

**September 14<sup>th</sup>, 2018**

# **United Way of Lane County Grant Information Session**

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United Way of Lane County

# Today's Session

- What United Way of Lane County does
- How the Live United Fund works
- Overview of the 2019 Community Investments grant opportunities
- How to apply for a grant
- Review process
- Questions



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United Way of Lane County

# United Way of Lane County

- Founded by Alton F. Baker in 1946
- **Mission:** *Creating opportunities for a better life for all*
- What we do:
  - Assess the needs of the community
  - Raise funds and invest in our community
  - Mobilize people to action
  - Measure results



CREATING OPPORTUNITIES FOR A BETTER LIFE FOR ALL

community leadership ♦ compassion ♦ equity & inclusion ♦ impact ♦ innovation ♦ integrity ♦ volunteerism

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# Our Focus

**Strategic focus:** *Ensuring that kids in Lane County can be successful in school and life*

## Outcome Areas:

1. Families are healthy & stable
2. Kids enter kindergarten ready to learn
3. Students are successful in elementary school
4. Youth gain the knowledge and skills to create a pathway to productivity



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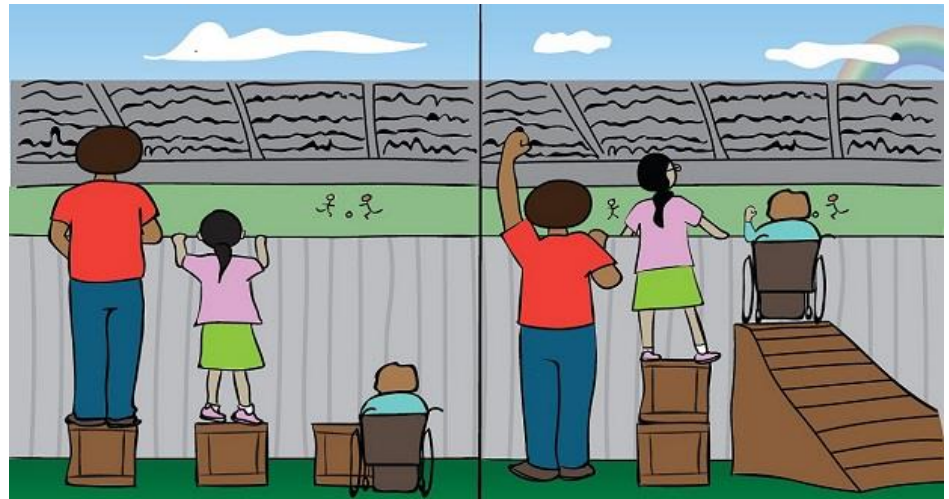


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# Equity

**Our definition:** Each and every community member will be provided with the opportunity and resources they need individually to thrive.

**Priority populations:** Families navigating poverty, families living in rural communities, children with disabilities and/or developmental delays, and racial/cultural/ethnic historically underserved populations.



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# Live United Fund

- Annual campaign to raise revenue for grants
- Grant applications reviewed by community panels
- Grant awards based on available funds raised
- Monthly allocations
- Ongoing relationship (Speaker's Bureau, Human Service Forum, etc.)



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# Community Investments

## Board of Directors

- Sets course and strategic direction
- Makes final decisions

## Community Investment Steering Committee

- Operationalize the board's priorities
- Make funding recommendations

## Volunteer Review Panels

- Content and context experts
- Trained in scoring criteria

## Staff

- Field questions from applicants
- Feed information back to CISC and board

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Working together so kids in Lane County can be successful in school and life.

#### PRIORITY OUTCOMES:

1. All families are stable and healthy.
2. All children enter kindergarten ready to learn.
3. All students are successful in elementary school.
4. All youth gain the knowledge, skills and credentials to create a pathway to productivity.

### UNITED WAY GRANTS: COMMUNITY INVESTMENT AWARD FRAMEWORK

	COMMUNITY TRANSFORMATION	COMMUNITY SUPPORT	COMMUNITY INNOVATION
<b>DESCRIPTION</b>	Community Transformation awards are intended to foster and support strategic, long-term approaches to effecting positive systemic change for children and youth in our community. We aspire to support cross-sector, multi-agency collaboratives which are operating with a common agenda, shared measurements, and a backbone organization.	Community Support awards are intended to support projects and organizations that demonstrably increase stability for children and families in Lane County. These awards may be used for programs, activities, or organizational capacity, and can also be used to support collaborative efforts between multiple agencies.	Community Innovation awards are intended to support local nonprofits and community groups in trying new ideas, challenging assumptions, taking thoughtful risks, and getting outside of "business as usual." These awards emphasize learning, prototyping, and sharing findings back out to the community.
<b>AWARD SIZE AND DURATION</b>	Awards of \$100,000-150,000 annually for a three-year time frame	Awards of \$10,000-50,000 annually for a two-year time frame	Awards of \$5,000-20,000 for a 1 to 12 month time frame
<b>APPLICANT</b>	Multi-agency collaborative proposals only; lead applicant should be determined by partners	Multi- or single-agency proposals	Multi- or single agency proposals. We encourage proposals from community-based groups partnering with a nonprofit fiscal sponsor
<b>TIMELINE</b>	<b>July 16, 2018:</b> Letter of Inquiry (LOI) published <b>August 15:</b> Letter of Inquiry due <b>September 14:</b> Response to LOI <b>December 3:</b> Full proposal due <b>March 2019:</b> Awards announced	<b>September 3, 2018:</b> Letter of Inquiry published <b>October 1:</b> Letter of Inquiry due <b>November 1:</b> Response to LOI <b>December 14:</b> Full proposal due <b>March 2019:</b> Awards announced	<b>January 1, 2019:</b> Request for Proposals published <b>January 31, 2019:</b> Proposals due <b>March 2019:</b> Awards announced



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LIVE UNITED United Way

About Us | What We Do | Get Involved | News & Events | Find Help | [+ GIVE NOW](#)

Community Investment Framework [GIVE](#) [ADVOCATE](#) [VOLUNTEER](#)

**Overview**

**What We Focus On**

**Educator**

- Lanterns
- Social Innovation Fund Award
- State Transition To School Program
- WITAP Partners
- Little Free Libraries
- Nurturing Parenting Curriculum Training
- Preschool Promise New Pilot Presents Opportunity
- Preschool Promise: Regularly
- Triple P Program - Positive Parenting Matters

**Financial Stability**

- Financial Stability Partnership
- Free Tax Preparation
- Your Money, Your Goals: A Financial Empowerment Toolkit
- Get to the End of the Month with Money Left Over

**Health**

- 100% Health Coalition
- Live Healthy Lane
- 2015 Community Health Needs Assessment
- Community Health Improvement Plan
- Lane Equity Coalition
- Low Cost Medical and Dental Clinics
- FamilyWise Discount Cards

**Basic Needs**

- Homeless Services

**Community Investments**

- Funded Programs
- Community Investment Framework

**Annual Reports**

- ALICE
- 2016 Annual Report
- 2015 Volunteer Engagement Report
- 2017 Annual Report

**Newsletter**

[Click here to download the 2019 Investment Framework Eligibility & Definitions](#)

[Community Transformation Awards – Open Now](#)

Letters of Inquiry accepted from July 16th – August 15th

[Download Transformation Letter of Inquiry](#)

[Download Reviewer Criteria](#)

[Community Support Awards – open September 3rd](#)

Letters of Inquiry accepted from September 3rd – October 1st

[Community Innovation Awards – open January 1st 2019](#)

Proposals accepted from January 1st-January 31st 2019

# Website\*

**Cover letter:** context, Outcome Areas, award descriptions, commitment to equity, Collective Impact

*\*Hint: Google “United Way Lane County Community Investment Framework”*

## Grant Framework Overview & Definitions




## Download Application Materials and Reviewer Criteria

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# Support Awards



United Way of Lane County  
COMMUNITY SUPPORT AWARD LETTER OF INQUIRY (LOI)

Released: September 3, 2018  
Due: October 1, 2018

United Way invites Letters of Inquiry from applicants whose goals are aligned with our vision of *ensuring that children in Lane County are successful in school and life*. Community Support Awards are intended to support projects and organizations that align with one or more of our four [Outcome Areas](#). These grant awards may be used to deliver programs, sustain or increase organizational capacity, or enhance collaborative partnerships focused on a mutual goal.

- **When are LOIs due?** LOIs are due by 5 PM on October 1<sup>st</sup>, 2018. If invited to submit a full proposal, applicants will receive the Request for Proposal (RFP) by November 1<sup>st</sup>, and full proposals will be due on December 14<sup>th</sup>.
- **When will awards be made?** Awards will be announced in March 2019, and funding will begin on July 1, 2019.
- **What is the size and duration of award?** Awards will be between \$10,000 and \$50,000 annually, for a two-year commitment, subject to annual review.
- **Who is eligible to apply?** Applicants that meet our [eligibility criteria](#), including 501c3 nonprofit organizations and community groups working with a fiscal sponsor.
- **What sort of proposal would be a good fit?** Examples of strong proposals include:
  - Proposals that are well-aligned with United Way's Outcome Areas and share our commitment to [advancing equity](#)
  - Program or service delivery proposals with clearly articulated outputs and/or outcomes, and a realistic plan to assess and evaluate impact based on an existing baseline
  - Organizational capacity proposals that present a compelling case for how long-term organizational capacity will be sustained or increased with a grant award
  - Collaborative partnership proposals that present a common goal/s shared by partners, and illustrates how the proposed project draws on the unique strengths of each partner
- **How will proposals be evaluated?** Reviewers will be asked to evaluate whether proposals:
  - Provide a clear description of the community need, target population and geographic area
  - Show how activities or objectives are related to one of United Way's [Outcome Areas](#)
  - Include a substantive plan to evaluate impact
  - Please see our [Reviewer Criteria](#) document for more information
- **Frequently asked questions:**
  - We have received funding from United Way in past award cycles, but our work is not closely aligned with the new Outcome Areas. Should we still apply? **Your proposal will be competitive only if it is aligned with one of United Way's four Outcome Areas.**
  - If we are not invited to submit a full proposal, can we re-apply for another one of United Way's awards in this application cycle, or in the future? **Yes.**
  - Can we submit more than one LOI, or participate in multiple collaborative proposals? **Yes.**
  - If we are successful in implementing a collaborative partnership project with a Support award, will we be eligible to apply for a Transformation award on a future cycle? **Yes. We envision collaborative partnership projects as an opportunity for grantees to build capacity to implement a Transformation award in the future.**

## Award overview

- Due date
- Description of award intent
- Size & duration
- Who should apply
- What would be a good fit
- How proposals will be evaluated
- Frequently asked questions

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# Support Awards



United Way of Lane County  
COMMUNITY SUPPORT AWARD LETTER OF INQUIRY (LOI)

## How to apply

To apply for a Community Support Award, prepare a document with the following information:

1. **Applicant Information** (this should be a cover page or the first section of your submission):
  - a. Name of organization (or name of lead applicant if a collaborative proposal)
  - b. Executive Director
  - c. Grant Contact (if different from Executive Director)
  - d. Contact Information (email and phone)
  - e. Name of proposal
  - f. Primary Outcome Area targeted
    - i. Any other Outcome Areas your proposal will address
  - g. Amount of funding requested
  - h. Geographic area of the work
  - i. Agency budget
  - j. Number of staff
  - k. Indicate whether you have received United Way funding in the past
2. **Letter of Inquiry** (1,000 word limit):
  - a. Name of the proposal and a brief description
  - b. What type of funding you are requesting (one or more)
    - i. Program delivery (activities and services for clients)
    - ii. Organizational capacity (general operating support or capacity building)
    - iii. Collaborative partnership (two or more applicants working together)
  - c. Target population and rationale
  - d. Geographic area and rationale
  - e. Primary activities and objectives directly related to your targeted outcome area(s)
  - f. What measurable results or changes you are aiming for, and how you plan to measure results
  - g. How the perspective and experience of intended beneficiaries of the work have been involved in its design
  - h. How this proposal will support your long-term success and build the organization's capacity to achieve its mission
  - i. Amount of funding requested
  - j. How funding will be used to work towards your intended outcomes (note: this should be a narrative description of how funding will be used, not a budget)
  - k. Any additional funding / resources that will be used to supplement this initiative

Proposals should be emailed in PDF form to [community@unitedwaylane.org](mailto:community@unitedwaylane.org) no later than 5 PM on Monday, October 1<sup>st</sup>. With questions, contact [jpruch@unitedwaylane.org](mailto:jpruch@unitedwaylane.org).

## Applicant Information

- Organization contact information and background (budget, staff)
- Name of proposal and primary Outcome Area

## Letter of Inquiry

- 1,000 word limit (~2.5 pages)
- Type of funding requested
- Summary of the proposal
- Activities and objectives
- Expected results and how you will measure results
- Perspective of intended beneficiaries
- Long-term vision
- Requested funding (narrative)




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# Support Awards

  	United Way of Lane County COMMUNITY SUPPORT AWARD LETTER OF INQUIRY SCORING CRITERIA
<u>Compliance with instructions</u>	
<ul style="list-style-type: none"><li>• Proposal was submitted on time</li><li>• Applicant Information section was complete</li><li>• Letter of Inquiry meets word count limit</li></ul>	
<u>Project Summary (65%)</u>	
<ul style="list-style-type: none"><li>• Target population &amp; rationale<ul style="list-style-type: none"><li>◦ Clear description of target population</li><li>◦ Strong rationale for serving this population</li></ul></li><li>• Geographic area and rationale<ul style="list-style-type: none"><li>◦ Clear description of the targeted geographic area</li><li>◦ Strong rationale for serving this geographic area</li></ul></li><li>• Primary activities and objectives directly related to targeted Outcome Area(s)<ul style="list-style-type: none"><li>◦ Activities are clearly aligned to targeted Outcome Area(s)</li><li>◦ Activities clearly connect to the objectives</li></ul></li><li>• What measurable results or changes you are aiming for, and how you plan to measure results<ul style="list-style-type: none"><li>◦ Proposal describes clear and measurable results/changes connected to the targeted Outcome Area(s)</li><li>◦ Applicant has a clear plan and demonstrates readiness to measure results/changes</li></ul></li><li>• How the perspective and experience of intended beneficiaries of the work have been involved in its design<ul style="list-style-type: none"><li>◦ The initiative has meaningfully engaged input from the intended beneficiaries of its activities or programs</li></ul></li><li>• How this proposal will support your long-term success and build the organization's capacity to achieve its mission<ul style="list-style-type: none"><li>◦ Answer is clearly articulated and shows how the proposal fits with the organization's long-term plans</li></ul></li></ul>	
<u>Funding (10%)</u>	
<ul style="list-style-type: none"><li>• How funding will be used to work towards the intended outcomes<ul style="list-style-type: none"><li>◦ Response explains how dollars will be used to support activities, staff, and infrastructure/capacity</li></ul></li><li>• Any additional funding/resources that will be used to supplement this work<ul style="list-style-type: none"><li>◦ Response demonstrates a financial and/or in-kind commitment to the work beyond United Way funding</li></ul></li></ul>	
<u>Strength of concept (25%)</u>	
<ul style="list-style-type: none"><li>• Reviewer reflects on the strength of the applicant's concept as a whole<ul style="list-style-type: none"><li>◦ The proposal presents a compelling case for achieving positive impact in one of United Way's Outcome Areas</li><li>◦ The applicant is likely to be able to achieve the changes they are aiming for with the funds they are requesting</li><li>◦ The initiative is aligned with United Way's commitment to advancing equity</li></ul></li></ul>	

## Reviewer Criteria

- Reflects Letter of Inquiry prompts
- How scoring is weighted

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# Application Submission

- Deadline is 5 PM on due date
- All grant materials should be submitted as PDFs by email to:  
[community@unitedwaylane.org](mailto:community@unitedwaylane.org)
- Supporting documents for full proposal (**not** required for letter of inquiry)
  - IRS Determination Letter
  - Most recent 990
  - Most recent financial statements
  - Current organizational operating budget
  - List of Board of Directors



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# Review Process

- Different review panel(s) for each award
- **Scoring Criteria:**
  - Fits the intent of the award
  - Clear description of community need, target population and geographic area
  - Connection to one of UWLC's Outcome Areas
  - Equity & representation
  - Evaluation plan
  - Long-term vision

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# Post-award

- Annual reporting requirement
  - Progress update on outcomes/outputs
  - Financial report
  - Opportunity to collaborate/troubleshoot
- Coordinate annual employee campaign
- Opportunity to participate in Human Service Forum and other technical assistance / collaborative programs



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# Grant seeker tips

- Apply for the award that fits best
- Use appropriate data/statistics to make the case for your proposal
- Address all of the questions/prompts clearly - don't make reviewers hunt for your answers
- Convey how your proposal works to solve a specific problem or fills a specific niche or gap
- Contact us (early) with questions



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# Guiding Principles

- **Collaborative** investments that promote an interconnected network of partners working towards mutually reinforcing goals.
- Investments make **measurable impact** on our Outcome Areas.
- Investments are **substantial enough** to make meaningful impact.
- Invest in agencies that leverage other resources and are **sustainable** beyond the term of UWLC funding.
- **Transparency**: UWLC will make data and outcomes available to stakeholders and the community.

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# Questions?

**Jared Pruch**, Associate Director of Community Impact

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# What is Collective Impact?

**Collective Impact is the long-term commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem at scale.**



# Achieving Large-Scale Change through Collective Impact Involves Five Key Elements

## Common Agenda

- **Common understanding** of the problem
- **Shared vision** for change

## Shared Measurement

- **Collecting data** and **measuring results**
- **Performance management** and **learning**
- **Shared accountability**

## Mutually Reinforcing Activities

- **Differentiated approaches**
- Willingness to **adapt individual activities**
- **Coordination** through joint plan of action

## Continuous Communication

- **Consistent** and **open communication** Internally and externally
- Focus on **building trust**

## Backbone Support

- Dedicated **staff**
- Resources and skills to **convene** and **coordinate** participating organizations

Source: Channeling Change: Making Collective Impact Work, 2012; FSG Interviews