

Request for Proposals

United Way of York County

Financial Stability Partner Grants

January 18, 2022

I. Summary

This funding opportunity is an invitation to join United Way of York County (UWYC) in their **Bold Goal to help 3,000 York County families achieve financial stability by 2030**. Key components of this initiative include program performance evaluation, shared performance measures, and collaboration. The three funding categories are:

1. Financial Literacy
2. Workforce Development
3. Economic and Family Support

UWYC is accepting funding proposals until March 30, 2022 for the grant period beginning July 1, 2022. Applicants must submit a Letter of Interest by February 15, 2022.

This grant cycle is expected to be for one year, ending June 30, 2023. Continued investment in this initiative is dependent on grantee performance and continued alignment with United Way of York County's investment priorities.

II. Funding Goals, Strategies, and Measures

All applicants must be able to describe their alignment to UWYC's Bold Goal. UWYC will only provide funding support to organizations that have demonstrated the ability to directly address one or more financial stability priorities in the areas of Financial Literacy, Workforce Development, or Economic and Family Support.

UWYC intends to fund projects that support working families in achieving financial stability. Projects should target the root causes and implement innovative solutions to:

1. Improve the knowledge, skills, and employability of the local workforce
2. Increase knowledge of financial literacy practices and implement sound financial practices.
3. Support families on the path to financial stability

Target population for all programs must include at least one of the following:

- Participants who are unemployed, underemployed, or not earning income at the Self Sufficiency Standard for family size.
- Single female head of households

Please refer to the [Target Population Guidelines](#) for further information.

Applicants will have the ability to select one or more of the impact areas indicated below in the application form. All Letters of Interest must identify one Impact Area, Goal, and Strategy from the list below, reporting on at least one Reporting Requirement that the program proposes to address.

Issue focused funding is largely unrestricted and can be used for anything necessary to administer the project including planning, personnel, facility expenses, and indirect costs. This funding opportunity is not limited to supporting direct services alone. UWYC recommends that grantees commit to setting aside a percentage of awarded funds towards evaluation and measurement of program success. For example, funds may be used for tracking software, allocated staff time, IT support, or collaboration with another agency on measurement.

Impact Area: Workforce Development
Goal 1: Improve the Knowledge, Skills, and Employability of the Local Workforce
Target Issue 1: Many people do not have the resources in order to be self-sufficient
Strategy 1: Provide clear education paths for adults seeking employment
Strategy 2: Improve technical and soft job skills among unemployed/underemployed
Impact Area: Financial Literacy
Goal 1: Participants increase their knowledge of financial literacy practices and implement sound financial practices.
Target Issue 1: Families and adults often do not know how to manage their resources in a manner that supports financial stability.
Strategy 1: Increase basic financial literacy among members of our community
Strategy 2: Encourage savings and asset development within low-moderate income households
Impact Area: Economic and Family Support
Goal 1 : Support families on the path to financial stability
Target Issue 1: Many people have additional barriers to financial stability
Strategy 1: Connect participants and families to support services that reduce barriers to achieve financial stability

Due to the competitive nature of the funding process, we encourage prospective applicants to consider the above priority areas together with the following guidelines regarding the types of funding opportunities that will receive **special consideration**.

- **Diversity, Equity, and Inclusion (DEI) Efforts-** Priority will be given to programs that focus on community efforts aimed at reducing racial disparities and increasing the understanding for diversity, equity, and inclusion. These efforts may include: community training programs aimed at creating more community advocates around DEI; programming aimed at decreasing specific disparities between populations or neighborhoods; solutions that address systemic, historical, and institutional barriers based on race, gender, sexual orientation, and other identities; and grassroots efforts creating champions for change throughout the York County region.
- **Continuum of Care-** Solutions that provide a continuum of care, connecting participants to needed services and resources outside of the initial program scope.

- **Supportive Services-** Solutions that have built-in supports to eliminate barriers for parents and caregivers of children (examples include: tangible resources such as childcare, hours of operation that accommodate school and work schedules, meals)
- **Collaborations-** Solutions that have established a formalized working partnership with another entity through approved MOUs or contracts.
- **Referral Network-** Willing to register and use a (free) system to make a receive referrals when implemented by UWYC.

III. Eligibility

To apply for funding, the organization and the program must meet the following eligibility criteria. Please do not submit a Letter of Interest (LOI) if your organization and/or program does not meet all the criteria below.

Organizational Eligibility:

1. Any tax-exempt agency operating in York County is eligible if the organization meets the following requirements:
 - a. Not-for-profit organization with 501(c)(3) status
 - b. Government agency
 - c. School or academic institution
 - d. Collaborative or consortium
 - e. Faith based organization
2. The organization offering the program has an up-to-date State of SC Registration under the Solicitation of Charitable Funds Act.
3. The organization is compliant with the Patriot Act.
4. The organization possesses a Certified Financial Audit and has submitted an IRS form 990.
 - a. If invited to submit a full application, organizations are required to submit the Certified Financial Audit for its most recently completed fiscal year.
 - b. Organizations must provide the following financial documentation based on their annual revenue:
 - i. *Certified Financial Audit and IRS 990*: Required for tax exempt organizations with gross financial revenue of \$300,000 or more
 - ii. *Financial Review and IRS 990*: required for tax exempt organizations with gross annual revenue between \$100,000 and \$299,999.
 - iii. *IRS 990 only*: required for tax exempt organizations with gross annual revenue \$99,999 or less.

Program Eligibility:

1. The program serves residents of the York County area; programs that serve a broader geographical range must show that funds will only be used to support York County residents.
2. The organization requesting funding has been in operation for at least two years or collaborates with a community partner that has been previously vetted by UWYC.
3. The program aligns with UWYC funding Goals and Strategies and can meet the required Program Measures for the impact area, goal and strategy selected.

Restrictions:

1. The program may not require religious activities as a condition of service and must provide services to all participants regardless of faith or denomination. Furthermore, the organization’s programs and affairs must be conducted without discrimination based on race, religion, color, sex, sexual orientation, gender identity, age, national origin, ancestry, citizenship, veteran, or disability status.
2. UWYC does not provide support to an organization’s capital campaign.
3. Organizations or programs who have compliance violations are not eligible.
4. Incomplete or late Letters of Interest or applications are not eligible.

IV. Data and Performance Measures

Applicants seeking funding must demonstrate their ability to track common standard performance measures demonstrating their alignment with UWYC’s mission, focus, and priority areas. The following Grant-Specific Performance Measures will answer three questions regarding your program: 1) How much did you do? 2) How well did you do? and 3) Is anyone better off?

Standard REQUIRED Performance Measures for all Grantees

Performance Measure	Description
# of participants served	Total # of participants who are directly benefiting from the program YTD. This is an unduplicated count from the full funding cycle.
# of participants served (new)	New= unduplicated, first encounter

Once funded, all grantees must be able to track the ages, gender, race/ethnicity, educational attainment, household income level, household size, and zip code of residents for all participants. Breakdowns for each demographic category will be provided to funded partners upon award.

Grant- Specific Performance Measures

Workforce Development Goal	Improve the Knowledge, Skills, and Employability of the Local Workforce
Target Issue # 1	Many people do not have the resources in order to be self sufficient
Strategies	Provide clear education paths for adults seeking employment
	Improve technical and soft skills among unemployed/underemployed
Performance Measures	
How much did you do?	
# of participants enrolled in an adult education classes	
# of participants enrolled in an internship	
# of participants placed in an apprenticeship	
# of participants enrolled in a soft skills training course or program	
# of participants who were referred to other providers/programs	
How well did you do it?	
# of participants engaged in identifying/ establishing personal goals and are taking steps towards achieving those goals	

of participants who successfully complete career readiness survey/ evaluation
of participants who complete education classes
of participants who earned job-relevant certification
of participants who complete soft skills trainings
of participants who are actively engaged in case management
Is anyone better off?
% of participants who successfully complete their program goals
% of participants who gain employment
% of participants who increase wages
% of participants who maintain employment at 6 month check
% of participants who maintain employment at 12 month check
% of households who are able to consistently pay their bills on time
% of households who are earning at the self-sufficiency standard for their family size

Financial Literacy Goal	Participants increase their knowledge of financial literacy practices and implement sound financial practices.
Target Issue # 1	Families and adults often do not know how to manage their resources in a manner that supports financial stability.
Strategies	Increase basic financial literacy among members of our community
	Encourage savings and asset development in low to moderate income households
Performance Measures	
How much did you do?	
# of participants enrolled in financial literacy classes	
# of participants enrolled in credit counseling	
# of participants who received incentives or support to overcome barriers	
# of participants actively engaged in case management	
# of participants who were referred to other providers/programs	
# of participants engaged in identifying/establishing personal goals and are taking steps towards achieving those goals	
# of participants who created a budget	
# of participants who complete a financial literacy course	
# of participants who complete credit counseling	
How well did you do it?	
# of participants who open or maintain a checking and/or savings account	
# of participants who improve their credit score	
# of participants who maintain a minimum \$300 balance in a savings account	
# of participants who accessed the Earned Income Tax Credit	
# of participants who are following a budget	
Is anyone better off?	
% of participants who successfully complete their personal goals	
% of participants who increased their asset ownership	
% of participants who decreased their debt	
% of households who are able to consistently pay their bills on time	

% of participants who used their EITC for asset building activities
% of participants who demonstrate increased knowledge in financial literacy
% of financial education participants demonstrating changes in their financial behavior
% of participants who achieve financial stability

Economic and Family Support Goal	Support families along a path to financial stability
Target Issue # 1	Many families have additional barriers to financial stability
Strategies	Connect participants and families to support services that reduce barriers to achieve financial stability
Performance Measures	
How much did you do?	
# of participants engaged in identifying/ establishing personal goals and are taking steps towards achieving those goals	
# of participants who were referred to other providers/programs	
How well did you do it?	
# of participants whose cost for supportive services was reduced	
# of participants who received incentives or support to overcome barriers	
Is anyone better off?	
% of participants and families who received support services toward financial stability	
% of participants who successfully complete their program goals	

V. Funding Timeline

Letters of Intent are due by **Tuesday, February 14 at 5:00 PM EST**. Late letters will not be considered.

Invitations to complete eligibility and submit an application will be sent out by Monday, February 21, 2022.

The online application forms will be available beginning **March 1, 2022**.

Grant period	July 1, 2022- June 30, 2023
RFP Released	January 18, 2022
Letter of Interest Due	February 14, 2022
Invitations to Apply are Sent	February 21, 2022
Application form available	March 1, 2022
Final Applications Due	March 30, 2022
Notification of Awards	June 2022
Grant period begins, funding released	July 2022

VI. Terms and Conditions

Once selected, grantees will be required to meet the following terms for funding:

- Attend and actively participate in any community meetings offered by UWYC during the grant period. These meetings may include collaborating on shared goals and coordination of services or trainings and technical assistance support.

- Support an integrated communications strategy. This may include coordination of publicity and marketing of your program with UWYC, as well as sharing progress reports via public communications.
- Demonstrate a measurement plan that informs program evaluation and improvement. In order to assist you with this process, Dr. Duane Neff and his team at Winthrop University will set up a meeting with you upon award to develop a preliminary plan to be finalized no later than October 1, 2022.
- Provide quarterly progress reports to UWYC. Reporting will consist of narrative and number inputs. Detailed expenditures will not be reported.
- Provide regular updates about evaluation activities, challenges, and progress of the project through conference calls or in-person meetings with the UWYC staff, as needed.

Further information regarding these requirements will be made available at the time of funding. These requirements are intended to evaluate the project's effectiveness, identify where adjustments may be necessary, and inform how UWYC can support grantees.

UWYC intends to use the proposal materials of awarded initiatives on our website and other public communications to describe the projects we help support.

VII. Proposal Requirements

All applicants must notify UWYC of their intent to apply by submitting a Letter of Interest (LOI) no later than February 14, 2022. Details on content and submission of LOIs are included in this document.

Final applications are due **March 30, 2022 at 5:00 PM**. Incomplete applications will not be considered. Community Force applications will automatically close on the due date and time. Therefore, no late submissions will be possible. All applicants are strongly encouraged to submit their proposals early to avoid technical problems that could delay proposal submission.

Current partner agencies can use their existing log-in information to enter the site. Non-partner agencies will need to create a new account.

Agencies are permitted to submit only one Financial Stability Partner Grant application per program per grant cycle.

VIII. Submitting the Letter of Interest (LOI)

Once eligibility is determined, follow the steps below to prepare and submit the program's LOI:

- Please submit one LOI per program.
- The LOI consists of two parts:
 1. **Cover Sheet:** The cover sheet should be typed on organization letterhead and include the information listed below.
 - a. Organization address, phone, fax, email, and website
 - b. Contact information for the organization's Chief Professional Officer (Executive Director, President, etc.): Name, Title, Phone Email
 - c. Signatures of the Chief Professional Officer and Chief Volunteer Officer (Board Chair, etc.)
 - d. Contact Information for the Primary LOI Contact: Name, Title, Phone, Email
 2. **LOI Template:** Please answer each question on the separate [LOI template](#). Responses on the template must NOT exceed 2 pages.

- Please combine the Cover Letter and 2-page template into one PDF document.
- Submit the LOI via email to Summersby Okey at sokey@unitedwayofyc.org.
- **LETTERS OF INTEREST ARE DUE BY 5:00 PM ON FEBRUARY 14, 2022. LATE LOIs WILL NOT BE ACCEPTED.**

IX. Next Steps

- **Invitation to Submit a Full Application:** LOIs are reviewed by UWYC staff and volunteers. Organizations and programs that meet eligibility requirements and funding priorities will be invited to submit a full application. Full applications are due no later than March 30, 2022. Late or incomplete applications will not be accepted.
- **Application Evaluations and Approval:** Applications are reviewed by volunteers and UWYC staff. Applicants recommended for funding are then approved by the UWYC Board of Directors. Applicants are not guaranteed to be awarded funding. Funding decisions will be communicated to the applicant on or before the award date specified in the grant cycle.