



UNITED WAY OF GREATER GREENSBORO STRATEGIC PARTNER GRANTS CALL FOR 2020-22 LETTERS OF INTEREST

United Way of Greater Greensboro (UWGG) is pleased to accept Letters of Interest (LOI) for Strategic Partner Grants for programs that work toward breaking the cycle of poverty for the Greater Greensboro community. Grants are currently available in two Impact areas: **Employment & Financial Stability Supports** and **Addressing Basic Needs** for the funding period July 1, 2020 - June 30, 2022. Anticipated funding of approximately \$1.5 million dollars will be available based on campaign results. Nonprofit organizations may apply whether or not they have received funding from UWGG in the past. **Letters of Interest are due September 27, 2019.**

Applicants must carefully review the information and instructions contained in this document before submitting the Letter of Interest. Potential applicants must also attend a mandatory Grant Seeker Meeting (see page 2.) For questions or more information, please contact:

- **Employment & Financial Stability Supports:** Carie Jones-Barrow, Community Impact Manager
carie.barrow@unitedwaygso.org or 336-378-6613
- **Addressing Basic Needs:** Justin Williams-Blackwell, Community Impact Manager
justin.williams@unitedwaygso.org or 336-378-5024

OUR FOCUS ON POVERTY:

United Way of Greater Greensboro's mission is to mobilize the caring power of the community to solve critical social issues. The poverty rate in Greensboro is 31% higher than the national average. A 2014 Brookings Institution study named Greensboro as one of the nation's top 10 cities with the fastest growing poverty levels. High poverty rates affect the quality of life for the entire community and it adversely impacts business development. Concentrated pockets of poverty within a community experience higher crime rates, low educational achievement, higher rates of unemployment, poor community health outcomes and more.

UWGG is creating partnerships to break the cycle of poverty in our community by increasing household income to the point of self-sufficiency. Families living in poverty need a multitude of services to reach and maintain self-sufficiency. UWGG is interested in funding coordinated and collaborative efforts that are focused on removing barriers to allow increasing access to anti-poverty resources, supports and services. The anti-poverty efforts are concentrated in the areas of educational achievement, work and advancement supports, financial capability to build assets, and improved health.

MANDATORY GRANT SEEKER MEETINGS AND IMPORTANT DATES:

Potential applicants are **REQUIRED** to attend one of the scheduled Grant Seeker Meetings to learn more about the application process and requirements. Click on the date to RSVP for the meeting:

Grant Seeker Meetings: REQUIRED	Wed. September 4 @ 9:00 a.m. Tues. September 10 @ 3:00 p.m. Thurs. September 12 @ 9:00 a.m. Tues. September 17 @ 9:00 a.m. Thurs. September 19 @ 9:00 a.m.
Letters of Interest due by 5:00 p.m	September 27, 2019
Invitations to submit full program applications	November 2019
Full Application Training and Technical Assistance	November 2019-January 2020
Agency documentation due	December 13, 2019
Program Applications due	January 31, 2020
Notification of awards	June 2020
Grant period begins	July 1, 2020

OVERVIEW OF THE GRANTS:

Strategic Partner grants will be directed to applicants that demonstrate use of a focused, measurable approach to achieve outcomes related to the priority issues identified by UWGG.

- Applications for funding are submitted based on a **two-year** proposal to achieve outcomes.
- The program must serve residents of the Greater Greensboro area, which includes all of Guilford County excluding High Point and Jamestown. Programs that serve a broader geographical range must submit program budgets that reflect the cost of conducting services for Greater Greensboro and show that funds will only be used to support Greater Greensboro residents.
- Requests of **\$30,000 per year or more** will be considered for funding.
- Funding requests **must not exceed 50% of the proposed total program budget** for Greater Greensboro.
- Programs that are approved will be awarded funding for one year and will be eligible to renew funding for the second year based on performance and availability of funds.
- Organizations awarded funding for a program are designated as a UWGG Strategic Partner upon submission of a signed Statement of Agreement that outlines the obligations and responsibilities of this partnership. Organizations maintain the Strategic Partner designation for the duration of the grant.

FUNDING PRIORITIES:

UWGG has identified goals for **Employment & Financial Stability Supports** and **Addressing Basic Needs** in which it seeks to make investments in the funding years 2020-22. Letters of Interest must demonstrate alignment with one of these funding goals and a corresponding strategy as well as demonstrate the ability to create impact through required program measures. See below for the detailed list of goals, strategies and program measures.

Collaborative applications are encouraged. Collaborations can make more efficient use of resources and have a better chance of achieving outcomes with meaningful, transformative and lasting results. UWGG defines collaboration as the following: "a mutually beneficial and well-defined relationship entered into by two or more organizations to achieve results they are more likely to achieve together than alone". As such, collaborations are partnerships that demonstrate a level of shared process and common goals that go **beyond a simple referral relationship**. UWGG may direct up to 50% of available dollars to such collaborations, including collaborative applications.

Funding Goals, Strategies and Measures:

All Letters of Interest must identify the ONE Impact Area, Goal, AND Strategy from the list below that the program proposes to address:

EMPLOYMENT AND FINANCIAL STABILITY SUPPORTS	
Target population for all programs must include at least one of the following:	
<ul style="list-style-type: none"> • Individuals who are low income (up to 200% FPL) or living in poverty. • Individuals who are unemployed, underemployed, or not earning income at the Self Sufficiency Standard for their family size. • Individuals or households who are financially unstable. 	
Goal 1: Increase the number of financially stable adults and families.	
Strategy 1: Provide education, counseling, coaching, and/or legal services linked to financial stability.	Program Measures (required): <ul style="list-style-type: none"> • # and % of individuals who increase disposable income by accessing benefits or reducing costs AND/OR <ul style="list-style-type: none"> • # and % of individuals who grow savings or assets by decreasing debt, improving credit score, or increasing asset ownership
Goal 2: Adults gain permanent employment with adequate income and benefits.	
Strategy 1: Support individuals along a path to family-sustaining wages through employment.	Program Measures (required): # and % of individuals who achieve at least TWO of the following: <ul style="list-style-type: none"> • Complete job skills training for jobs available in the local market (interest and skills assessment, testing and counseling, soft and technical skills development, basic skills development, job search assistance, apprenticeship or internships) • Earn job relevant licenses, certificates, degrees and/or credentials • Gain employment that has the potential for personal advancement and benefits AND % of those participants who remain employed for 6, 12, 18, and 24 months • Increase wages and/or benefits. • Earn income at the Self-Sufficiency Standard for family size.

ADDRESSING BASIC NEEDS	
Target population for all programs must include at least one of the following:	
<ul style="list-style-type: none"> • Individuals who are not able to meet basic needs and/or need assistance accessing basic needs resources. • Individuals in crisis or dangerous situations. 	
Housing Goal: People have adequate, safe and affordable housing/shelter.	
Strategy 1: Ensure people become and remain adequately sheltered. Support housing strategies as a basic need	Program Measures (required): <ul style="list-style-type: none"> • # of displaced clients receiving temporary or transitional shelter. AND at least one of the following: <ul style="list-style-type: none"> • # and % of clients accessing benefits to help defray the cost of housing

and safety net in Greater Greensboro.	<ul style="list-style-type: none"> • # and % of clients offered services that take necessary steps to resolve housing deficiencies
Strategy 2: Ensure people are in homes that are safe and livable.	Program Measures (required): <ul style="list-style-type: none"> • # of clients placed in homes that are safe and livable AND at least one of the following: <ul style="list-style-type: none"> • # and % of clients offered services that support their ability to maintain safe and decent housing • # and % of clients receiving home modifications/repairs to ensure a safe and livable environment
Food Goal: Hunger and malnutrition are alleviated and prevented.	
Strategy 1: Ensure people have adequate food. Support hunger prevention strategies as a basic need and safety net in Greater Greensboro.	Program Measures (required): <ul style="list-style-type: none"> • # of total seeking services who are served by the program (<i>program's capacity to meet the community need</i>) AND at least one of the following: <ul style="list-style-type: none"> • # and % of clients offered services that support their ability to resolve the cause of family hunger and malnutrition • # and % of clients accessing benefits to help defray the cost of food
Safety Goal: Personal safety is provided or enhanced when needed.	
Strategy 1: Ensure people in dangerous situations are protected from violence.	Program Measures (required): <ul style="list-style-type: none"> • # of total seeking service who are served by the program (<i>program's capacity to meet the community need</i>) AND at least one of the following: <ul style="list-style-type: none"> • # and % of clients who complete trauma informed counseling. • # and % of clients who obtain legal protective orders or representation. • # and % of clients that have experienced a reduction in violence recurrence.
Access to Resources Goal: People have access to services and resources that help stabilize crisis situations and remove barriers to meeting basic needs.	
Strategy 1: Provide basic needs resource coordination/management.	Program Measures (required): <ul style="list-style-type: none"> • # of clients receiving basic needs resource coordination/management AND <ul style="list-style-type: none"> • # and % of clients offered services who take necessary steps to resolve issues.
Strategy 2: Provide people with transportation supports.	Program Measures (required): <ul style="list-style-type: none"> • # of clients receiving transportation supports that meet their needs.

ELIGIBILITY AND RESTRICTIONS:

To apply for funding, the organization and the program must meet the following eligibility criteria. Please do not submit a LOI if your organization and/or program do not meet all the criteria below. *For collaborative applications, all participating organizations must meet all eligibility requirements and restrictions.*

Organizational Eligibility:

1. The organization offering the program is tax-exempt and is one of the following:
 - a. Not-for-profit organization with 501(c)(3) status
 - b. Government agency
 - c. School or academic institution
 - d. collaborative or consortium

2. The organization offering the program has a current NC Solicitation License.
3. 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. If that audit is still in progress, organizations will submit internal (unaudited) financial statements, the expected completion date of the audit, AND the final audit from the prior fiscal year until the current audit is complete.

Certified Financial Audits for Collaborative Applications

- Collaborative applications must identify a lead agency. The lead agency must submit the Certified Financial Audit and IRS 990 as outlined above.
- The other organizations participating in the collaborative application must provide the following financial documentation based on their annual revenue:
 - **Certified Financial Audit and IRS 990:** required for tax exempt organization with gross annual revenue of \$300,00 or more
 - **Financial Review and IRS 990:** required for tax-exempt organization with gross annual revenue between \$100,000 and \$299,999.
 - **IRS 990 only:** required for tax-exempt organizations with gross annual revenue of \$99,999 or less.

Program Eligibility:

1. The program serves residents of the Greater Greensboro area, which includes all of Guilford County excluding High Point and Jamestown; programs that serve a broader geographical range must show that funds will only be used to support Greater Greensboro residents.
2. The program requesting funding has been in operation by your organization for at least two years.
3. The program aligns with UWGG funding Goals and Strategies and can meet the required Program Measures.

Restrictions:

1. The program may not require religious activities as a condition of service and must provide services to all clients regardless of faith or denomination. Furthermore, the organization's programs and affairs must be conducted without discrimination based on race, religion, skin color, sex, gender, gender identity, language differences, age, physical, mental, and developmental abilities, socioeconomic status, religion, national origin or sexual orientation.
2. UWGG does not provide support to an organization's ongoing operating budget.
3. Organizations or programs who have compliance violations are not eligible.
4. Incomplete or late Letters of Interest or applications are not eligible.

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 2 parts:**
 1. **Cover Sheet:** The cover sheet should be typed on organization letterhead and include the information listed below. Collaborative applications must provide this information for all participating organizations and identify the lead agency:
 - Organization address, phone, fax, email and website.
 - Contact information for the organization's Chief Professional Officer (Executive Director, President, etc.): Name, Title, Phone, Email
 - Signatures of the Chief Professional Officer and Chief Volunteer Officer (Board Chair, etc.)
 - 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 through UWGG's Online System which can be accessed by [clicking here](#).**
- **LETTERS OF INTEREST ARE DUE BY 5:00 P.M. ON **SEPTEMBER 27, 2019**. LATE LOIs WILL NOT BE ACCEPTED.**

NEXT STEPS

- **Invitation to Submit a Full Application:**
LOIs are reviewed by UWGG 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 the published deadline. Late or incomplete applications will not be accepted.
- **Application Evaluation and Approval:**
Applications are reviewed by volunteers and UWGG staff. Applicants recommended for funding are then approved by the UWGG 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.
- **Awarding of Funding:**
Grant payments are issued monthly through electronic funds transfer. Donor designations made to a Strategic Partner through the UWGG Annual Campaign are applied toward the agency's total grant amount. In other words, agency designations are not additional dollars over and beyond the total grant amount. If designations exceed the agency's total grant amount, the agency will be awarded the larger amount.
 - **For agencies under consideration to become a Strategic Partner through the 2020-22 grant process, UWGG will hold your 2019 campaign designations pending completion of the grant review process.** Applicants awarded funding will be notified in writing no later than June. Designation reports will also be provided at that time. If your agency does not become a Strategic Partner, withheld donor designations will be paid on normal payout schedules.