



2022 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 nearly 70 years has been working to address the most pressing needs in the community. As a leading non-profit in the Southcoast, in addition to operating our own programs, we have raised and invested over \$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, Financial Stability, and Basic Needs.

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. Through Community Impact grants, non-profits may apply for a minimum of \$10,000 and a maximum of \$25,000

United Way funding is provided for programs, rather than agencies. Awards are intended for 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. United Way knows that people and operational costs are mission critical.

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.

III. Priority 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.

Equity is a core value and the foundation of the United Way of Greater New Bedford, from our engagement with volunteers and donors to our investments in the communities which we serve, to our interactions with the public. We define equity as the fair participation of everyone in a society where all people can participate, prosper, and reach their full potential. Equity occurs when barriers based on race, gender, sexual orientation, and other identities are dismantled.

We will use Racial Equity as a lens in our grantmaking. We will prioritize efforts that overtly address racial disparities in communities of color in Education, Income, Health and Basic Needs.

United Way of Greater New Bedford seeks proposals for projects that align with any of the following areas.

HEALTH

We envision 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 behavioral health services, services for chemical dependency, senior services, childhood trauma counseling, programs and disability services

Program Indicators:

- Residents who received preventative health care services
- Residents who accessed needed programs and/or resources for a disability
- Seniors who accessed needed programs and/or resources
- Children who received treatment for trauma due to abuse or neglect
- Residents who received counseling or treatment for drug or alcohol addiction
- Residents who received behavioral 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.

EDUCATION

We envision a community where all children and youth achieve their full potential. We support improving student outcomes and engaging families in the education of their children so children have the opportunity for educational attainment and life success.

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: Empowered and Engaged Families

Goal: Families are supportive and engaged in the education of their children setting them up for success in school.

Program Indicators:

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

FINANCIAL STABILITY

We envision a community where individuals and families are on a path toward stability, self-sufficiency, and 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

We envision a community where those in need of basic necessities, such as nutritious food; safe, secure, and affordable shelter/housing; clothing; and transportation receive direct assistance and support. 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 \$350,000-\$500,000 in annual investments through this RFP. Investments will begin in July 2022, and end in June 2023.

Reporting & Milestones

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

Grantees are required 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 photos, if applicable
- Performance of the program/service as it relates to the selected Education, Financial Stability, Health, and Basic Needs 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 are required 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

How to Apply

- 1) Visit unitedwayofgnb.communityforce.com to create an account or login if you have previously applied for funding through United Way of Greater New Bedford.
- 2) Applicants are required to submit applications via CommunityForce including:
 - a. a full application
 - b. logic model

After applying, applicants may be required to participate in an interview as part of the evaluation process.

For questions, contact Michelle N. Hantman, President & CEO, mhantman@unitedwayofgnb.org, (508) 994-9625 ext. 212.

Eligibility Requirements

- Non-profits and public entities are eligible to apply for one program/service. Only one application per organization, some exceptions may apply.
- Proposals may come from collaborations and networks as well as standalone organizations.
- Applicants may apply for up to 1 year of funding.
- If your organization is currently receiving Community Impact grant funding, you are eligible to submit a new application as long as you have completed your Mid-year Grant Report (covering the period July 1, 2021-December 31, 2021) via CommunityForce.

Proposal Evaluation Criteria

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

Program Alignment with UWGNB priorities

- Program fits UWGNB target issues identified in this RFP. Applicants must aim to address at least one target issue in UWGNB's Health, Education, Financial Stability, and Basic Needs impact areas.
- The organization serves all people and does not discriminate on the basis of race, color, religion, national origin, sex, gender identity, sexual orientation or disability.
- 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

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

- 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

- May 5, 2022: RFP opens
- May 27, 2022: Proposals due 12:00PM NOON
- May 31, 2022: Organizations needing an interview will be notified
- June 9, 2022:* Interviews (organizations should tentatively block this date from 9am-3pm)
- June 27, 2022: Anticipated Award Announcements
- July 1, 2022: Funding period begins and Grants Agreement Due
- October 4, 2022:* Community Impact Celebration
- January 27, 2023: Midyear report is due (July 2022- December 2022)
- June 30, 2023: Funding period ends
- July 28, 2023: Final reports due (for period of January 2023 – June 2023)

*Dates/times/locations to be confirmed.