



**United Way of Henry County & Martinsville** announces the release of the Request for Proposals (RFP) for the 2021-2022 Community Impact Grant process. Proposed grants are awarded for one year from May 1, 2021, to April 30, 2022.

**United Way mobilizes for the common good** to create lasting changes in our focus areas of Education, Financial Stability and Healthy Living so that lives of our most vulnerable are improved.

**A Summary of Community Impact Funding Priorities:**

<b>Education – Children learn, achieve and succeed with families and the community engaged in the process</b>	
Priority 1	Children enter kindergarten ready to learn (Birth to 5)
Priority 2	Children reach academic milestones on time and successfully advance to middle school (K to Grade 5)
Priority 3	Children advance to high school and develop the skills needed to graduate on time with opportunities to gain additional credentials to meet demand occupations in the area

<b>Financial Stability – Individuals and families are provided with education, skills and support that lead to financial wellbeing</b>	
Priority 1	High school students learn the skills needed to make financially smart decisions
Priority 2	Adults are equipped to support themselves and/or their families

<b>Healthy Living – Individuals and families aspire to get and stay healthy</b>	
Priority 1	Residents are supported, connected and engaged to lead healthy living lifestyles

<b>Basic Needs/Emergency Services – Vulnerable members of the community have a safety net in times of need and/or crisis</b>	
Priority 1	Residents are supported with services vital to basic needs (food and shelter)

**Important Dates:**

Nov. 13	RFP released
Jan. 8	Grant proposals due by close of business
Feb. 4 - Mar. 4	Community Investment Review Panel interviews potential grantees
Mar. 17	United Way Board considers Review Panel’s grant award recommendations
Mar. 24	Notifications of grant awards sent out
April 30	Deadline to appeal decision by close of business
May 1	Monthly allocations begin for 12 months

**Thank you for your interest to partner with United Way of Henry County & Martinsville.**  
**If you have any questions, please contact Philip Wenkstern, 276.403.5961 or [Philip@UnitedWayofHCM.org](mailto:Philip@UnitedWayofHCM.org).**  
*(Please continue for more details, eligibility and proposal guidelines)*

## Program Eligibility

- Agencies' administering a program self-select which focus area (education, financial stability and healthy living) and/or basic needs/emergency services they would like to advance and/or support based on their abilities to align with United Way's funding priorities.
- Eligible organizations must:
  1. Document nonprofit status and reflect services meet a recognized human service need.
  2. Prohibit discrimination by an individual's sex, race, color, national origin, age, religion, disability, sexual orientation, gender identity or any other legally protected characteristic.
  3. Operate on a sound financial basis in accordance with GAAP and maintain adequate accounting and reporting systems; and if operating budget exceeds \$150,000, have an annual audit. Agencies with an annual operating budget under \$150,000 must have an annual financial review.
  4. Be anti-terrorism compliant with the USA Patriot Act and other counter terrorism laws.
  5. Complete a formal program funding agreement prior to receiving a grant award.
- In general, grant proposals seeking funds for the following will be deemed ineligible:
  1. Political purposes or programs requiring religious participation
  2. Fundraising expenses or debt reduction
  3. Activities which are contrary to the goals, aspirations and policies of United Way or incompatible with United Way's mission as determined by the Board

## Process and Timeline

- Volunteers of the Community Investment Review Panel are confirmed by the Board. Each volunteer is required to complete United Way's Conflict of Interest Acknowledgement and Disclosure form and participate in an orientation each year. United Way staff members are prohibited from being a member of the panel.
- The panel reviews grant proposals and meets with potential grantees after staff confirms all required sections of the grant proposal have been met and the Community Investment Committee, along with some of the panel members, has deemed proposals meet Board-approved priorities.
- The panel recommends to the Board grant awards.
- If an agency wishes to appeal the Board's decision as it pertains directly to the agency, agency officials must adhere to the following steps to be considered by the Board:
  1. Submit a completed appeal application, along with supporting documentation for the basis of the appeal, no later than April 30. Applications are available upon request.
  2. Attend a called Board meeting to present the agency's case for the appeal. Every effort will be made to have this meeting within 30 days of receipt of the appeal application and support document. All appeal decisions are final.

## Proposal Guidelines

- Proposals must be submitted through United Way's online Agency Application portal by Friday, January 8, 2021, close of business (5 p.m.). Proposals received after the deadline will be deemed ineligible.

### **Agency Application Portal Instructions**

1. Click link: [UnitedWayofHCM.org/agency-application](https://UnitedWayofHCM.org/agency-application)
  2. Create an account and save password for future reference
  3. Complete all sections (choose "save as draft" to save and exit application to return later)
  4. \*Please note, narrative can still be completed in various software programs (i.e. Word/Adobe/Etc...) and uploaded. (accepted file formats for uploads are listed in each section)
  5. Once complete, click submit application
- The proposal must be completed in its entirety. Within the proposal, clearly indicate the Community Impact Funding Priority your agency would like to advance. A summary of these priorities is listed on page 1. A more detailed list of priorities immediately follows these guidelines, beginning on page 3.

## Community Impact Grant Funding Priorities

### Education

- **Purpose:** Children learn, achieve and succeed with families and the community engaged in the process
- **Target population:** Area children at-risk
- **Definition of At-Risk Children and Youth:** Children and youth are defined as at-risk having (1) limited reading access and proficiency, (2) experience abuse or trauma, (3) a disability or illness or (4) exhibited behavior problems. It also includes family-risk, such as (1) poverty; (2) a low level of education among parents; (3) single parenthood; (4) abuse; (5) parental mental illness, substance use and family illness.

#### Priority 1: Children enter kindergarten ready to learn (birth to 5)

##### Community Indicator:

- Children achieve appropriate developmental milestones prior to entering kindergarten

##### Assessments:

- Ages and stages questionnaire
- PALS Pre-K
- Parent and Childcare surveys

#### Strategy 1: At-risk children have access to high quality, evidence based interventions

#### Strategy 2: At-risk children are enrolled in recognized quality preschool programs and/or centers

##### Program Outcomes to Consider:

- Children improve in school readiness skills
- Children achieve growth in their identified gaps
- Families demonstrate an increase in knowledge of their children's strengths, abilities and gaps in their children learning
- Families increase their interaction around their children's learning
- Families increase participation in community-wide educational events

##### Program Outputs to Consider:

- Students served
- Families served
- Referrals
- Home visits
- Family interaction
- Completed assessments
- Completed surveys

#### Priority 2: Children reach academic milestones on time and successfully advance to middle school (K to Grade 5)

##### Community Indicators:

- Children achieve on time grade performance in third grade in reading
- Children achieve on time grade performance in fifth grade in reading and math
- Children who are chronically absent improve attendance in school

##### Assessments:

- MAP assessment for third grade
- SOL assessment for fifth grade
- Attendance records
- Report cards
- Classroom performance

#### Strategy 1: At-risk children have support to help them achieve on time grade performance at third grade level in reading and/or fifth grade in reading and math

**Strategy 2: At-risk children have support to help them improve their social-emotional development**

**Program Outcomes to Consider:**

- Children achieve improvements from year to year in reading and math
- Children’s behavior problems decrease
- Children improve school attendance
- Families demonstrate an increase in knowledge of their children’s strengths, abilities and gaps in their children learning
- Families increase their interaction around their children’s learning
- Families increase participation in community-wide educational events

**Program Outputs to Consider:**

- Students served
- Family interactions
- Learning events
- Family interaction
- Completed surveys

**Priority 3: Children advance to high school and develop the skills needed to graduate on time with opportunities to gain additional credentials to meet demand occupations in the area**

**Community Indicators:**

- Documented behavioral incidents decrease
- Children achieve on time grade performance
- Children who are chronically absent improve attendance in school
- Children earn additional credentials upon graduation
- Children graduate on time

**Assessments:**

- SOL assessments
- Attendance records
- Report cards
- Credential attainment

**Strategy 1: At-risk children have support to help them achieve on time grade advancement**

**Strategy 2: At-risk children have support to help them improve their social-emotional development**

**Program Outcomes to Consider:**

- Children achieve improvements from year to year in reading and math
- Children’s behavior problems decrease
- Children improve school attendance
- Families demonstrate an increase in knowledge of their children’s strengths, abilities and gaps in their children learning
- Families increase their interaction around their children’s learning
- Families increase participation in community-wide educational events

**Program Outputs to Consider:**

- Students served
- Family interactions
- Completed assessments
- Completed credential tests
- Completed surveys

**Financial Stability**

- **Purpose:** Individuals and families are provided with education, skills and support that lead to financial wellbeing.
- **Target population:** Residents that are either high school students, adults 18 or older who are looking to improve their financial wellness and seniors seeking to maintain independence
- **Definition of Financial Wellbeing:** To be financially well, residents feel in control of their day-to-day finances; have the capacity to absorb a financial shock; are on track to meet financial goals, wherever those may be; and have the financial freedom to make choices to enjoy life.

**Priority 1: High school students learn the skills needed to make financially smart decisions**

**Community Indicator:**

- High school students improve their financial literacy and money management skills
- High school students open banking accounts
- High school acknowledge to avoid predatory lending

**Assessments:**

- Surveys from programs and financial institutions

**Strategy 1: High school students have access to evidence based financial literacy and money management training as support financial institutions**

**Program Outcomes to Consider:**

- High school students report an understanding of core financial literacy skills appropriate for their age and development
- High school students open checking accounts at area financial institutions
- Families demonstrate an increase in knowledge of their role as a financial literacy teacher
- Families increase their interaction around their children’s learning
- Families increase participation in community-wide educational events

**Program Outputs to Consider:**

- Students enrolled
- Students demonstrate financial literacy understanding
- Students open checking account
- Home visits
- Family interaction
- Completed surveys

**Priority 2: Adults are equipped to support themselves and/or their families**

**Community Indicator:**

- Adults demonstrate improved financial stability
- Adults improve their housing situation
- Adults secure and maintain a living wage job
- Adults report an improved credit score

**Assessments:**

- Federal Bureau of Labor and Statistics
- Charity Tracker
- Surveys

**Strategy 1: Programming is offered to help adults overcome barriers to employment**

**Strategy 2: Programming is offered to help adults secure safe and affordable housing**

<b>Strategy 3: Programming is offered to help adults increase their money management skills</b>	
<p><b>Program Outcomes to Consider:</b></p> <ul style="list-style-type: none"> <li>• Individuals identify their specific barriers to employment</li> <li>• Individuals create personalized action plans to address their barriers and report successes</li> <li>• Individuals improve their workplace skills and secure and maintain a living wage job</li> <li>• Individuals become self-sufficient</li>   <li>• Individuals gains knowledge on why it is important to secure safe and affordable housing</li> <li>• Individuals start saving for rental move in expenses</li> <li>• Individuals reduce credit debt</li> <li>• Individuals move into housing of choice</li>   <li>• Individuals budget their month</li> <li>• Individuals leverage insurances</li> <li>• Individuals reduce their debt and increase savings</li> <li>• Individuals discontinue using predatory lending</li> <li>• Individuals develop money management plans</li> </ul>	<p><b>Program Outputs to Consider:</b></p> <ul style="list-style-type: none"> <li>• Individuals served</li> <li>• Referrals to provide coordinated job training and job placements</li> <li>• Employed</li> <li>• Sustained employment for six, 12 and 18 months</li>   <li>• Individuals served</li> <li>• Post and pre test</li> <li>• Savings reserved for housing of choice</li> <li>• Credit rating improvements</li> <li>• Referrals</li> <li>• Housing secured</li> <li>• Sustained housing for six, 12 and 18 months</li>   <li>• Individuals served</li> <li>• Leveraged insurances</li> <li>• Opened saving accounts</li> <li>• Referrals</li> <li>• Reduced debt and increased saving</li> <li>• Plans created</li> </ul>

**Healthy Living**

- **Purpose:** Individuals and families aspire to get and stay healthy.
- **Target population:** At-risk and/or medically underserved residents
- **Definition at-risk and medically underserved residents:** Individuals and families who are in poverty and have a low level of education, are single parents, abused or suffer from mental illness, substance use or illness.

<b>Priority 1: Residents are supported, connected and engaged to lead healthy living lifestyles</b>	
<p><b>Community Indicator:</b></p> <ul style="list-style-type: none"> <li>• Residents improve health outcomes</li> <li>• Residents report greater connectedness and social supports in the community</li> <li>• Stakeholders support healthy activities are identified</li> <li>• Residents report healthy living lifestyles</li> </ul> <p><b>Assessments:</b></p> <ul style="list-style-type: none"> <li>• Centers for Disease Control and Prevention and Virginia Department of Health</li> <li>• Charity Tracker</li> </ul>	
<b>Strategy 1: Residents improve their access to care, follow through and social determinants of health</b>	
<b>Strategy 2: Stakeholders provide knowledge, skills and resources to support healthy outcomes to residents</b>	
<p><b>Program Outcomes to Consider:</b></p> <ul style="list-style-type: none"> <li>• Individuals develop health plans</li> <li>• Individuals demonstrate progress</li> <li>• Individuals increase primary care services</li> </ul>	<p><b>Program Outputs to Consider:</b></p> <ul style="list-style-type: none"> <li>• Individuals served</li> <li>• Screenings completed</li> <li>• Health plans created</li> </ul>

<ul style="list-style-type: none"> <li>Individuals increase health literacy</li> </ul>	<ul style="list-style-type: none"> <li>Primary care visits</li> </ul>
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**Basic Needs/Emergency Services**

- Purpose:** Vulnerable members of the community have a safety net in times of need and/or crisis.
- Target population:** Residents facing an emergent need or are in crisis
- Definition of Vulnerable Members of the Community:** Individuals and families who are in poverty or have experienced a crisis situation, like a house fire.

<p><b>Priority 1: Residents are supported with services vital to basic needs (food and shelter)</b></p> <p><b>Community Indicator:</b> N/A  <b>Assessments:</b> Charity Tracker</p>
<p><b>Strategy 1: Residents have their basic needs met</b></p>
<p><b>Program Outputs to Consider:</b></p> <ul style="list-style-type: none"> <li>Individuals served</li> <li>Meals provided or pounds converted as defined by USDA</li> <li>Shelter provided</li> <li>Provisions provided</li> </ul>

**Proposal Evaluation**

- The Community Investment Review Panel uses as a guide the following to evaluate proposals:

	Maximum Points
New or Innovative Program	10
Demonstrated performance <ul style="list-style-type: none"> <li>Concise Program Narrative</li> <li>Community Need clearly explained</li> <li>Program demonstrates its alignment with United Way’s funding priorities</li> <li>Innovation &amp; Best Practices utilized</li> </ul>	20
Program Outcomes and Program Outputs <ul style="list-style-type: none"> <li>Attainable</li> <li>Measurable and defined tracking methods</li> <li>Alignment with United Way’s community indicators and proposed assessments</li> </ul>	20
Financial Accountability	10
Program Sustainability	15
Community Partners and leveraged resources	15
Current or planned involvement with United Way	10
<b>Total Maximum Score</b>	<b>100</b>

- If an agency is submitting more than one proposal, only one copy of the following support documentation is needed:
  - Annual operating budget of the agency
  - Most recent audited financial statements
  - Most recent IRS Form 990
  - IRS determination letter of 501(c)3 status
  - Completed and signed Patriot Act Form
  - Completed and signed Certification of Financial Holdings

7. Board policy prohibiting discrimination

2019-2020 Community Impact Grant Proposal Guidelines

Proposal Guidelines	Instructions and Additional Information
<b>1. Agency Information</b>	
Agency Name	If your program is an unincorporated organization working with a fiscal agent, use the EIN of the fiscal agent. Appropriate documentation of tax-exempt status must be provided.
Federal Employer Identification Number (EIN)	
Mailing Address	
Physical Address if different	
Contact Name	
Contact Email	
Agency Mission	
Briefly introduce your agency	For example: Your purpose, history, programs and services, etc.
Current Board of Directors Roster and Attendance/Quorum Records	
<b>2. Program Information</b>	
Program Name	
Amount Requested	Round to the nearest number
Briefly summarize program purpose	This summary will be used to describe your program and may be used in publications.
<b>3. Program Specifics</b>	
<p>Program/Service Narrative</p> <ol style="list-style-type: none"> <li>Program Description</li> <li>Target population, including demographics and number of unduplicated participants you plan to serve</li> <li>What is your overall goal of the program?</li> <li>Description of key components/activities of the program</li> <li>How does this program focus on long-term systemic change?</li> </ol>	This narrative should provide a description of the program, its impact on the community and how it is designed and operates.
<p>Community Need</p> <ol style="list-style-type: none"> <li>Identify one of the following United Way focus areas: <ul style="list-style-type: none"> <li><b>Education</b> – Children learn, achieve and succeed with families and the community engaged in the process</li> <li><b>Financial Stability</b> – Individuals and families are provided with education, skills and support that lead to financial wellbeing</li> <li><b>Healthy Living</b> – Individuals and families aspire to get and stay healthy</li> <li><b>Basic Needs/Emergency Services</b> – Vulnerable members of the community have a safety net in times of need and/or crisis</li> </ul> </li> <li>Identify one of the following Community Impact Funding Priorities <ul style="list-style-type: none"> <li>Children enter kindergarten ready to learn (Birth to 5)</li> <li>Children reach academic milestones on time and successfully advance to middle school (K to Grade 5)</li> <li>Children advance to high school and develop the skills needed to graduate on time with opportunities to gain additional credentials to meet demand occupations in the area</li> <li>High school students learn the skills needed to make financially smart decisions</li> <li>Adults are equipped to support themselves and/or their families</li> </ul> </li> </ol>	State the community need or condition for your program and tie back to one of United Way’s focus areas and Community Impact Funding Priorities.

<ul style="list-style-type: none"> <li>• Residents are supported, connected and engaged to lead healthy living lifestyles</li> <li>• Residents are supported with services vital to basic needs (food and shelter)</li> </ul> <p>c. Once the funding priority has been identified, which strategies as listed on pages 3-7 best reflect what your program want to accomplish? In your response, please explain why your program is the best action step to advance these strategies.</p>	<p>Be specific in your response by using data and research to support explanation.</p>
<p>COVID-19 Response and Programmatic Impact</p> <p>a. How has the pandemic impacted service delivery for the proposed program? Will your program be able to be implemented in the current environment?</p> <p>b. Do you envision an interruption of services if the pandemic increases in severity? What contingency plans has your organization put into place in order to maintain the resilience of the funded program?</p>	<p>Please describe your organization’s plans to adjust programming to maintain impact of service while ensuring the safety of your staff/clients.</p>
<p>Innovation &amp; Best Practices</p> <p>a. How is the program creative, innovative and/or employs documented evidence-based or model practices?</p> <p>b. How does this program differ from other programs in the community that provide similar services?</p>	
<p><b>4. Collaboration &amp; Community Engagement</b></p>	
<p>Partnerships – List any partners involved in your program and describe the partner’s role, responsibility and any financial arrangements.</p>	<p>Partners in your program are other agencies involved in service delivery or whose work is required to make your program effective. For each listed partner, a Memorandum of Understanding (MOU) should be included in your grant proposal submission, if applicable.</p>
<p>Strategies – Describe what strategies your agency will use to encourage deeper collaborations with other agencies providing similar services.</p>	<p>In this section also identify existing collaborations and potential collaborations. This must be specific to your proposed program.</p>
<p>Volunteer Usage – Describe how volunteers are used in your program and what strategies you may use to encourage more volunteer engagement.</p>	<p>United Way mobilizes for the common good. Consider proposing ways United Way can assist with volunteer engagement.</p>
<p>Additional Resources – Describe how this program will leverage additional resources, and if applicable, the amount of those resources.</p> <p>a. What action steps are you pursuing to sustain this program?</p>	
<p><b>5. Program Outcomes and Program Outputs</b></p>	
<p>a. What are the program outcomes and program outputs?</p> <p>b. How will you measure results?</p> <p>c. Who will collect and maintain participant and program data? Why is this position the best position to take on this responsibility?</p> <p>d. How will you use client data to improve service delivery, make program improvements and create innovative changes?</p>	<p>On pages 3-7, proposed program outcomes and program outputs are listed for your consideration. It is not mandatory that you use.</p> <p>Community indicators and assessments for measurements must be used. You may incorporate other assessments to measure program’s impact to help improve identified community conditions.</p>
<p><b>6. Evaluation</b></p>	
<p>Describe your internal program evaluation and monitoring plans and measures of success.</p>	<p>For example: staffing and/or training plans and continuous improvement activities</p>
<p>What unexpected occurrence may negatively impact your program’s ability to</p>	<p>You may want to incorporate into your</p>

achieve success?	proposal a theory of change or logic model to reflect your understanding of potential threats to success. Also include potential setbacks and any external factors that may impede your program's effectiveness.
<b>7. Financial</b>	
Use budget worksheet on page 10 as a guide.	Recreate this template or a similar version into your proposal
Please provide a detailed budget narrative.	
<b>8. Support Documentation</b>	
Current annual operational budget	If your agency is submitting more than one proposal, only one copy of each support documentation is needed.
Most recent audited financial statements	
Most recent IRS Form 990	
IRS determination letter of 501(c)3 status	
Completed and signed Patriot Act Form	
Completed and signed certification of financial holdings	
Current Board of Directors Roster and Attendance/Quorum Records if you didn't incorporate into the proposal	
Board policy prohibiting discrimination	
Memorandum of Understanding (MOU) with any program partner agencies	
<b>9. Signatures</b>	
Insert at the end of your proposal the following: <i>I swear and affirm that I have examined this proposal, including accompanying supporting materials, and to the best of my knowledge and belief, it is true, correct and complete.</i>	Please do not attempt to write your proposal in this document. You are welcome to format your proposal as you deem appropriate.
Required signatures with date Agency Executive Director, President or CEO Agency Board of Directors Chair	

### Program Budget Template

Program Name:				
United Way Funding Year: May 1, 2021, to April 30, 2022				
	<b>Previous Program Year</b>	<b>Proposal Year (2019 – 2020)</b>	<b>Pending Revenue</b>	<b>Confirmed Revenue</b>
<b>Revenue</b>				
<b>United Way Request</b>				
<b>Foundations</b>				
<b>Donations</b>				
<b>Fundraising</b>				
<b>Government</b>				
<b>Other (please list)</b>				
<b>Total Revenue</b>	\$	\$	\$	\$
<b>Expenses</b>				
<b>Salaries, wages, benefits</b>				
<b>Subsidies to individuals</b>				
<b>Program services</b>				
<b>Program supplies</b>				
<b>Contract services</b>				
<b>Travel/mileage</b>				

Meetings			
Other (please list)			
Total Expenses	\$	\$	

*Please remember to include your budget narrative.*

Thank you for your interest to partner with United Way of Henry County & Martinsville.

Deadline for grant proposals is January 8, 2021, close of business.

If you have any questions, please contact Philip Wenkstern, 276.403.5961 or [Philip@UnitedWayofHCM.org](mailto:Philip@UnitedWayofHCM.org).