

Strategic Community Grants Program  
**2021-2022 Request  
for Proposals**

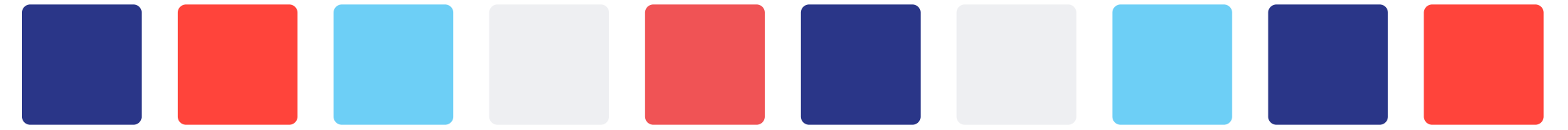


**United Way  
of Broome County**

Presented by: Paula Perna, Lindsey  
Mott, Holly Welfel  
Date: 11/17/2020



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# Agenda

- 1. Introduction to the Strategic Community Grants**
- 2. Application Requirements**
- 3. Narrative Section and Resources**
- 4. Attachments**
- 5. Next Steps**



## INTRODUCTION

# Investment Timeline

**November 20**

**Letters of Intent**  
(LOIs) due at 3 pm.

**December 7 - 11**

**Office Hours** with  
United Way staff.  
Registration is  
required.

**January 15**

**Applications** due at  
3 pm.

**January - May**

Volunteer **Impact**  
**Councils** review  
applications and  
recommend funding  
decisions. Your  
organization may be  
contacted for **follow-**  
**up information.**

**May 2021**

United Way of  
Broome County  
notifies applicants of  
**funding decisions.**

**June 15**

Deadline for  
**funding contracts** to  
be signed and  
returned to UWBC.



## INTRODUCTION

# Strategic Community Grants Program

- **Strategic Priorities Grant Program**
- **Basic Needs Grant Program**
- **Healthy Lifestyles Coalition (HLC) Grant Program**



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INTRODUCTION

# Strategic Priorities Grant Program



**Health**



**Education**



**Financial Stability**

## INTRODUCTION

# Health

A stronger community is built by promoting healthy eating and physical activity, expanding access to quality healthcare, and fostering healthy environments and relationships.

## GOALS

- 1. Increase access to healthcare and support the social, emotional, and mental health of all individuals.**
- 2. Assist with the reduction of obesity and associated long-term risks for chronic disease.**



## KEY STRATEGIES

**Support social, emotional, and mental health**

**Increase access to healthcare**

**Promote a healthy and safe environment**

**Increase access to healthy food and increase physical activity**



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## INTRODUCTION

# Education

Every child, regardless of race or income, deserves a high-quality education and the opportunity to learn and achieve their full potential.

### GOALS

1. Increase the quantity and quality of early childcare programs in Broome County.
2. Increase reading proficiency in 3rd-grade assessments.
3. Increase middle school success.
4. Increase high school graduation rates.



### KEY STRATEGIES

Support early literacy, reading proficiency, and school readiness

Developmentally and academically prepare children for Kindergarten

Increase middle school, high school, and post-secondary success

Provide work readiness and soft skills training for youth



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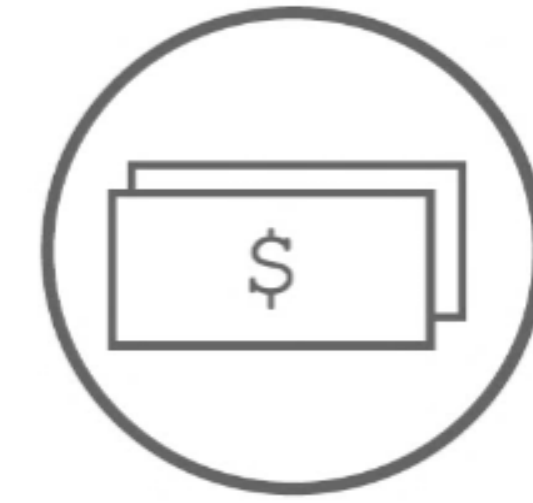
## INTRODUCTION

# Financial Stability

Creating pathways to financial stability through attaining better employment, increasing income and financial literacy, and building savings and assets will allow all Broome County residents to prosper economically.

### GOALS

- 1. Decrease the impact of poverty and associated barriers to self-sufficiency.**
- 2. Increase employment, advancement, and educational opportunities.**



## KEY STRATEGIES

**Increase employment and advancement opportunities**

**Provide mentorship programs**

**Increase financial literacy programs**

**Increase access to improved housing options**



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## INTRODUCTION

# Basic Needs Grant Program

Meeting peoples' basic needs and reducing poverty through targeted initiatives transform individuals' lives, moving them from crisis to self-sufficiency. Ensuring basic needs such as food, shelter, and safety is the first step to identifying the complex, long-term issues individuals and families face.



**FUNDING TO  
SUPPORT**

**Access to  
food.**

**Emergency  
shelter.**

**Domestic  
violence  
prevention.**

**Disaster relief  
and  
preparedness.**



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## INTRODUCTION

# Healthy Lifestyles Coalition

The Healthy Lifestyles Coalition (HLC) began in late 2012 through a Conrad and Virginia Klee Foundation grant. In 2017, United Way of Broome County started to funding the program as a signature Collective Impact Initiative.

The HLC and its partners understand and recognize that without engaged community members and agencies working together, real changes are not sustainable.

**Currently, the target area for the HLC are the North and East Sides of Binghamton. (13901 & 13904)**



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## INTRODUCTION

# Healthy Lifestyles Coalition

The HLC is a community collaboration that empowers neighborhood residents to adopt healthy lifestyles and achieve positive health outcomes.

## PRINCIPLES

1. Physical environment is safe, clean, and promotes physical activity and socialization.
2. All residents feel connected regardless of geography or generation.
3. All residents are healthy in mind, body, and spirit.



## OBJECTIVES

Advocate for the adoption of healthy lifestyle behaviors, through the creation of structural supports, environmental changes, and/or policy initiatives

Support the social, emotional, and mental health of all individuals

Increase access to and participation in physical activities for all individuals

Increase access to and consumption of healthy foods and beverages all individuals

## APPLICATION REQUIREMENTS

# Eligibility Requirements

- ✓ **Be a not-for-profit, tax-exempt organization**
- ✓ **Be incorporated or chartered under appropriate federal, state, or local statutes**
- ✓ **Abide by federal and state laws regarding non-discrimination**
- ✓ **Have an active, locally based, volunteer Board of Directors that meets regularly, makes policy decisions, and holds election of officers**
- ✓ **Have an administrative structure with defined lines of responsibility, a mission statement, and bylaws**
- ✓ **Be financially stable and perform a regular budgeting process**
- ✓ **Have current license, certification, and permits if applicable**



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## APPLICATION REQUIREMENTS

# Letter of Intent – *due 11/20*

[\(https://www.uwbroome.org/loi/\)](https://www.uwbroome.org/loi/)

- **Contact Information**
- **Organizational Information**
- **Proposed Program Information**
  - **Description**
  - **Requested funding amount & total program budget**
  - **Multi-year?**
  - **Target area/population & number of clients to be served**
  - **Grant area – Health, Education, Financial Stability, Basic Needs, or HLC**
  - **Quantity Measures & Results Indicators**



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## APPLICATION REQUIREMENTS

# Multi-Year Funding

Applicants can apply for multi-year funding.

- **Must have strong intermediate outcomes and measurement details**
- **Must meet ongoing reporting requirements and terms of contract**
  
- **Approved on a program by program basis**
- **You can be awarded a grant, but have a multi-year funding request denied**
- **Approved for 2 years of funding, but not at a specific amount – amount is dependent on campaign and program performance**



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## APPLICATION REQUIREMENTS

# Multi-Year Supplemental Application

Recipients of multi-year funding during the 2020-2021 grant cycle do not need to complete an LOI or the full 2021-2022 application. Instead, they have been given access to a supplemental application, due January 15.

- **Application score from 2020-2021 will carry through to 2021-2022**
- **Provide updates to your program as needed in the narrative section**
- **You must provide all attachments, including an updated proposed program budget**
- **You may revise your requested funding amount**



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**NARRATIVE SECTION**

# Rubric

Section	Maximum Points
<b>Organizational History</b>	5
<b>Need for the Program</b>	20
<b>Program Description</b>	25
<b>Past Program Success</b>	10
<b>Collaboration</b>	10
<b>Evaluation Plan</b>	20
<b>Program Budget</b>	10
<b>Total Possible Points</b>	100



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**NARRATIVE SECTION**

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Program Budget	10
<b>Total Possible Points</b>	<b>100</b>



## **NARRATIVE SECTION**

# Narrative Section Tips

- **Read the RFP**
- **Gather the information you need**
- **Answer each question – be concise but thorough**
- **Use rubric to guide where you invest your energy**
- **Write proposal in a separate document, and then paste it into our website**
  - **First, check word limits!**
- **Remember the people reading your application may not be familiar with your organization or program**



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# Narrative Section Resources

- **General Writing Assistance**
  - Grammarly
  - Flesch-Kincaid Readability Test
  - A Progressive's Style Guide
- **Blogs, articles, etc.**
  - Guidestar/Candid Blog
  - Nonprofit Hub
- **Online Low Cost/No Cost Courses**  
([www.thoughtco.com/online-grant-writing-courses-4176282](http://www.thoughtco.com/online-grant-writing-courses-4176282))
  - Nonprofit Ready
  - Candid (formerly Grantspace)
- **Books – Amazon Bestsellers in Nonprofit Fundraising and Grants**  
(<https://tinyurl.com/y27wn8mq>)
  - Perfect Phrases for Writing Grant Proposals
  - The Only Grant-Writing Book You'll Ever Need



**NARRATIVE SECTION**

**1. Organizational History – *5 points***

**Past Program Success – *10 points***

**a. What is the organization's mission?**

**b. What prior experience does the organization have in the delivery of this or a similar program?**

**c. Describe the past success the proposed program has achieved.**

*How does the proposed program support your overall mission?*

*How do you know the program will be successful?*



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## NARRATIVE SECTION

# 2. Need for the Program – *20 points*

a. Identify the community need the program will address and provide relevant data/local statistics that support program's need.

b. What is the demand for this program, and how does the organization know that demand will continue? This may include service trends from the program, such as increased usage, inquiries, etc.

*Provide data on the county level  
whenever possible.*

*Need vs. Demand – is there both?*



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## NARRATIVE SECTION

# Data Sources

- **US Census and American Community Survey ([census.gov](https://www.census.gov))**
- **Community Commons ([communitycommons.org](https://communitycommons.org))**
- **Broome County Prevention Needs Assessment ([gobroomecounty.com](https://gobroomecounty.com))**
- **Broome County Community Health Assessment ([gobroomecounty.com](https://gobroomecounty.com))**
- **ALICE Report (<https://unitedforalice.org/new-york>)**
  - **UWNYS CEO Brenda Episcopo's presentation on the ALICE report (<https://www.uwbroome.org/resources/>)**



*Make sure you are using the latest version of the data available.*

## NARRATIVE SECTION

# 2. Need for the Program – *20 points*

- c. Does anyone else in the area offer the same or similar services?
  - i. If “No”, then explain why the program is not meeting any other need in the community.
  - ii. If “Yes”, then explain what other agencies in the community offer a similar or parallel service. How is the proposed program different?

*Do you have a good sense of what other organizations are providing similar services, and what specific niche your program fills?*



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NARRATIVE SECTION

### 3. Program Description – *25 points*

- a. Provide a brief summary of the program/project.
- b. What is/are the program's target population(s)? Please be specific (i.e. 25 women of color in the Village of Endicott). Will the program target groups that have been historically marginalized?

*If you were describing this program to someone unfamiliar with it, what would you say? Take 2-3 paragraphs...*

*Who and how many people will you serve? Does the program have an equity focus?*





## NARRATIVE SECTION

# 3. Program Description – *25 points*

c. Describe the specific activities that will be undertaken, including the number of people expected to be impacted, responsible staff, and the target date for completion.

d. What are the short-term, measurable objectives of the proposed program that will meet the stated long-term goal(s)?

e. What is/are the long-term goal(s) of the program/project?

*What will the program do?*

*What are your goals during the funding cycle?*

*How does the program relate to UWBC's overall goals?*

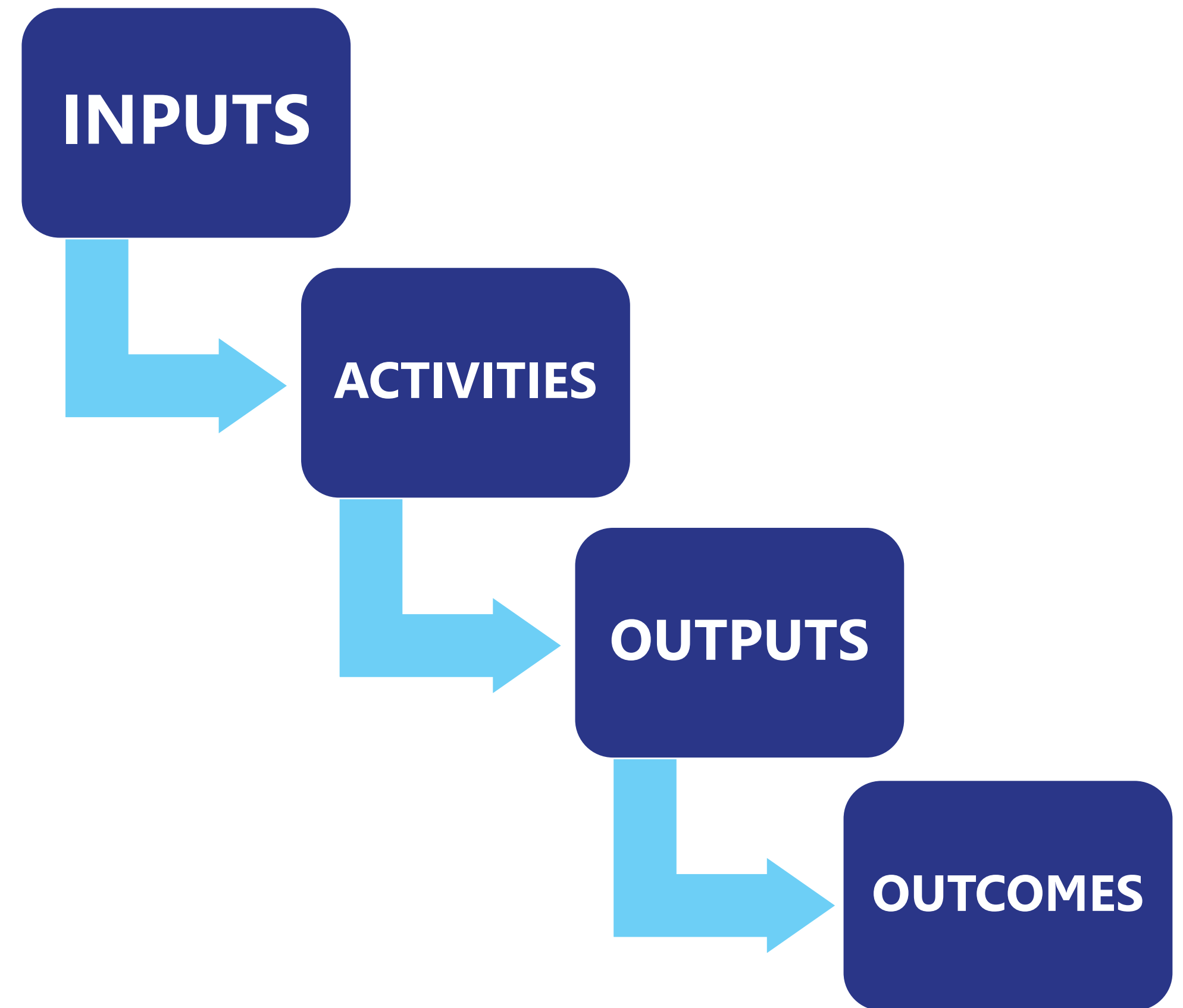


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PROGRAM DESCRIPTION

# Logic Models

- **Program Evaluation 101 with Dr. Kristina Lambright**  
(<https://www.uwbroome.org/resources/>)



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### 3. Program Description – *25 points*

- f. What is the minimum amount needed to run the proposed program?
- g. What impact would a partial award have on the proposed program?
- h. If the program will continue beyond the period funded by this grant, what are the plans to continue its funding?

*What level of funding would be acceptable?*

*At what point would the program be drastically impacted – either unable to function or unable to fulfill its objectives?*

*Quantify/qualify the impact of receiving funding less than your requested amount.*

*How will the program sustain itself? Do you plan to reapply?*



**NARRATIVE SECTION**

## 4. Collaboration – *10 points*

- a. List who your organization will be collaborating with to meet the stated goal(s).**
- b. What experience/value does each collaborator bring to the program?**
- c. What aspects of the program are collaborating partners responsible for?**

*Who shares your goals? How are you accountable to one another? How do your coordinate activities?*



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# 5 Conditions of Collective Impact



## COLLABORATION

# Mutually Reinforcing Activities

“Collective impact initiatives depend on a diverse group of stakeholders working together... by **encouraging each participant to undertake the specific set of activities at which it excels in a way that supports and is coordinated with the actions of others... Each stakeholder’s efforts must fit into an overarching plan if their combined efforts are to succeed.** The multiple causes of social problems, and the components of their solutions, are interdependent. They cannot be addressed by uncoordinated actions among isolated organizations.”

**-John Kania and Mark Kramer, “Collective Impact,”**

([https://ssir.org/articles/entry/collective\\_impact](https://ssir.org/articles/entry/collective_impact))



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**NARRATIVE SECTION**

## 5. Evaluation Plan – *20 points*

- a. How is success defined for the program?**
- b. Describe how success will be measured, including the resources and tools to be utilized (surveys, pre- and post-tests, client feedback, etc.).**

*What does success look like, and how will you know if you are successful?*



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**NARRATIVE SECTION**

## 5. Evaluation Plan – *20 points*

**c. What quantity measures will the program track?**

**d. What results indicators will the program track?**

*Shared Measurement Framework –  
p. 18 – 23 of the RFP*

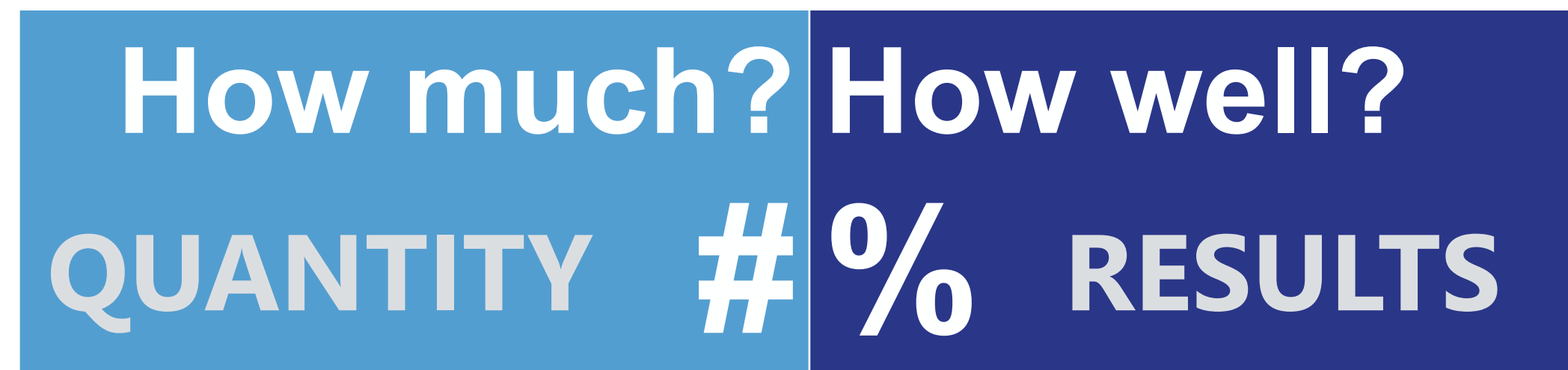


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## EVALUATION PLAN

# Measurement Framework



- **Select at least 1 Quantity Measure and 1 Results Indicator**
  - Basic Needs only needs a Quantity Measure
  - Must be under the correct Building Block for your program
  - Must be under the same goal
- Indicators should not duplicate data – choose the best fit
- Think quality over quantity when it comes to selecting indicators



# SMART Goal Setting

**S** Specific: Define a clear, specific goal.

**M** Measurable: Make sure you can track progress.

**A** Attainable: Create a goal that is realistic.

**R** Relevant: Ensure your goal aligns with the organization.

**T** Time-bound: Assign a target date to keep accountable.

**NARRATIVE SECTION**

## 5. Evaluation Plan – *20 points*

- e. How will program performance be evaluated?**
- f. Describe how the program tracks its clients demographic information (such as age, race, ethnicity, gender, etc.).**

*How will data collected be used to improve the program?*

*Are mechanisms in place to track this?*



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ATTACHMENTS

# Program Budget – *10 points*

**You must use the template on our website.**

**(<https://www.uwbroome.org/nonprofit-funding/>)**



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Line Item	United Way of Broome County Funding		Other Outside Funding		Organization Contribution	
	<i>Year 1</i>	<i>Year 2</i>	<i>Year 1</i>	<i>Year 2</i>	<i>Year 1</i>	<i>Year 2</i>
Salaries						
Benefits and Taxes						
Rent, Utilities, Maintenance						
Phone/IT and Equipment						
Supplies						
Travel/Meetings						
Contractual/Professional Fees						
Training						
Marketing/Publicity						
Postage/Printing						
Program Expenses						
Other Expenses						
<b>TOTAL</b>	\$	\$	\$	\$	\$	\$
<b><i>Total Cost of Program (Year 1)</i></b>	\$					
<b><i>Total Cost of Program (Year 2)</i></b>	\$					
<b><i>Total Funding Request (Year 1)</i></b>	\$					
<b><i>Total Funding Request (Year 2)</i></b>	\$					

## ATTACHMENTS

# Other Attachments – *Used by PAC to determine reporting schedule*

- **Agency Budget (3 years)**
  - **Prior Year**
  - **Current Year**
  - **Future Year**

*FAQ: January to December fiscal year vs. July to June fiscal year*



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Test Agency  
 Current Year Agency Budget vs Actual YTD  
 7.1.2019-9.30.2019

	<u>Budget</u>	<u>Actual</u>
	<u>Jul 19-Sept 19</u>	<u>Jul 19-Sept 19</u>
Income		
1000 - United Way of Broome County	25,000.00	25,000.00
1100 - Foundation/Corporate Grants	100,000.00	85,000.00
1200 - Fees-for-Services	50,000.00	42,000.00
1300 - Private Donations	40,000.00	55,000.00
1400 - Fundraising & Special Events	10,000.00	15,000.00
Total Income	<u>225,000.00</u>	<u>222,000.00</u>
Expense		
2000 - Payroll Expenses	150,000.00	135,000.00
2100 - Fringe Benefits	18,000.00	16,000.00
2200 - Supplies	18,000.00	20,000.00
2300 - Travel	5,000.00	4,200.00
2400 - Printing and Postage	8,500.00	8,800.00
2500 - Contractual Fees	10,000.00	15,000.00
2600 - Professional Development	10,000.00	13,000.00
2700 - Equipment	2,500.00	2,400.00
Total Expense	<u>222,000.00</u>	<u>214,400.00</u>
Net Ordinary Income	3,000.00	7,600.00

## ATTACHMENTS

# Other Attachments – *Used by PAC to determine reporting schedule*

- **Financial Statements**
  - > \$750,000: an independent CPA's audit report and financial statements with the corresponding management letter**
  - > \$250,000 and < \$750,000: an independent CPA's review report and financial statements**
  - < \$250,000 internally reviewed financial statements signed by a Board representative**





## ATTACHMENTS

# Other Attachments –

- **Board List: You must use the template on our website.**

[\(https://www.uwbroome.org/nonprofit-funding/\)](https://www.uwbroome.org/nonprofit-funding/)

- **Proof of tax exempt status: IRS determination letter or Form 990**



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# Next Steps

- 1. Fill out an LOI by 11/20 ([www.uwbroome.org/loi/](http://www.uwbroome.org/loi/))**
- 2. You will be given access to the application on our website via email**
- 3. If needed, schedule an appointment for office hours – 12/7-12/11 (<https://uwbroome.appointlet.com/s/officehours/staff>)**
- 4. Submit your application by 1/15**



Thank you!

Questions?

Lindsey Mott, Community Initiatives Manager  
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