



2019 Request for Proposals – Community Impact Grants

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I. Organizational Overview

United Way of Greater New Bedford was founded in 1953 and for the past 65 years has been working to address the most pressing needs in the community. As a leading non-profit in the Southcoast, we have raised and invested nearly \$10M dollars into community programs over the past decade.

Our Vision: We envision a region where all people have access to the resources and opportunities they need to thrive.

Our Mission: We mobilize people, partnerships, and resources to catalyze change that strengthens the communities we serve.

Our Focus: Like United Way Worldwide, we are focused on creating community-based and community-led solutions that strengthen the cornerstones for a good quality of life: Health, Education, and Financial Stability.

Communities: United Way of Greater New Bedford serves the City of New Bedford and surrounding towns of Acushnet, Dartmouth, Fairhaven, Freetown, Marion, Mattapoisett, Rochester and Wareham.

II. Program Summary

United Way of Greater New Bedford's Community Impact Grants provide nonprofits and public entities in Greater New Bedford with funding to continue, maintain, or expand their high quality programs and services through operational support of programs. Operational support of programs includes funding to support staff salaries, associated benefits and taxes, supplies and materials of programs, and other direct and indirect costs as reasonable for the success of the program/service.

UWGNB is seeking to support the most effective existing programs and services in UWGNB's target areas of Health, Education, Financial Stability, and Basic Needs. Proposals must directly align with UWGNB's priority areas and target issues and must have the existing infrastructure to track specific program indicators as indicated by UWGNB's Impact Areas document.

A letter of intent is the required first step in applying to Community Impact Grants. Once approved, applicants will be invited to apply to the RFP. Through Community Impact grants, non-profits may apply for a minimum of \$10,000 and a maximum of \$25,000.

In 2018, United Way of Greater New Bedford funded sixteen organizations' programs, totaling \$289,025.

III. Focus Areas

United Way of Greater New Bedford, in collaboration with community volunteers and stakeholders, will invest human and financial resources to improve the health, education, financial stability, and basic needs of the region's citizens. United Way of Greater New Bedford seeks proposals for projects that align with any of the following areas:

HEALTH

We support programs that create an environment where residents, families, and communities can access the support they need to maintain or improve their health and well-being.

Target Issue 1: A Healthy Start

Community Goal: Families are able to give their children a healthy beginning by reducing their risk for preventable health problems.

Program Indicators:

- Women who participated in prenatal health classes and appointments
- Pregnant women who stopped using tobacco products
- Pregnant women who stopped drinking alcohol
- Pregnant women who stopped using opioids or other substances (decrease)
- Families who accessed early intervention services for children who have a developmental delay or another special need

Target Issue 2: Quality Health Care & Social Services

Community Goal: Residents are accessing needed health care and social services, including mental health services, services for chemical dependency, senior services and programs and disability services.

Program Indicators:

- Residents who received preventative health care services
- Residents who reduced the cost of their prescriptions
- Residents who accessed needed programs and/or resources for a disability
- Senior residents who accessed needed programs and/or resources
- Residents who received counseling or treatment for drug or alcohol addiction
- Residents who received mental health care services
- Residents who have mental health or chemical dependency issues who accessed other supportive services, such as housing, food programs, smoking cessation programs, or transportation services.

Target Issue 3: Healthy Life Styles

Community Goal: Residents are making healthy choices and living lifestyles that promote well-being

Program Indicators:

- Residents who reported regular physical activity
- Residents who accessed and consumed nutritious foods

EDUCATION

We support programs that focus on improving student outcomes and engaging families in the education of their children so children have the opportunity for educational attainment and life success. We want to help children and young adults achieve their full potential.

Target Issue 1: Readiness to Succeed in School

Goal: Students enter school developmentally on track to achieve proficiency in needed literacy and math skills.

Program Indicators:

- Children who are enrolled in quality early education opportunities
- Students who developed needed literacy skills by third grade
- Students who were screened for the early detection of developmental delays and mental health needs and were provided access to needed services based on screening results.

Target Issue 2: Academic Achievement

Goal: Students demonstrate at least one grade level of academic growth each year.

Program Indicators:

- Students with at least a 95% attendance rate
- Students who progressed to the next grade level
- Students who demonstrated grade level proficiency or improvements on applicable schoolbased standardized assessment testing
- Students who were suspended or expelled (decrease)

Target Issue 3: Empowered and Engaged Families

Goal: Families are engaged in the education of their children and enable them to succeed in school.

Program Indicators:

- Parents who reported attending parent/teacher meetings
- Parents who attended education and skill-building programs
- Parents who reported reading to their children
- Parents who reported working with their children on homework
- Parents who attended school events or meetings

FINANCIAL STABILITY

To support programs that connect individuals to opportunities that provide a pathway for economic mobility, ultimately breaking the cycle of poverty.

Target Issue 1: Employment and Job Skills

Goal: Residents are prepared for the current job market and are able to secure a job that pays a family-sustaining wage.

Program Indicators:

- Residents who are paid a family-sustaining wage
- Residents who earned a high school equivalence credential
- Residents who successfully completed adult education, post-secondary education degrees, or other training programs that lead to higher paying wages
- Residents who found and maintained employment for 90 days
- Residents who received services to help them navigate citizenship challenges
- Residents who demonstrated English language proficiency

Target Issue 2: Maximized Income

Goal: At-risk residents are able to achieve financial stability, and further, build assets and accumulate wealth.

Program Indicators:

- Residents who are signed up for available benefits to support income, such as SNAP or Supplemental Security Income
- Residents who received Earned Income Tax Credits
- Residents who reported no longer relying on high cost financial providers (e.g., check cashing businesses)
- Residents who reduced debt levels
- Residents who started to save or increased savings
- Residents who improved their credit score

BASIC NEEDS

Education, income and health are the pillars of a good quality of life. Basic needs are the foundation. We support programs that provide direct assistance to those in urgent need of basic necessities such as food, clothing, rent, utilities, transportation, or other urgent needs. Without the most basic necessities of life (food, shelter, and safety), reaching anyone's potential is impossible.

Target Issue 1: Strong Foundations

Goal: At-risk residents and their families have housing and other supports necessary to address urgent basic needs.

Program Indicators:

- Residents and their families who are homeless, displaced, or at-risk who are provided assistance for food, clothing, rent, utilities, transportation, or other urgent needs
- Residents and their families who are able to obtain and/or sustain affordable housing

Target Issue 2: Safe Home & Community

Goal: Residents and families are able to create a safe environment in their homes and communities.

Program Indicators:

- Homes where unsafe conditions, such as lead or another hazard, were resolved
- Residents who take part in home and community safety programming
- Residents who accessed services for intimate partner violence
- Residents who accessed services/programs/resources for reducing child abuse and neglect
- Students who participated in out-of-school youth programming

IV. Grant Details

Investment Information

United Way anticipates making approximately \$250,000-\$300,000 in annual investments through this RFP. Investments will begin in July 2019, and end in June 2020. We anticipate between 15-18 total successful proposals, each for between \$10,000-\$25,000.

Reporting & Milestones

Each Focus Area has key performance measure(s) called “program indicators.”

Grantees will be required to sign a grant agreement, outlining terms & conditions.

Grantees are expected to submit a midyear and final report to UWGNB. Reports will include:

- Demographic information about program participants: age, race/ethnicity, gender, income, and service area.
- Any notable successes or stories in the program with a picture, if applicable
- Performance of the program/service as it relates to the selected Education, Financial Stability, and Health program indicators that the applicant projected on
- Any setbacks or challenges over the course of the grant period; opportunities to improve the program/service
- Other program outcomes, as specified by the applicant
- How they are planning to improve the program based on its prior year’s performance?
- Detailed spending report & narrative

Budget Requirements

Proposals (once selected from the Letter of Intent phase) will be expected to include a program budget that provides both income and expense details. While United Way wants to understand your program as clearly as possible in order to establish a positive partner relationship, we know that programs and program plans change and evolve over time. We anticipate that there will be changes to program budgets and designs over the life of the program and ask that you consult us when such changes are warranted.

V. Application Details

The required first step in applying to Community Impact Grants is submitting a Letter of Intent. If approved, applicants will be invited to apply to the RFP. After applying, applicants may be required to participate in an interview/site visit.

Eligibility Requirements

- Non-profits and public entities are eligible to apply for one program/service. Only one application per organization.
- Applicants can only apply for programs not receiving UWGNB funding as of July 1, 2019.
- Proposals may come from collaborations and networks as well as standalone organizations.
- Applicants may apply for up to 1 year of funding.
- Non-profits and public entities are eligible to apply for one program/service. Only one application per organization.

How to Apply

The Letter of Intent phase and full applications will be available through United Way’s Community Force grant application software. To access the application, visit: unitedwayofgnb.communityforce.com.

For questions, contact Anne Nichelson, Vice President of Community Impact, anichelson@unitedwayofgnb.org, (508) 994-9625 ext. 215

Proposal Review Criteria

Proposals will be evaluated in consideration of the following criteria, which will inform United Way's investment decisions:

Program Alignment with UWGNB priorities

- Program fits UWGNB focus area goals identified in this RFP. Applicants must aim to address at least 1 target issue in UWGNB's Health, Education, and Financial Stability impact areas.
- Applicants must properly project how many beneficiaries will achieve selected program indicator(s) and be equipped to report on their success of achieving their projected outcomes at the end of the grant period.
- The organization clearly defines a logical UWGNB program indicator to measure
- The mission of the organization aligns with UWGNB's mission and work

Quality & Impact of the Program

- The inputs and activities are necessary to achieving program goals
- The projected outcomes of the program are reasonable relative to the projected budget
- The applicant makes a clear case for the effectiveness of the program using relevant statistics and citing best practices or models
- The projected % of clients achieving outcome(s) is high relative to the budget and the complexity of the needs (see logic model)

Partner Credibility, Leadership, and Staff Time

- The organization is credible and has a history of achieving success in this program or similar programs
- The organization is willing to allot the appropriate amount of staff time to achieve the program's goals
- The organization has the expertise and capacity to achieve the goals, particularly the UWGNB program indicators selected in the application

Collaboration

- The organization has plans to collaborate to achieve its goals
- The collaboration cited eliminates or avoids duplication of effort
- The collaboration is compelling and innovative

Evaluation & Program Improvement

- The organization has standard protocols and/or software to capture data on clients and outcomes; they clearly have the capacity to measure the UWGNB program indicators they selected
- The organization has clearly defined plans to evaluate their program
- The organization has clearly describe how they plan to use that information to improve their proposed program in the future

Budget Narrative/Value of UWGNB Funding

- The organization clearly spells out how funding will be utilized over the course of the program/service(s)
- UWGNB funding comprises a significant portion of the program/service(s) budget
- The UWGNB funding is used appropriately to achieve the proposed objectives
- The program could not be sustained without UWGNB funding

Financial Health

- The organization has a healthy financial statement, audit, and organizational budget
- It's clear UWGNB's support will be helpful to this organization

Additional consideration may be given to programs that demonstrate the ability to partner effectively with United Way and others which are able to advance to UWGNB programs and strategies.

VI. Timeline

- March 8, 2019: Letter of Intent (LOI) phase opens
- March 24, 2019: Letters of Intent due
- April 1, 2019: Launch full application for those selected through LOI process
- April 21, 2019: Proposals due
- May 20-June 7, 2019: Interviews/site visits
- July 1, 2019: Anticipated Award Announcements
- July 1, 2019: Funding begins
- June 30, 2020: Funding ends

Grantees are also expected to submit a midyear and final report to UWGNB.