

**UNITED WAY NCA
2018-2019 REQUEST FOR PROPOSALS (RFP)
COMMUNITY IMPACT GRANTS**

United Way of the National Capital Area (United Way NCA) is pleased to announce the release of the Request for Proposals (RFP) for its 2018-2019 Community Impact Grants process. The RFP will cover the program period of - January 1, 2018 – December 31, 2019.

Grants will be awarded for a period of one year, with the possibility of an additional year renewal. Grant renewals will be based strictly on the availability of funds, program performance (outcomes) and compliance with the terms of the grant agreement.

United Way NCA is committed to creating lasting change with measurable improvements for people in need in the Washington metropolitan area. As a convener, collaborator and catalyst for change, our vision is to create a thriving community where adults and children have access to education, financial stability and good health, which are the building blocks to self-sufficiency and a high quality of life.

As part of that commitment, United Way NCA invests in high performing organizations that provide programs and services that align with our strategic priorities in two ways: 1) Direct Targeted Investments and 2) Community Impact Grants. Community Impact Grants are donor-designated funds directed toward quality local programs that benefit communities in the eight (8) regions that we serve. Funding is granted to partner nonprofit organizations through a competitive application process.

UNITED WAY NCA REGIONS

*Alexandria * Arlington * District of Columbia * Fairfax/Falls Church *
Loudoun County * Montgomery County * Prince George’s County * Prince William County*

UNITED WAY NCA’S 2018-2019 INVESTMENT PRIORITIES

Focus Areas	Strategic Priorities / Impact Areas	Programming Needs
Education	<ol style="list-style-type: none"> 1. Middle Grade Success 2. Mentoring 	<p>Academic and social supports for middle school students in low to moderate income families; out of school learning opportunities; medical and dental services within schools; mental health services within schools; nutrition education; family support and engagement.</p> <p>Recruiting and engaging mentors for students; raising post-secondary education and career exposure; connecting youth (especially boys of color) to caring adult mentors</p>
Financial Stability	<ol style="list-style-type: none"> 3. Financial Independence 4. Homelessness & Affordable Housing 	<p>Access to financial coaching, free tax preparation, benefits enrollment, housing counseling, entrepreneurship assistance, and budget and credit counseling for low to moderate income individuals.</p> <p>Helping individuals gain access to permanent housing and wrap-around services.</p>

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Health	<p>5. Healthy Eating & Active Living</p> <p>6. Basic Needs Support</p>	<p>Access to healthier food choices for children and families; nutrition education; physical activity and education; and youth obesity prevention in low to moderate income schools/communities.</p> <p>Emergency and basic needs supports for individuals and families, including clothing, food, shelter, rent, and utility assistance; access to prescription assistance, primary medical, dental, vision and mental health care.</p>
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WHO IS ELIGIBLE FOR FUNDING

Current United Way NCA partner nonprofits affiliated with United Way NCA for the 2017-2018 campaign year are eligible to apply for Community Impact Grants during the open application period.

FUNDING GUIDELINES FOR GRANTS AWARDED FOR 2018-2019

- Funding for programs in any of the eight (8) regions may be requested for a *minimum* of \$10,000/per year and a *maximum* of \$25,000/per year.
- Programs must align within one of the six (6) Priority Areas specified in this RFP.
- Organizations may apply for grants to support **one (1) program per region.** Organizations may apply for the same program in multiple regions. Therefore, the maximum number of applications for funding for any organization would be eight (8), assuming one (1) program in all eight (8) regions.
- Organizations may apply for funds to start a new program, or for the expansion of an existing program.
- Grant funding can be used for operational, administrative, staffing and supply expenses required to support the program.
- Community Impact Grants **cannot** be used for capital expenditures such as building, plans, construction or renovation.
- Organizations that are awarded grants will be required to submit interim six-month progress reports (in July 2018 & 2019) and an end of year report (by Dec 31, 2018 & 2019) on program outcomes.

PROGRAM OUTCOMES

United Way NCA recognizes the importance of collecting and utilizing data to help us in our storytelling efforts and in articulating how the work that you do translates into a valuable return on investment and impact in our communities. The following is a list of program outcomes for each of our 2018-2019 investment priorities. All applicants are required to report on 1) Number of unduplicated individuals served by this grant (please specify the population served [e.g. students/adults/families]); 2) County of residence; and 3) Number of referrals to 2-1-1.

In addition, we require all applicants to select and report on a minimum of **six (6) measures** in the

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program area that you are requesting funds. The reporting requirements are as follows:

1. **Four (4) measures** should come from the list of measures below that corresponds with the area which you are applying for. A competitive application may wish to include additional measures from the list. You are welcome and encouraged to report on as many additional measures that you are reasonably able to collect data and report on.
2. Acknowledging that you may already collect data and report on other outcome measures not included in our list, you may report up to two (2) additional measures of your own if you so desire.

Impact Areas	United Way Outcomes
<p>Education:</p> <ul style="list-style-type: none"> • Middle Grade Success • Mentoring 	<ol style="list-style-type: none"> 1. Number of students who improved math grades 2. Number of students who improved English grades 3. Number of students who improved attendance during the current school year 4. Number of students who improved behavior – (decrease in school suspensions and expulsions compared to last school year) 5. Number of students who passed to the next grade level 6. Number of parents/caring adults engaged with students <ol style="list-style-type: none"> a. Time spent reading to students b. Time spent helping with homework c. Attendance at parent-teacher conferences d. Number of mentoring relationships
<p>Financial Stability:</p> <ul style="list-style-type: none"> • Financial Independence 	<ol style="list-style-type: none"> 1. Number of individuals who increased savings 2. Number of individuals who obtained a financial banking product 3. Number of individuals who reduced debt 4. Number of individuals who received income supports/benefits 5. Number of individuals who improved credit 6. Number of individuals who created or maintained a budget
<p>Financial Stability:</p> <ul style="list-style-type: none"> • Homelessness & Affordable Housing 	<ol style="list-style-type: none"> 1. Number of households who obtained safe shelter, supportive or transitional housing 2. Number of households who obtained permanent affordable housing 3. Number of households who remained in their homes, avoided eviction, or avoided foreclosure 4. Number of individuals who were educated on housing rights and/or how to secure permanent housing 5. Number of individuals who purchased a home 6. Number of individuals who received mortgage assistance

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<p>Health:</p> <ul style="list-style-type: none"> • Healthy Eating/Active Living: 	<ol style="list-style-type: none"> 1. Number of individuals who increased participation in Physical Fitness activities <ol style="list-style-type: none"> a. Adolescents b. Adults 2. Number of individuals who utilized a private or public recreational center for healthy activity/exercise 3. Number of individuals who increased participation in nutrition education classes/activities <ol style="list-style-type: none"> a. Adolescents b. Adults 4. Number of individuals who utilized farmers markets and/or mobile markets for healthy food. 5. Number of individuals meeting the USDA/HHS recommended 5-9 daily serving requirement for fruit and vegetable consumption. 6. Number of individuals meeting the minimum HHS Physical Activity Guidelines <ol style="list-style-type: none"> a. Adolescents – (60 minutes daily) b. Adults (150 minutes per week)
<p>Health:</p> <ul style="list-style-type: none"> • Basic Needs Support 	<ol style="list-style-type: none"> 1. Number of households who received emergency assistance <ol style="list-style-type: none"> a. Rental/Mortgage b. Utility 2. Number of households who received food assistance <ol style="list-style-type: none"> a. Number of meals or days of groceries provided 3. Number of individuals who received prescription assistance, primary medical, dental vision or mental health care services <ol style="list-style-type: none"> a. Students b. Adults 4. Number of individuals who enrolled in food assistance program (SNAP/WIC/Senior Farmers' Market Nutrition Program/Child Nutrition Program/Other) 5. Number of individuals who enrolled in medical insurance <ol style="list-style-type: none"> a. Children (CHIP) b. Adults (Medicaid/Medicare/Private Insurance) 6. Number of individuals who utilized an alternative place for health care, other than an emergency room, when they are sick or in need of advice about their health.

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APPLICATION PROCESS

Step 1 – RFP: Review United Way NCA’s Request for Proposals (RFP) to determine if your program aligns with our Strategic Priorities (outlined on pages 1 & 2).

Step 2 – LOI: Complete and submit the mandatory online Letter of Intent (LOI) between **August 31, 2017 – September 15, 2017**. Instructions to complete the online LOI will be emailed separately to all eligible partners.

Step 3 – Apply: Online grant applications will be accepted between **September 25, 2017 – October 13, 2017**.

APPLICATION TIMELINE

August 31, 2017 <i>(Thursday)</i>	<ul style="list-style-type: none"> Request for Proposals (RFP) published LOI sign-on information emailed to all eligible partners
September 15, 2017 <i>(Friday)</i>	<ul style="list-style-type: none"> Deadline for LOI submission (5:00 pm)
September 25, 2017 <i>(Monday)</i>	<ul style="list-style-type: none"> Online grant application opens
September 29, 2017 <i>(1:30-3:30 pm, Friday)</i>	<p><u>Q&A Grant Informational Sessions</u> September 29: 1:30-3:30 pm 1101 15th Street, NW, Washington, DC</p> <p>October 3: 9:30-11:30 am 1101 15th Street, NW, Washington, DC</p> <p>October 5: 1:30-3:30 pm 7415 Arlington Blvd, Falls Church, VA</p>
October 3, 2017 <i>(9:30-11:30 am, Tuesday)</i>	
October 5, 2017 <i>(1:30-3:30 pm, Thursday)</i>	
October 13, 2017 <i>(Friday)</i>	<ul style="list-style-type: none"> Completed Grant Applications due (5:00 pm)
October 20, 2017 – November 10, 2017	<ul style="list-style-type: none"> Community Impact Grant Review Process
December 2015	<ul style="list-style-type: none"> Slate of recommended grant awards approved by United Way NCA Board of Directors
January 2016	<ul style="list-style-type: none"> Grant awards announced Mandatory “Grant Reporting” Training Community Impact Grant funds awarded Mandatory regional check presentations and media opportunities begin

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GRANT REVIEW PROCESS

Regional Councils in each of the eight (8) United Way NCA regions develop Community Impact Grant Review Panels with various community members and volunteers who understand the needs of the community. The grant reviewers will take into account the unique assets and needs in each local area and evaluate all applications utilizing the following three key criteria:

1. Financial and program accountability
2. Impact on community needs
3. Collaboration with other organizations

The regional review panels will make funding recommendations to United Way NCA's Board of Director's Community Impact Committee, who will make the final decision on grant awards.

FAQS AND TECHNICAL ASSISTANCE

Frequently Asked Questions (FAQs) and detailed application instructions will be available on United Way NCA's website in September. Technical assistance related to the RFP, LOI, and use of the online grant application system can be requested via email at grants@uwnca.org.

We at United Way NCA appreciate your leadership in creating stronger communities. Together, we can make a difference in the lives of people in need and create meaningful change.

THANK YOU!