

# Strategic Partners Grants 2024-25

## Request for Applications:

### POVERTY RELIEVING GRANTS

**End local poverty**  
3,000 households by 2030



United Way of Greater Greensboro seeks applications from programs or collaboratives to support households in poverty as they proceed on the path to leaving generational poverty, and beyond. As part of our strategy to support the Bold Goal of 3000 households leaving poverty, Poverty Relieving Grants address the following areas of impact:

- Cradle-to-career supports to ensure that children and youth are hitting major milestones, from the time they are born until they find a career, **on the path** to leaving generational poverty.
- Basic needs and access to healthcare services to address households' foundational needs to keep them **on the path** out of poverty.
- Employment and financial stability services help adults **increase their income, maintain their progress, and build toward financial self-sufficiency.**

See page 3 for a full list of funding goals, strategies, and required program measures.

## STEPS TO APPLY

<b>Attend Mandatory Grant Seeker Meetings</b> <i>Recordings can be made available.</i>	Choose one. Register by clicking the link: <a href="#">Wednesday, November 15 @ 2:00p</a> OR <a href="#">Tuesday, November 21 @ 9:00a</a> OR <a href="#">Tuesday, December 5 @ 10:00a</a> OR <a href="#">Thursday, December 7 @ 2:00p</a>
<b>Receive Optional Technical Assistance</b> <i>Grant seekers may consult staff any time for questions or more information. Contact:</i> Carie Jones-Barrow, Senior Director, Strategic Partnerships <a href="mailto:carie.barrow@unitedwaygso.org">carie.barrow@unitedwaygso.org</a> / (336) 378-6613	Ongoing
<b>Submit Intent to Apply</b> <i>The Intent to Apply is a pre-application survey to verify eligibility and give access to UWGG's Online System, Andar.</i>	<b>DEADLINE:</b> <b>Friday, December 15, 2023, by 5:00 p.m.</b> <a href="#">Click here to submit the Intent to Apply</a>
<b>Submit Application</b> <i>A complete Application Package consists of:</i> <ol style="list-style-type: none"> <li>1. Agency Documentation</li> <li>2. Program Information</li> </ol> <i>The Application Package must be submitted via the UWGG Online System, Andar. See page 10 the Application Checklist.</i>	<b>DEADLINE:</b> <b>Friday, January 19, 2024, by 5:00 p.m.</b>
Receive notice of awards, attend Strategic Partner Orientation, and submit Logic Model and Statement of Agreement	June 2024
Begin grant period	July 1, 2024

# OVERVIEW OF GRANTS

## Target Population:

- We are prioritizing investment in programs or collaboratives who serve **a high percentage** of households in poverty and may include low-income households.
  - “In poverty” is defined as living at or below the current Federal Poverty Guideline for household size as established by U.S. Dept. of Health and Human Services. For more information, visit <https://aspe.hhs.gov/poverty-guidelines>. Please note: Federal Poverty Guidelines are updated every January.
  - Low-income households are defined as 100% to 200% FPL.
  - School-aged children receiving free (130% FPL) and reduced (185% FPL) meals are included in our target population.
- **Grant recipients are required to collect household income and disaggregate outcome data by poverty level.**
  - Household income is the total gross income (salaries, wages, profits, cash benefits) for all people living in a home.
  - Household income may be verified through paystubs, tax returns, or receipt of other income supports, or self-report.
  - For school-aged children, the receipt of free (130% FPL) and reduced (185% FPL) meals is sufficient documentation, or attendance at a [Community Eligibility Provision](#) school in Greensboro.

## Collaborative Applications:

- Collaborative applications (2 or more programs or organizations) that show coordination of services to achieve better outcomes are highly encouraged and will receive bonus points in evaluation. Collaboration may occur within and across Impact Areas.
- Regardless of whether the application is for a collaborative or a single program, we will evaluate an applicant’s ability to maximize partnerships in the pursuit of meaningful impact.

## Grant Amount:

- Grants are for one year only, for the funding period July 1, 2024 – June 30, 2025.
  - **For single programs:** Grant awards will range from a minimum of \$25,000 to a maximum of \$100,000 per year.
  - **For collaboratives:** Grants awards will range from a minimum of \$50,000 to a maximum of \$150,000 per year.
- No funding request may exceed 50% of the proposed total program budget for Greater Greensboro services.

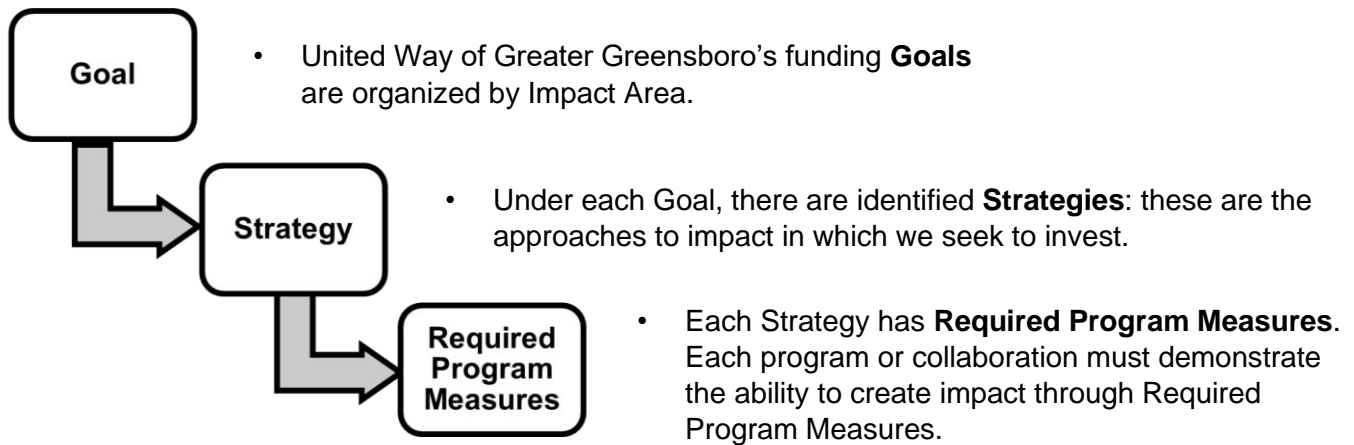
## Diversity, Equity, and Inclusion:

- Through our Strategic Partner grants process, we seek to make investments that align with the principles expressed in the [Diversity & Inclusion: A Statement of Principle](#) adopted by our Board of Directors in October, 2020. United Way of Greater Greensboro is on a journey to engage and

implement diversity, equity, and inclusion practices, and we seek to partner with organizations that are dedicated to improving equity in Greater Greensboro.

- All organizations must submit a Diversity, Equity, and Inclusion questionnaire, including the agency's nondiscrimination policy. See "Application Checklist," page 10.

## FUNDING GOALS AND REQUIRED PROGRAM MEASURES



Please see the charts below for detailed Goals, Strategies, and Required Program Measures for each Impact Area. **Programs may apply with more than one goal and strategy, but they must provide data for the Required Program Measures for all selected strategies.**

### CRADLE TO CAREER: *On the Path to the Bold Goal*

Goals under "Cradle to Career" focus on making sure children and youth are on the path to leaving generational poverty, from the time they are born until they find a career. For a child to grow up ready for employment, they must hit major milestones along the way through health, social, and educational supports: kindergarten readiness, early grade reading, middle grade math, high school graduation, postsecondary enrollment, and postsecondary completion.

This Impact Area focuses on pregnant and parenting adults along with infants, children, and youth living in households at or below the federal poverty threshold. School-age children receiving free (130% FPL) and reduced (185% FPL) meals are included in this focus.

Birth to 8 Goal: Children reach key developmental milestones to ensure school readiness and reading at grade level by age 8.		
<b>Strategy 1:</b> Provide high quality early care and education, family engagement, health, and/or early	<b>Required Program Measures:</b> <i>Programs using this Strategy must provide data for at least one Child Outcome AND at least one Caregiver Outcome.</i>	<b>UWGG Definition</b>
	<b>Child Outcomes</b>	

intervention services to children aged birth to kindergarten entry and their caregivers.	1. # and % of infants experiencing healthy birth outcomes	Measures lowering rates of infant mortality, preterm births, and low birthweights by tracking full term birth, healthy birth weight, reaching 1 <sup>st</sup> birthday, etc.
	2. # and % of infants and toddlers achieving developmental milestones	Measures behaviors or physical skills (social/emotional, language/communication, cognitive, movement/physical) seen in infants and children as they grow and develop, which differ for each age range. These can include rolling over, crawling, walking, and talking.
	3. # and % of children referred to and receiving early intervention services as needed	Tracks children who may present early signs of developmental delays and disabilities that receive access to services/support to overcome challenges and meet their needs (for example: speech therapy, physical therapy, etc.)
	4. # and % of children receiving appropriate preventative health services	Tracks receipt of preventative health services such as well-child visits, immunizations, behavioral assessments, and scheduled screenings.
	5. # and % of children developmentally on track with 5 school readiness domains	Measures preschoolers for proficiency in the 5 kindergarten readiness domains: 1. physical development; 2. approaches to learning; 3. language and literacy development; 4. cognitive and intellectual development; 5. social and emotional skills
	<b>Caregiver Outcomes</b>	
	6. # and % of caregivers demonstrating an understanding of developmentally appropriate milestones	Tracks caregivers who are assessed on capability to observe and adequately identify their child's pathway to reaching developmental milestones, through tests or questionnaires.
	7. # and % of caregivers who improve parenting skills	Tracks caregiver-child interactions, and documents improvement of the caregiver's behavior demonstrated in the context of the child's needs (for example: Keys to Interactive Parenting Scale)
Strategy 2: Provide academic and literacy support to children in K-3rd grade.	8. # and % of caregivers demonstrating improved engagement with their children	Measures engagement that could include such activities as reading daily to their children, demonstrating attentiveness to their child's needs, and supporting learning at home.
	<b>Required Program Measures:</b> <i>Choose at least one of the following measures:</i>	<b>UWGG Definition</b>
	1. # and % of children (K-2) reading at grade level	Measures number of K-2 <sup>nd</sup> graders who are reading below grade level at the start of services and improve to on-grade reading.
	2. # and % of 3rd graders reading at grade level	Measures number of 3 <sup>rd</sup> graders who are reading below grade level at the start of services and improve to on-grade reading.
	3. # and % of children (K-3) who are chronically absent, or at risk of chronic absence, who improve or maintain satisfactory school attendance	Measures K-3 <sup>rd</sup> graders with a history or risk of chronic school absence who maintain or improve their attendance during the school year as a result of program services. "Chronic absence" means missing more than 10% of school days for any reason.

**Youth Success Goal: Children and youth are ready for success in college, work, and life (ages 9-21).**

<b>Strategy 1:</b> Provide elementary, middle, and high school youth with school or community-based programs and/or individualized supports.	<b>Required Program Measures:</b> <i>Programs using this Strategy must provide data for at least two of the following measures.</i>	<b>UWGG Definition</b>
	1. # and % of children who transition on time from elementary school to middle school	Tracks children who are promoted on time to middle school at the conclusion of their final expected year of elementary school.
	2. # and % of youth who transition on time from middle school to high school	Tracks youth served who are promoted on time to high school at the conclusion of their final expected year of middle school.
	3. # and % of middle/high school youth who earn passing grades in Core subjects.	Refers to students who earn a passing grade, based on locally determined standards, in each of the subject areas (includes English language arts, math, science, and social studies)
	4. # and % of children (ages 9+) who are chronically absent, or at risk of chronic absence, who improve or maintain satisfactory school attendance	Measures children ages 9+ with a history or risk of chronic school absence who maintain or improve their attendance during the school year as a result of program services. "Chronic absence" means missing more than 10% of school days for any reason.
	5. # and % of youth who graduate high school on time.	Tracks students served who obtain a standard high school/secondary school diploma within four years of entering high school.
	6. # and % of children and youth who improve in soft skills, life skills, and/or prosocial behavior.	Measures improvement in soft and life skills such as communication, teamwork, self-confidence, leadership, problem solving, future orientation, time management, decision-making, and other prosocial behaviors that reduce delinquent behavior.

**HEALTH AND BASIC NEEDS: Supporting People on the Path to the Bold Goal**

Access to healthcare, both physical and behavioral, as well as housing, food, and personal safety are foundational and must be addressed for households to stay on the path to leave poverty.

**Housing Goal: People have adequate, safe, and affordable housing or shelter.**

<b>Strategy 1:</b> Ensure people become and remain adequately sheltered.	<b>Required Program Measures</b> <i>Choose at least ONE of the following measures</i>	<b>UWGG Definition</b>
	1. # of individuals receiving temporary or transitional shelter.	Tracks clients who are unhoused and receiving emergency or temporary housing with supportive services, bridging the gap from homelessness to permanent housing.

	2. # of individuals securing permanent housing	Tracks clients who have successfully moved into stable housing solutions with no designated length of stay. Can include permanent supportive housing.
	3. # of individuals maintaining permanent housing	Tracks clients at risk of losing permanent housing who remain in their homes as a result of program services that may include because of case management, financial assistance, foreclosure prevention, preserving tenancy in eviction proceedings, or other services.
	4. # and % of clients who take necessary steps to resolve housing deficiencies	Tracks clients who are taking action to improve their housing situation such as avoiding eviction judgments, following family goal plans, obtaining housing inspections, accessing rental or utility assistance, or other assistance.

**Safety Goal: Personal safety is provided or enhanced when needed.**

<b>Strategy 1:</b> Ensure people in dangerous situations are protected from violence.	<b>Required Program Measures:</b> <i>Choose at least ONE of the following measures</i>	<b>UWGG Definition</b>
	1. # and % of clients with reduced chances of future violence or abuse.	Tracks victims or survivors of violence or abuse who have taken steps to reduce the chances of violence or abuse recurring through safety planning, shelter placement, emergency protective orders, legal assistance, child or adult advocacy, or other services.
	2. # and % of clients who receive trauma-informed services.	Tracks clients receiving safety services that are trauma-informed, including counseling.

**Healthcare Goal: People have access to and utilize healthcare.**

<b>Strategy 1:</b> Provide access to physical and behavioral healthcare services and supports.	<b>Required Program Measures:</b> <i>Choose at least ONE of the following measures</i>	<b>UWGG Definition</b>
	1. # of individuals accessing and utilizing physical healthcare services and supports	Tracks individuals accessing and utilizing preventative health services, specialty health services, medical case management or coordination of care
	2. # of individuals accessing and utilizing behavioral health services and supports	Tracking individuals accessing and utilizing mental health, psychiatric, marriage and family counseling, and addictions treatment)
	3. # of individuals obtaining health insurance or Orange Card	Tracking individuals obtaining health insurance as a direct result of program services. This may include qualifying for Orange Card.
	4. # of individuals accessing and utilizing healthy food/nutrition services	Tracking individuals receiving food or meals at food pantries, community feeding sites, or other nutrition services.

## EMPLOYMENT & FINANCIAL STABILITY: *Increasing Income, Maintaining Progress and Moving Toward Self Sufficiency*

For households in poverty, employment, financial stability, and economic growth are critical for leaving poverty for good. We seek to make investments that help households earn more through employment, keep more through strategies to safeguard income and lower their cost of living, and grow more by accumulating and maintaining assets that gain value and break the cycle of poverty for future generations.

The goals in this impact area prioritizes adults whose current household income is below 100% FPL and need educational attainment and employment services to raise income through job skills training, employment coaching, credentials, and removing barriers such as transportation or caregiving. We also prioritize services aimed at homeownership, reducing debt, reducing expenses, credit repair, and changes to financial behaviors.

Employment Goal: Adults gain employment and increase income on the path to moving the household out of poverty.		
Strategy 1: Provide employment services, training, and adult education.	Required Program Measures: <i>Programs using this Strategy must provide data for at least two of the following measures.</i>	UWGG Definition
	1. # and % of individuals who increase income through employment that places the household over the FPL for household size ( <b>Bold Goal</b> )	Measures unemployed or employed clients whose income increases <i>over the FPL</i> due to new employment or a raise.
	2. # and % of individuals who complete job skills training	Measures clients who complete a job skills training that could include interest and skills assessment, testing and counseling, soft and technical skills development, basic skills development, job search assistance, apprenticeship, or internship.
	3. # and % of individuals completing high school equivalency	Measures clients without a high school diploma who complete high school equivalency (HSE OR GED) as a result of program services.
	4. # and % of individuals who earn post-secondary, job-relevant licenses, certificates, degrees and/or credentials	Measures clients who complete these credentials because of program services. This measure can include CDL but not regular driver's licenses.
	5. # and % of individuals who gain employment	Tracks unemployed clients who gain employment as a result of program services.

	6. # of individuals who increase income through employment.	Measures unemployed or employed clients who improve their financial situation by getting a raise, getting benefits, or getting a new job with higher income, <i>even if the increased income does not place the household FPL.</i>
<b>Financial Stability Goal: Households safeguard income and grow assets for financial stability.</b>		
<b>Strategy 1:</b> Provide education, counseling, coaching, and/or legal services linked to financial stability.	<b>Required Program Measures:</b> <i>Choose at least ONE of the following measures</i>	<b>UWGG Definition</b>
	1. # and % of individuals who obtain public, permanent cash benefits that place the household over the FPL for household size <b>(Bold Goal)</b>	Tracks clients whose income increases over the FPL because they gained to public, <i>permanent cash</i> benefits such as SSI/SSDI or VA benefits.
	2. # and % of individuals who better manage disposable income by accessing public benefits or reducing costs.	Measures individuals who access public benefits (e.g., Earned Income Tax Credit, SNAP), reduce expenses through budgeting, or change financial behaviors in order to better manage disposable income for basic needs and living expenses.
	3. # and % of individuals who grow savings or assets by improving credit score, decreasing debt, or gaining assets.	Measures individuals who start or expand savings accounts, purchase homes or property, improve credit score, or decrease personal debt.

## ELIGIBILITY AND RESTRICTIONS

To apply for funding, the organization and the program must meet the following eligibility criteria. ***For collaborative applications, all participating organizations must meet all eligibility requirements.***

- The organization(s) offering the program is tax-exempt and is one of the following:
  - Not-for-profit organization with 501(c)(3) status
  - Government agency
  - School or academic institution
  - collaborative or consortium. A lead agency must be designated.
- The organization offering the program must have at least one paid full-time staff member or one FTE. Organizations operating only with volunteers may apply as part of a collaborative but may not serve as the lead agency.



3. The organization(s) offering the program has a current NC Solicitation License or exemption.
4. The organization possesses all required financial documentation as outlined below:
  - a. **Certified Financial Audit and IRS 990:** required for tax exempt organization with gross annual revenue of \$500,000 or more.
  - b. **Financial Review and IRS 990:** required for tax-exempt organization with gross annual revenue between \$300,000 and \$499,999.
  - c. **IRS 990 only:** required for tax-exempt organizations with gross annual revenue of \$299,999 or less.
5. Funds may only be used for residents of Greater Greensboro, defined as 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.
6. The program requesting funding has been in operation by your organization for at least two years.
7. 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.
8. Funds may not be used for an organization's ongoing operating support.
9. Funds may not be used to support building or capital projects or campaigns.
10. Previously funded organizations or programs with compliance violations are not eligible.
11. Incomplete or late proposals will not be accepted.

## APPLICATION CHECKLIST

- A complete Application Package consists of:
  1. **Agency Documentation**
  2. **Program Information**
- All Application Package components are submitted via the UWGG Online System, Andar.
- **Applicants must submit an [Intent to Apply](#) for each prospective program by December 15, 2023 by 5:00 p.m. in order to gain database access.**
- **Deadline for all agency and program information is Friday, January 19, 2024, by 5:00 p.m.**
- Starred items (\*) are UWGG templates.

### AGENCY DOCUMENTATION

*The following documents are required for the agency or organization that offers the program. Only one copy of each document is required for the Agency, regardless of how many programs are applying for funding. **For collaborative applications, all participating organizations must submit all information listed.***

- ☐ NC Solicitation License or Exemption Letter
- ☐ Most recent IRS 990
- ☐ Financial documentation as outlined below:

- **Certified Financial Audit<sup>1</sup>:** required for tax exempt organization with gross annual revenue of \$500,000 or more.
- **Financial Review<sup>1</sup>:** required for tax-exempt organization with gross annual revenue between \$300,000 and \$499,999.
- **IRS 990 only:** required for tax-exempt organizations with gross annual revenue of \$299,999 or less.

**<sup>1</sup> Organizations are required to submit the Certified Financial Audit or Financial Review for its most recently completed fiscal year. If that audit/review is still in progress, organizations must submit the following until the current audit/review is complete:**

- ☐ Letter signed by the auditing firm or agency Chief Professional Officer indicating the expected date of completion.
- ☐ The agency's most recent internal financial statements
- ☐ The agency's final audit/review from the prior fiscal year

- ☐ Management and/or Compliance Findings from Financial Audit (if applicable)
- ☐ Patriot Act form\*
- ☐ Board of Directors Membership
- ☐ Diversity, Equity, and Questionnaire\* (includes Nondiscrimination Policy)

*For organizations not currently funded:*

- ☐ IRS Tax Exempt Letter 501 (c)(3)

#### PROGRAM INFORMATION

- ☐ Application Form\*
- ☐ Outcome Measurement and Evaluation Plan\*
- ☐ Program Financial Summary\*
- ☐ Program Application Certification\*
- ☐ Measurement Tools

## EVALUATION PROCESS AND AWARDING OF FUNDING

- Grant Applications are reviewed by a committee of volunteers. 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 application timeline. All decisions are final and not subject to appeal.
- Applicants awarded funding will be notified in writing. The award notification will specify requirements and deadlines that must be met prior to initiate the release of funds. These requirements will include, but are not limited to, the following:
  - Attend an orientation and planning session
  - Submit program revisions
  - Submit Statement of Agreement
  - Submit ACH Payment Form

- Any agency with a UWGG-funded program, or as the lead agency for a UWGG-funded collaborative, is a Strategic Partner. Grant payments to Strategic Partners 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 an agency's total designations exceed the total investment approved by the Board of Directors, the excess will also be distributed to the agency. These funds are unrestricted and not subject to United Way oversight.

## FOR MORE INFORMATION

**Carie Jones-Barrow, Senior Director, Strategic Partnerships**  
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**(336) 378-6613**