



United Way of Johnson County  
Community Priority Grants

2009-10 Request for Proposals Packet

Issued: August 21, 2009

Deadline: 4:30 p.m. Tuesday, September 22, 2009

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UNITED WAY OF JOHNSON COUNTY  
Community Priority Grants  
2009 Request for Proposals

## What is a community?

A community is a collection of neighborhoods, schools, churches, civic clubs, ball teams, PTOs, PTAs, scout troops and all those diverse groups that play an important role in making this a better place in which to live.

Our community is a vital part of the mission of the United Way of Johnson County. To support this important work, the United Way has created a fund that is available to community groups for innovative health and human service projects. Grants will provide one-time, short-term funding for special projects that will make an impact in our community.

## What kinds of projects will qualify?

A strong candidate for a Community Priority Grant project is one that 1) serves a health or human service purpose, 2) begins with a creative and innovative idea, 3) generates strong community interest and volunteer involvement, and 4) positively impacts the community.

## What kinds of groups can apply for this funding?

Eligible groups must be nonprofit organizations in Johnson County. This may include: United Way partner agencies, neighborhood organizations, civic groups, environmental groups, scouting troops, schools, churches, fraternal organizations, arts groups, clubs, volunteer initiatives, membership organizations, and other similar groups. Individuals are NOT eligible.

## What types of requests would NOT be appropriate?

These funds are not designed to support ongoing social service programs or to sponsor annual events. These funds will also not fund capital campaigns. However, proposals for short-term social service-related projects will be considered on an individual basis.

Priority will be given to proposals that:

- Use innovative and collaborative approaches to create community impact in one or more of the following areas: improved client outcomes; decreased service fragmentation and duplication; streamlined or integrated services; reduction of costs; and/or maximized use of community resources.
- Address one or more community concerns identified by the UWJC Community Impact Council:
  - Increasingly complex and severe needs of individuals and families including the need to address multiple issues, such as substance abuse, mental health, domestic violence, child abuse;
  - Barriers to self-sufficiency such as employment, housing, physical and mental health, child care, transportation;
  - Barriers to accessing services such as isolation, transportation, language, cultural differences, literacy, documentation;
  - Needs of an aging population including long-term care, interim care, and respite services;
  - Increasing incidence and acuteness of mental health issues, especially for parents and children;
  - Services for youth and youth development programs.
- Address recognized gaps in services or meet needs that have been documented by other community needs assessments or data sources.
- Use research-based practices and/or approaches that have proven to be successful.
- Maximize efficiency including capacity, process, and quality improvements and/or leverage other resources.

For additional information on trends, priorities, and successful approaches identified by the UWJC Community Impact Council, refer to the attached summary.

#### Funding Parameters

The grant funding period will be October 15, 2009–September 30, 2010.

Grant awards will be for one year only. It is acceptable for an agency to request funding for a program that was funded the previous year, but these requests will be treated as new proposals and are not guaranteed funding. In addition, these requests must include documentation of outcomes from the previous year, and provide evidence that the program will either conclude with this grant or be sustainable by other means. An organization may receive Community Priority grant funding for the same program for a maximum of three consecutive years.

Funds may not be used to supplant existing funding.

#### Selection Criteria and Process

Proposals will be reviewed and evaluated by the United Way Community Impact Council using the criteria outlined below. The Council will make funding recommendations to the Community Investment Committee. The Community Investment Committee will review and approve the recommendations and will present the recommendations to the United Way Board for the final funding decisions. Grant awards will be announced following the October 2009 UWJC Board meeting. All applicants will be notified in writing of the funding decision.

The UWJC Board will provide the final review and shall have decision-making authority for all grant awards. United Way reserves the right to fund the programs that are determined to best further the mission of the United Way of Johnson County and achieve the purposes of this RFP, not necessarily the highest scoring proposals. If there are insufficient numbers of qualified projects, the United Way reserves the right to not grant all available funding.

#### General Presentation (5%)

##### *Considerations:*

- Is the application complete?
- Does the proposal meet all the requirements and conform to the guidelines?
- Is the proposal thorough and clearly presented?
- Is the depth of information provided appropriate for the amount of funding requested?

#### Program/Services (60%)

##### *Considerations:*

- Is the need documented and clearly described?
- Does the proposed project use a collaborative approach to address the identified need? (*see the working definition of collaboration on page 6*)
- Does the proposed project use innovative and creative approaches to address the identified need?
- Does the proposed project leverage additional resources or community assets to address the identified need?
- Is the population who will be served clearly identified?
- Is the method for engaging participation described?
- Are the services or activities to be provided clearly outlined?
- Is there a likelihood of successful implementation of the proposed project?

#### Program Evaluation (20%)

##### *Considerations:*

- Are the desired outcomes for the proposed project provided?

- Are the desired outcomes for the proposed project feasible, given the scope and the capacity of the project?
- Are the indicators that will measure the success of the proposed project described?
- Are the indicators appropriately linked to the desired outcomes for the proposed project?
- Are the methods that you will use to gather data described?
- Are tools included as attachments to the proposal?

#### Fiscal Management (10%)

##### *Considerations:*

- Is the budget provided complete and accurate?
- Does the budget provide appropriate detail to justify the line items?
- Is the budget reasonable and cost effective?
- Are plans for sustainability of the proposed project at the conclusion of the granting period addressed?
- Are opportunities for leveraging additional funds for the proposed project described?

#### Provider Qualifications (5%)

##### *Considerations:*

- Capacity and ability of the lead organization to undertake the project.
- Effectiveness of the collaboration developed for this project.

#### Requirements for Grant Application

- You must submit a separate application for each program for which funding is requested.
  - Proposals must follow the attached format.
  - Proposals must include a cover page, project summary, proposal narrative, and a complete budget. **The proposal narrative should not exceed six 8.5" x 11" pages, using 12-point font, with margins at least .75".**
  - Number the pages in the proposal and include a header with the name of the applicant on each page.
  - Letters of commitment from collaborative partners are required, but do not submit general letters of support.
  - Limit attachments to letters of commitment and evaluation tools.
  - Unreadable proposals (small print, no margins, single-spaced etc.) may have a negative impact on your score.
  - **Proposals, including attachments, must be submitted electronically to [pfields@unitedwayjc.org](mailto:pfields@unitedwayjc.org).**
- Attachments should not exceed 500 KB.

- Letters of commitment from community partners—organizations and/or individuals—may be submitted via e-mail.
  - Letters should come from the community partner's e-mail address.
  - Letters can be submitted as an attachment or in the body of the e-mail.

**Proposals must be received by 4:30 p.m. Tuesday, September 22, 2009.** Proposals received after the deadline will not be considered for funding.

**Questions regarding this RFP or the application process should be addressed to Patti Fields, [pfields@unitedwayjc.org](mailto:pfields@unitedwayjc.org); phone 338-7823.**

#### Grant Administration

Grant recipients will be required to submit two progress and expenditure reports—one covering the first 6 months of the project and one year-end report—following the format provided by United Way.

Grants of \$5,000 or less will be paid in one lump sum. Grants of over \$5,000 will be paid in two equal sums. The first payment will be made by the end of October 2009; the second payment will be made in April 2010, pending receipt of the progress report.



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Funding Request Format

Include the following on the Cover Page:

- Date of application
- Name of the project to be funded / Name of agency submitting request
- Name of contact person, title, address, phone and fax numbers, email address
- Amount of funding request
- Project summary—a brief and concise description of the program or services  
The project summary should include an **outcome statement**. For example,  
“The purpose of *(the project)* is to provide *(service or activity)* to *(service population)* in order to *(outcome)*.”

Proposal Narrative

- Identify need**
  - o Describe the community need for the project for which you are requesting funds.
  - o Cite documentation, needs assessments, and/or other data that indicate the need.
- Program or project description**
  - o Identify the population that will be served:
    - eligibility and selection requirements
    - geographic, socio-economic, and demographic information
    - number of people the project is expected to serve
  - o Describe the program, services, or activities that will be provided.
  - o Indicate the basis on which you believe this approach will be effective.
  - o If this project was previously funded by a UWJC Community Priority, include the outcomes or results that were achieved.
  - o Project timeline
- Collaboration**

*A collaborative relationship includes a commitment to: a definition of mutual relationships and goals; a jointly developed structure and shared responsibilities; mutual authority and accountability for success; and sharing of resources and rewards.*

  - o Identify community partners—agencies and individuals—with whom you will work on this project to use innovative and creative approaches to a community need; to improve client outcomes; to reduce service fragmentation or duplication; to enhance,

streamline, or integrate services; and/or to maximize community resources.

- o Outline the collaborative relationship and the goals of the project.
- o Describe the collaborative structure and the division of responsibilities.
- o Identify how resources will be shared.
- o Describe how this project builds on existing efforts, approaches the community need creatively, promotes efficiency, and/or leverages additional resources or community assets.

#### **□ Evaluation**

##### *Outcomes*

Clearly state the outcomes to be achieved by this project.

- o How will participants' circumstances be improved as a result of this project?
  - o What behaviors, knowledge, skills, or attitudes will be changed?
- Outcomes should be realistic and appropriate to the project.

##### *Indicators*

Identify the indicators you will use to measure your success.

##### *Method*

Describe the method you will use to evaluate the success of your project.

- o How you will gather data?
- o You may attach evaluation tools, surveys, or forms that you intend to use.

#### **□ Budget**

- o Address sustainability of the project. Will this project continue after the grant period? If so, what are your organization's plans for sustaining this particular project or service?
- o Address your ability to leverage additional funds to support or build upon this project, if applicable.

Using the format below, provide a complete budget for the project. Your budget should provide enough information to justify your line items.

Identify all sources of support for the project, including support (funds or in-kind) from collaborators, and other funding sources for the project (contributions, other grant funding, etc.).

#### **□ Provider Qualifications**

##### **If you are a United Way Partner Agency:**

- o Discuss why your agency is the most appropriate lead agency to undertake this project.
- o Describe the effectiveness of the collaboration that you have assembled for this project.

**If you are not a United Way of Johnson County Partner Agency, please provide the following:**

- o Your organization's mission statement
- o Your organization's ability to perform the work and manage the budget for the proposed project
- o Qualifications of key staff at your organization

Before UWJC funding is approved, nonprofits that are not UWJC partner agencies may be required to submit additional documentation, including:

- o Proof of 501(c)3 nonprofit or equivalent status
- o Organization history and budget
- o A copy of the organization's most recent audit
- o A copy of the organization's most recent IRS Form 990
- o A list of the organization's Directors and Officers
- o Additional information, as deemed necessary by United Way of Johnson County

**United Way of Johnson County**  
**2009-10 Community Priority Grants**  
**Funding Request Budget Format**

<b>Budget Item</b>	<b>UWJC Community Priority Grant</b>	<b>Support from collaborators and other sources (funds and in-kind)</b> <i>(Specify amount and source)</i>
<b>Salaries and Benefits</b> <i>(Show positions and FTEs)</i>		
<b>Travel</b>		
<b>Supplies &amp; Operating Costs</b> <i>(Specify)</i>		
<b>Equipment</b> <i>(Itemize)</i>		
<b>Other</b> <i>(Specify)</i>		
<b>Total</b>	<b>\$</b>	<b>\$</b>

**Total Budget:**

**Total United Way**

**Request :**

UNITED WAY OF JOHNSON COUNTY  
Community Impact Council  
Community Priorities Summary

Community Trends

- More working poor** with increasing economic pressures and family instability
- Increasing diversity** and multiculturalism
- Aging population**; growth of the caregiver class; “sandwich generation”
- Reduced access** to services

Overarching Challenges and Issues for our Service Populations

- Increasingly complex and severe needs** of individuals and families—e.g. co-occurring issues such as mental health, substance abuse, domestic violence, child abuse
- Barriers to self-sufficiency**—e.g. living wage, affordable housing, health care, child care, transportation
- Barriers to accessing services**—e.g. language, culture, literacy, isolation, lack of documentation, transportation
- Need for long-term, interim, and respite care** services
- Increasing incidence and acuteness of mental health needs** (especially in children)
- Serving youth**—reduced access and shortage of funding sources

Strategies and Approaches that Work

- Collaboration**—working with other organizations to integrate services and make the most of existing resources
- Accessibility**—e.g. neighborhood and/or school-based services and resources
- Comprehensive services**—holistic, “wrap-around” family support
- Prevention and early intervention**
- Strong community** and informal support networks
- Efficiencies**—e.g. utilization of technology, volunteers, and students