

**FY18 Community Impact Grant
Request for Proposals (RFP) Guidelines
United Way of Washington County, MD**



United Way of Washington County, MD is pleased to release its FY18 Request for Proposals (RFP) for Community Impact Grants.

We look forward to receiving applications from our partner agencies, which include any Health and Human Service, 501 (C) 3 nonprofit organization serving Washington County residents.

FUNDING PRIORITIES, FY18

Financial Stability* Promoting financial stability and independence through financial literacy	
Goal Statement:	By June 30, 2018, initiate collaboration and development of evidence-based financial literacy programs in Washington County
Basic Needs* Providing access to the basic needs of life.	
Goal Statement:	United Way will provide Community Impact Funds for competitive grant awards that focus on providing basic needs supporting activities of daily living. This may include: food, housing assistance, clothing and access to health care.

*Refer to attached United Way Goals and Strategies at a Glance for further information

Eligible Applicants

1. Those 501 (C) 3 health and human service partner agencies that previously received allocations and/or grants, entered into Affiliation Agreements, and actively supported the United Way during Fiscal Years 12, 13, 14, 15,16 and 17.
2. Any Health and Human Service, 501 (C) 3 nonprofit organization serving Washington County residents.

Funding Guidelines

Applications for United Way Community Impact Funds will be prioritized, as follows:

1. Community Impact (CI) Funding may be requested for up to a maximum of \$100,000. This maximum may be exceeded for a true Collaborative Application submission defined as:

“A single application for a collaborative service effort that is submitted by two (2) or more organizations in which one partner will serve as the Fiduciary Agent. Each partner actively supplies distinctive / separate resources and services, having measurable outcomes and a common goal.”

2. Programs that leverage varied funding sources.

3. Programs must align with one of the United Way Goals and address one of the defined strategies. (ATTACHED).
4. Programs must align with one of the SCIP Goals (See SCIP document, available at <http://www.cfwcmd.org/strategic-community-impact-plan-scip.>)
5. CI funds may be used for program-related operations, staffing, and supplies.
6. The purchase of gift cards for use as program incentives / awards is not an allowable cost.

Application Process

**** You MUST follow these minimum requirements. Any application that has not been completed according to these Guidelines will be returned to the applicant.**

Step 1 – RFP: Review the United Way of Washington County, MD RFP to determine if your proposed program aligns with our 2017-18 Funding Priorities, listed above and included on our website. www.unitedwaywashcounty.org

Step 2 – ATTEND: Attendance at a Pre-proposal Training Meeting is mandatory. Contact Kathy C. Saxman, Director of Community Impact & Investments, at (301) 739- 8200 X 15 to sign-up to attend either of these Pre-Proposal Training Sessions:

DECEMBER 6TH AT 8:00 AM
OR
DECEMBER 14TH AT 2:30 PM

Step 3 – APPLY:

- a. Application must be submitted online
- b. Submit online application, due on January 11, 2017 by 10:00 A.M.
- c. Online application must include the following *Attachments*: ONE (1) copy of the following materials:
 - Board of Directors List including place of employment or retirement status, meeting dates and locations
 - Most recent IRS Form 990 or 990 EZ (Must match Date of Audit)
 - Most recent Audit, if required or GAAP review of Finances and Financial Policies by an Independent Certified Public Accountant
 - Signed Anti-terrorism Compliance Certification Form
 - Letter of Support from the Applicant's Board of Directors
 - CI Grant Applicant Certification Form

Step 4 – PRESENT: Applicants are required to present their applications to the United Way Grant Review Team. Staff will provide Advance notice to each applicant on Appointment Times.

Application Timeline

TIMELINE	ITEM
December 1, 2016	Request for Proposal (RFP) Released and Posted on UWWC Website
December 6, 2016 at 8:00 AM December 14, 2016 at 2:30 PM	Mandatory Pre-proposal Trainings
January 11, 2017	Grant Applications DUE (10:00 AM) **
March 16 & 17, 2017	Applicant Presentations
January – June 2017	Community Impact Grant Review Process
June 2017	Grant Awards Announced

** **NOTE:** No exceptions will be made. Any applications received after 10:00 A.M. on January 11, 2017 will not be eligible for review.

GRANT AWARD ANNOUNCEMENTS: All grant awards will be announced in June 2017.

GRANT AWARD PERIODS

With the FY16 funding cycle, United Way of Washington County, MD implemented multi-year grant awards. Quarterly reports will continue to be monitored. Funding will be withheld for failure to comply with the grant agreement, which includes meeting stated goals. The amount each year will remain the same as grant awarded in FY 16 unless there is (negative or positive) change in campaign revenue. This will be explained within the grant agreement.

- Education -- 3 Years (FY 2016 through FY 2018)
- Financial Stability -- 2 Years (FY 2016 through FY 2017);
3 Years (FY 2018 through FY 2020)
- Health -- 3 Year (FY 2017 through FY 2019)
- Basic Needs – 1 Year (FY 2018)

For the FY18 grant cycle, the Community Impact & Investment Committee has approved the above grant award funding cycles.

GRANT REVIEW

PROCESS:

The Community Impact & Investment Committee (CI Committee) of the United Way of Washington County, MD Board of Directors plans, directs and oversees CI Funding Application and Grant Review Processes. All applications are reviewed by Grant Review Teams (e.g., Financial Stability, Basic Needs) comprised of community volunteers and representatives of the CI Committee having expertise in the United Way Focus areas/ Grant Review areas.

The team members use the attached Rating Criteria to score the applications. Each Application is considered, based upon its financial and program accountability, the efficient and effective delivery of services,

impact on community needs, and collaboration with other organizations.

The Grant Review Teams make recommendations to the CI Committee, who then makes final recommendations to the United Way Board of Directors.

Technical Assistance /

Questions: Requests for technical assistance or questions on the RFP process, application or Grant Review Process* can be submitted to:

Kathy C. Saxman, Director of Community Impact & Investments
United Way of Washington County, MD
33 W. Franklin Street, Suite 203
Hagerstown, MD 21740
Telephone: (301) 739- 8200 X 15
Email:ksaxman@unitedwaywashcounty.org

***Note:** It is your responsibility to schedule an appointment for technical assistance in a timely manner.

Attachment 1: United Way of Washington County, MD FY18 Community Impact Grant Rating Criteria

Program Design – 15 Points

1. Is the program clearly defined?
 - Are activities clearly defined and connected to the needs statement and goals for the program?
 - Is justification for methods or approach provided?
2. Is overall program design succinct, concise and well thought out?
3. Does the program incorporate evidenced-based practices or tried and true methodologies for the delivery of services?
4. Are there existing programs / services in the community?
5. Are accessory / ancillary services provided (e.g., transportation, language interpretation, etc.)?
6. Is the program ready to begin?

Alignment – 30 Points

1. Is the program aligned to United Way's Goals and Strategies?
2. Is this program aligned to one of the SCIP's Goals and Strategies?
3. Is this program designed to serve a low-Financial Stability or at-risk population (e.g., newly homeless, veterans, seniors, children, disabled, ex-convicts)?
4. Is this agency “in-tune” with the root cause of the issue(s) this program addresses?
5. Does the agency demonstrate that they support the United Way mission (e.g., participation in events, hosts internal UWWC fundraising campaign)?

Engagement & Results – 35 Points

1. How clear are the program goals?
2. Are the goals specific, measurable, achievable, results-based and defined within a certain time span? (E, FS, H and BN)
3. Does the program demonstrate results?
4. Do they solicit feedback from their clients and respond to their needs?
5. Does the agency partner with others, showing a level of collaboration and continuity of services?
6. Is a plan provided to measure the program impact and success of the program clearly defined? (E, FS, H and BN)
7. Does the applicant provide a plan to ensure that output targets are met?
8. Does the Program indicate that outputs will be tracked that address client needs?

Use of Resources – 20 Points

1. Does the program have the ability to effectively accomplish the established program objectives?
2. How well does the agency leverage external resources and/or diversify funding sources?
3. There is a specific plan to operate the program after this funding period.

ATTACHMENT 2: PERFORMANCE MEASURE BASICS
Community Impact Grant, FY18
United Way of Washington County, MD

All grantees will be required to provide quarterly reports on programs awarded CI Funds. These reports will be submitted on the attached Performance Measure Form. The basis of these performance measures is S.M.A.R.T. Program Outcomes, which are summarized below.

Outcomes are the benefits or results a program has for its customers, clients, or participants. This allows programs to shift away from simply measuring outputs defined as the number of goods or activities provided or the number of clients served. Outcomes measure the good the program accomplishes. For example, academic achievement can be measured by looking at improvements made by students on test scores or report cards.

In measuring outcomes, we are trying to determine:

- What has changed in the lives of individuals, families, organizations or the community as a result of this program?
- Has this program made a difference?
- How are the lives of program participants better as a result of the program?

Make sure your outcome measures are "**S.M.A.R.T.**"

- **SPECIFIC**

Specifically state what you want to happen, where, and to whom as a result of your intervention Objectives should be specific.

Specific objective: At least 90 percent of county schools will institute campus wide no smoking policies by 2011.

Non-specific objective: To stop teens from smoking

- **MEASURABLE**

Identify the current baseline, value, and the level or amount of change that is expected. How much? How many?

Measurable Objective: To increase fruit and vegetable consumption among Montgomery Hospital workers by 50 percent by June 20012.

Non-measurable Objective: To ensure that the workers in Montgomery Hospital eat more fruit.

- **ACHIEVABLE**

Objectives should be achievable and realistic. You may want to begin with small steps, so the objective is not out of reach.

Achievable Objective: To reduce alcohol use by youth age 14-16 in Washington County by 5 percent by December 2012.

Non-achievable Objective: To stop youth from using alcohol

- **RELEVANT, RESULTS-BASED**

Objectives must be relevant or logically related to your overall goals. They must matter. Ask yourself if actual achievements will get you where you want to be in the long run?

Relevant objective: Developing pictorial instructions that can be understood at low reading levels to improve parent skills among people with low literacy by 10 percent in the next six months.

Irrelevant objective (or not relevant enough): To improve parenting skills among people with low literacy by teaching adults to play table pool

- **TIME-SPECIFIC**

Objectives should be time-specific. While you always hope and plan for permanent change, you must be realistic about when to measure the effect that you can achieve. You must plan results within a specific time frame.

Time-specific objective: To reduce the proportion of adults in the U.S. who smoke to 12 percent by 2012 (a specific goal of Healthy People 2010)

Non-time-specific objective: To reduce the proportion of adults in the U.S. who smoke to 12 percent

PROGRAM PERFORMANCE MEASURES, FY18
United Way of Washington County, MD

Grantee: _____

Program: _____

MEASURE	BASE YEAR (FY17)	TARGET YEAR (FY18)	RESULTS (FY18)				
			QTR 1	QTR 2	QTR 3	QTR 4	TTL
What / How Much Do We Do? (OUTPUTS)							
How well do we do it? (Organizationally)							
Is Anyone Better Off? (OUTCOMES)							

**Attachment 3:
FY18 Community Impact Grant Budget Form**

Sample Completed Budget Form:

United Way of Washington County, MD Community Impact Grant Budget Form									
LINE ITEMS	UWWC Budget Request	Total Amount of Approved Other Funds	Sources and Amounts of Each Other Fund			Total Program Budget			
			Flannigan Fund	Jose's Fund	Golf Event				
Salary- Student Recruitment Coordinator (UWWC @ 20% FTE)	10,000.00	40,000.00	25,000.00	15,000.00		50,000.00			
Annual XYZ Program Coordinator (UWWC 30% FTE)	15,000.00	35,000.00			35,000.00	50,000.00			
Secretarial Support (UWWC 10% FTE)	2,500.00	22,500.00	10,000.00	12,500.00		25,000.00			
Fringe Benefits @ 40%	11,000.00	40,000.00	40,000.00			51,000.00			
Travel (100 miles per month @.565 per mile X 12 months)	678.00	-				678.00			
Staff Training to include consultant fee of \$1,500 and Travel cost \$500	2,000.00	-				2,000.00			
Office Supplies to include printing/copying expense of \$500 for brochures Monthly office supplies at \$50 per month X 12 months totalling \$600	1,100.00	-				1,100.00			
Staff Supervision (5% of Executive Directors Time)	-	6,500.00			6,500.00	6,500.00			
Audit	-	250.00				250.00			
Totals	42,278.00	144,250.00	75,000.00	27,500.00	41,500.00	186,528.00			
	23%	77%				100%			

**Community Impact Funds, 2017-18
United Way of Washington County, MD**

Sample Budget Narrative

Personnel

Bob @ 20% time & effort [0.20FTE] at \$50,000 annual salary \$10,000
 Bob will coordinate student recruitment into the XYZ Program. He will visit high schools, measure performance and will generate the publications and reports needed for the program and sponsor. He will dedicate one day per work week to these tasks.

Wendy @ 30% time & effort [0.30FTE] at \$50,000 annual salary \$15,000
 Wendy will teach the courses described in the Program Description, conduct follow-ups with students, coordinate the Annual XYZ Program Seminar and manage finances. She will dedicate three half-days per work week to these tasks and will teach 9 credit hours.

Secretarial Support (to be named) @ 10% time & effort [0.10FTE] at \$25,000 annual salary. \$2,500
 A secretary from Bob's department will dedicate one half-day per work week to generating requisitions and data entry for the XYZ Program.

Fringe Benefits @ 40% \$11,000

PERSONNEL SUBTOTAL \$38,500

In-state Travel \$678
 Travel to local high schools - Year 1 for recruitment, speeches, and visits.
 (100 miles per month X \$0.565 per mile X 12 months)

Staff Training \$2,000
 Site training required to implement the XYZ Program. Consultant Fee of \$1,500 plus Travel cost of \$500

Office Supplies \$1,100
 Includes printing/copying expense \$500 for program brochure)
 Monthly office supplies at \$50 per month .X 12 months = \$600

OTHER SUBTOTAL \$3,778

Total Costs \$42,278

Attachment 5: FY18 Community Impact Grant Goals & Strategies

1. Funding Statement

United Way of Washington County, MD will strategically approach the education of our community through funding collaborative and evidence-based programs focusing on school readiness, healthy life styles, financial literacy, and basic needs, as aligned with SCIP.

2. Grant Awards

With the FY16 funding cycle, United Way of Washington County, MD implemented multi-year grant awards. Quarterly reports continue to be monitored. Funding is withheld for failure to comply with the grant agreement, which includes meeting stated goals. The amount of the grant each year remains the same as the initial year grant award of a multi-year grant unless a (negative or positive) change in campaign revenue occurs. This will be explained within the grant agreement.

- Education -- 3 Years (FY 2016 through FY 2018); 3 Years (FY 2019 through FY 2021)
- Financial Stability -- 2 Years (FY 2016 through FY 2017); 3 Years (FY2018 through FY 2020)
- Health -- 3 Years(FY 2017 – through FY2019)
- Basic Needs – 1 Year (FY 2018)

Before the FY18 grant cycle, the Community Impact & Investment Committee will evaluate all current and ongoing grants and bring recommendations for changes to grant awards and funding cycles to the Board as needed.

3. United Way of Washington County, MD Initiatives

- a. Day of Caring
- b. Day of Action
- c. Dolly Parton's Imagination Library
- d. Summer Learning Loss
- e. FamilyWize
- f. 2-1-1 MD

FINANCIAL STABILITY	
Promoting financial stability and independence through financial literacy.	
<u>Problem Statement:</u> Washington County has a high number of households experiencing financial instability and housing insecurity.	
<u>Goal Statement:</u> Initiate collaboration and development of evidence-based financial literacy programs in Washington County.	
Strategies:	Performance Measures:
<p>1. Integrated service delivery model provides economic, employment, educational and supportive coaching to assist the household in becoming stable.</p>	<ul style="list-style-type: none"> ● # of clients enrolled in programs specifically addressing an individual's ability to work and provide food, shelter, etc. for himself/his family ● # increasing financial knowledge ● # increasing credit score ● # who become banked ● # who prepare federal tax return ● # who prepare state tax return ● # who increase household Financial Stability ● # who move to a more stable housing situation

Basic Needs*
Providing access to the basic needs of life.

Problem Statement: A high number of Washington County residents' are considered "poor" or "working poor" and should be provided access to critical assistance.

Goal Statement: United Way will provide Community Impact Funds for competitive grant awards that focus on providing basic needs supporting activities of daily living. This may include: food, housing assistance, clothing and access to health care*.

Strategies:

1. Programs providing residents access to necessary and critical supports to live.
2. Programs providing residents access to living essentials.
3. Referrals to appropriate Education, Financial Stability, Health programs.

Performance Measures:

- # of client visits
- # of items (e.g., food, clothing, school supplies, prescriptions) distributed
- # of children and youth receiving free or reduced meals
- # of households stabilized through support (e.g., first month's rent, security deposit) to permit them to remain in existing home or to obtain a new rental housing placement
- # of households receiving crisis assistance for utility shut-offs or heating fuel assistance (e.g., gas, wood, fuel oil, kerosene, electric), etc.
- # of referrals to appropriate Education, Financial Stability, Health programs

*Access to healthcare provides for the wellbeing of the uninsured and underinsured individual by ensuring basic healthcare, specifically primary / general medical and dental care.

UNITED WAY OF WASHINGTON COUNTY, MD'S INITIATIVES

United Way of Washington County, MD provides funding to support specific initiatives adopted by the Board of Directors that help it fulfill its mission and vision:

Our Mission Through strategic leadership and investments United Way of Washington County will impact community improvement and inspire collaborations to address critical needs in education, financial stability, health and basic needs.

Our Vision All people of Washington County will have the opportunity to realize their hopes, dreams, and potential through our caring community.

Initiatives:

1. **Day of Caring** – assists elderly and disabled homeowners with projects that may help them stay in their homes or live independently longer.
2. **Strategic Community Impact Plan** – collecting community-wide data, creating goals and strategies to impact the quality of life in Washington County, MD. (\$5,000)
3. **Dolly Parton Imagination Library (DPIL)** - fosters a love of reading among preschool children and their families by mailing them a free book each month, regardless of their family's income
4. **FamilyWize** – provides individuals and families with universally accepted prescription discount card.
5. **2-1-1 MD** – provides a connection to appropriate services to those who are in need.