community.

- Board Governance: The Board of Directors was formed by a diverse group of professionals with extensive experience working with BIPOC communities. In our first year, we held monthly meetings to approve key initiatives that would guide the establishment and direction of our new organization. As we begin receiving funding and forming partnerships with various stakeholders, we plan to establish an Audit Committee to oversee financial audits and ensure transparency in the use of funds.

- Open Communication: Our entire staff and board operate in a fully virtual working environment. They have full access to remote working tools that ensure streamlined communication and easy access to information. We use Notion for documentation, Google Workspace for collaboration, and Slack for instant messaging and quick communication. Staff members have the autonomy to choose tasks that align with their skills and development goals while being encouraged to proactively set their own goals and deadlines. They are also encouraged to reach out for help whenever needed. Bi-weekly review sessions with managers or teams are available to provide and receive constructive feedback. While we do not maintain strict 9-to-5 working hours, we value prompt communication for quick decision-making and timely responses to any necessary changes. Additionally, we distribute a monthly internal newsletter to keep all staff informed about the latest initiatives within the organization.

- Community Engagement: We have established a six-step process for working with our target youth communities: research, development, piloting, review and revision, launch, and evaluation. Throughout each of these steps, we ensure continuous involvement and feedback from volunteer users and staff through email, focus groups, and social media platforms like Instagram. Our goal is to create products and initiatives that truly serve the youth in our community, allowing them to share their thoughts and stay informed about our work. In the near future, when our financial situation permits, we also plan to partner with local libraries and community centers to engage with the community in person.

- Reflecting on Community Input: Based on feedback from the community and the board, we learned that some of our materials were not accessible to English speakers. In response, we have dedicated time and resources to translating our materials into English and established media channels that serve youth who prefer English. This change reflects our commitment to inclusivity and our responsiveness to the needs of the communities we serve.

Value	Please describe how this value is practiced in your community or organization
Embrace Challenges	We believe challenges are opportunities for growth and learning.
Creativity	We respect diverse and unique content while still being kind.
Reliability	Our content will be carefully reviewed to build a good community for young people.
Referencing Data and Community Opinions	All decisions will be made to serve the community.
Collaboration	We strive to help ourselves and others.
Agility	To embrace continuous change, we continuously learn and are flexible in adopting various effective methods of content creation.

Sustainability

LEVEL BIPOC sees sustainability as the organization's ability to keep running and fulfill its mission, adjusting to changes while staying true to its values. This means managing resources well to handle financial, social, and environmental changes. Operational sustainability also entails the organization's ability to effectively serve the community. This can be achieved through leadership that mirrors the community, and practices that encourage long-lasting community involvement and resilience. Sustainability isn't just about lasting a long time; it's about offering quality service that adapts to community needs and changes over time.

What does sustainability mean to your organization, and how do you plan for its future impact, maintenance, and development? Provide specific examples of steps you're taking to ensure long-term impact and adaptability.

One of the values we prioritize for sustainability is agility in the face of change. For our organization, sustainability is rooted in the short-term and long-term well-being of the individuals who make up our staff, leaders, board members, partners, and the community members we serve. The COVID-19 pandemic has taught us important lessons about change, the necessity of relearning and reskilling, and the importance of adapting to new ways of living. This is why we advocate for bite-sized education and training focused on well-being, life skills, and community engagement. Our work within the organization is centered on the following areas:

- Capacity Building:

From the beginning, we have supported the professional development of our volunteer staff and board members. This support goes beyond training in nonprofit management practices and access to workshops and conferences; we also encourage our team to propose training opportunities that align with their personal development goals. Additionally, we promote the exploration of new skills that enable our staff to take on different roles within the organization. We believe that our staff should be prepared for unexpected challenges, both within the organization and in their personal careers. By fostering a culture of continuous improvement and learning, we ensure that the organization remains relevant and competitive over time.

- Resource Efficiency:

As a 100% virtual working organization from the start, we have swiftly overcome the barriers of physical

office rent and facility costs. Our initial efforts have focused on leveraging digital tools to broaden our impact across a larger number of communities. This does not mean we undervalue in-person engagement and activities. Instead, we strategically use in-person interactions where they will have the most significant impact, fostering meaningful connections and deepening our ties with the community. As we grow, we will continue to refine our strategies, seeking out innovative solutions and staying aligned with changes.

- Scalability and Innovation:

We design our programs with scalability in mind to ensure that we can expand our reach to serve larger audiences in other communities. By prioritizing digital-first solutions, we maximize our reach and maintain the flexibility to adapt quickly to new growth opportunities. We remain committed to data-driven decision-making and actively involve feedback from our stakeholders to quickly integrate new technologies and processes, enabling the creation of new initiatives.

- Partnerships and Donors:

We actively seek out partnerships and funding programs that share our commitment to the well-being and development of youth. Our agility allows us to quickly adapt to new landscapes and explore innovative training and educational approaches that facilitate effective collaboration on new initiatives and resources. We believe this approach builds trust and fosters long-term relationships, which are essential for maintaining the financial stability and growth of our organization. By aligning our objectives with those of our donors, we ensure that our work is not only sustainable but also scalable, paving the way for greater impact in the years to come.

How does your organization address intersectional equity (e.g., gender, disabilities, class, language, migrant status, religious minorities, LGBTQIA2S+ identities) in its programs and leadership? Provide specific examples of how these considerations shape your strategies, policies, and community interactions. How do these practices reflect the diverse needs and identities of the communities you benefit?

An important pillar of our organization is the creation and development of bite-sized education and training programs. These initiatives empower us to use education and knowledge to address various social issues in young people's lives, including intersectional equity. In developing these programs, we not only engage professionals in youth development but also actively involve young people from diverse backgrounds in the conversation and development process. For example, when creating a module on building confidence, we pilot the training with young people who face specific challenges, gathering their feedback to ensure that our content is both relevant and practical.

Beyond developing content for our programs, we actively seek partnerships with community stakeholders such as libraries and schools. Through these collaborations, we aim to raise awareness about our content and engage in ongoing revisions and improvements, thereby extending our reach to a larger number of youth and amplifying our impact.

To measure the effectiveness of our programs, we design and implement comprehensive assessment tools that track key metrics, allowing us to understand the real impact of our educational content. Our goal is to transform these findings into case studies or research articles, which we can share with other institutions dedicated to improving the quality of life for young people with diverse needs.

Terms & Conditions

Based upon your selections in the Location and Leadership sections, your proposal will be sorted into one of the following pool(s) and are subject to change at the sole discretion of Vancouver Foundation. Confirmation of which pool you have been placed in will be shared via email after you have submitted your application.

- Indigenous-led smaller population centres
- Indigenous-led large urban population centres
- Black-led smaller population centres
- Black-led large urban population centres
- POC-led smaller population centres
- POC-led large urban population centres

- BIPOC Youth-led and/or BIPOC Youth-engaged

Please review and agree to the final Terms and Conditions. Once you click the "Validate and Submit" button, you will not be able to make any changes online. You can, however, still log-in and view and/or print all your funding requests.

I agree to the following terms and conditions:

- Vancouver Foundation will not assess an incomplete application.
- Vancouver Foundation may elect to assess only one application if more than one application is submitted on behalf of the same Applicant Organization.
- Vancouver Foundation requires most grantees to openly license materials created through our grant funding (reports, videos, curriculum, and the like) under a Creative Commons Attribution license. For more information and exceptions, please refer to the [full policy](#)
- All information and ideas submitted remain the intellectual property of the Applicant Organization. The Applicant Organization provides Vancouver Foundation the non-exclusive license to share or adapt the submission as part of our grant-making process, including sharing this funding request with community advisors or other funders at our sole discretion. A list of grants awarded is made public on Vancouver Foundation's website.
- The information provided in this funding request is true, accurate and complete (to the best of my knowledge).