

United Way of Washtenaw County FY19 Financial Stability Fund Grant Request Form

United Way of Washtenaw County (UWWC) awards Financial Stability grants annually as part of its Financial Stability Initiative. These grants provide one-time support for programs, projects or initiatives that prioritize women, individuals and families with low incomes, communities of color, and historically and/or systematically marginalized groups. Funding is open to both new/pilot or existing programs, projects or initiatives.

Funding Priority #1: Work that aligns with one or more of United Way's Financial Stability Initiative Goals

- Advance the economic well-being of people Asset-Limited, Income Constrained and Employed ([ALICE](#))
- Reduce reliance on predatory financial practices in Washtenaw County neighborhoods
- Increase opportunities for individuals and communities to increase their economic asset base through education, coaching and practice

Examples of this work include, but are not limited to:

- **Job training/skill building**
- **Literacy** (e.g. digital, language, health)
- **Financial Stability Capacity Building** (e.g. Integration of financial services into an agency's existing social service array)
- **Direct Service Staff Capacity Building** (e.g. Increasing the knowledge and skills of social/case workers to provide financial empowerment services to clients)
- **Public Policy, Advocacy and Community-Mobilizing** (e.g. community campaign on predatory lending practices)

Funding Priority #2: Efforts that improve the economic wellbeing of women who are Asset-Limited, Income Constrained and Employed ([ALICE](#)).

As part of our Women United Initiative we are accepting proposals for programs, projects or initiatives that: 1. Align with one of the below funding priorities and 2. Primarily or exclusively serve women. We define this as at least 80% of the participant base being comprised of people who identify as women.

- **Job training/skill building**
- **Literacy** (e.g. digital, language, health)
- **Public Policy Advocacy and Community Mobilizing**

Outcome Measurement: We invite applicants to utilize Attachment A to 1.) select from pre-identified outcomes and measures or 2.) submit your own outcomes and measures using the formatting and examples provided.

Eligibility: Local 501(c)(3) non-profit human service organizations, local governments, higher education institutions and school districts that serve Washtenaw County. Programs are welcome to apply through a fiscal agent.

Review Process: Applications to the Financial Stability Fund, as well as funding award decisions, operate on an annual basis. Eligible submissions are identified by staff and then routed for review and funding award recommendation by an ad-hoc committee comprised of local community members. Each application is initially individually scored by community members using the evaluation matrix in Attachment B.

There is no “floor” or “ceiling” for funding requests. In FY19, approximately \$100,000 in grants will be made through the Financial Stability Fund. Funds available are contingent on the outcome of United Way of Washtenaw County’s annual fundraising campaign.

Key Dates: Please see below for a timeline of key dates related to this grants program*

Date	Event Description
February 2019	<ul style="list-style-type: none"> • 2/15: Announcement of Funding Opportunity
March 2019	<ul style="list-style-type: none"> • 3/15: Online Application Open • 3/15-5/6: Application Writing Period
April 2019	<ul style="list-style-type: none"> • 4/3-5/3: Office Hours for Technical Assistance with United Way staff • 4/29: Reminder Regarding Application Due Date
May 2019	<ul style="list-style-type: none"> • 5/6: Applications Due (by 4pm) • 5/27-6/3: Clarifying Questions from Reviewers Sent to Applicants Response by CI Staff (Response Optional)
June 2019	<ul style="list-style-type: none"> • 6/7: Award Notification to Grantees • 6/11: Terms of Grant Sent to Grantees • 6/17: Signed Terms of Grant Due • 6/30: Payments to Grantees
July 2020	<ul style="list-style-type: none"> • 7/1: Final Report Form Available in Foundant • 7/31: Final Reports due from Grantees

**dates subject to change*

Points of Contact:

Bridget Healy, Director of Community Impact (734) 677-7209, bhealy@uwwashtenaw.org

Amanda Reel, Community Impact & Vol. Ctr. Mgr. (734) 677-7234, areel@uwwashtenaw.org

Application Process

1. **Contact United Way staff to determine eligibility for submission and alignment to the fund’s purpose.**
2. If your proposal aligns with the purpose and use of the Financial Stability Fund, you will receive an application code to submit your proposal online via Foundant, www.uwgive.org/foundant
3. Post submission, you may receive questions regarding your proposal from Staff surfaced by reviewers. Your response is optional.

Basic Applicant Questions

- How did you learn about this funding opportunity?
 - Barrier Busters
 - United Way staff
 - United Way website
 - Other human services organization
 - Other, please describe:

- Did your organization submit a submission for the Request for Information (RFI) through the 2018-2020 Coordinated Funding process?
 - Yes (You need not submit the required documents)
 - No (Please submit the following required documents as attachments: proof of tax-exempt status, current board roster and– if applicable– proof of fiscal sponsorship)

- Please indicate your agency type:
 - 501(c)(3) non-profit human service organization
 - Local government entity (e.g. library)
 - School or school district
 - Higher education institution
 - Applying via a fiscal agent

If a local government or a school entity, please contact United Way staff for follow up regarding required documentation.

Proposal Questions

1. Agency/Organization Mission (*500 character limit*)
2. Program/Project/Initiative Name:
3. Funding Amount Requested:
4. Annual Organization Operating Budget:
5. Does the program primarily or exclusively serve women? *Defined as at least 80% of the participant base being comprised of people who identify as women.*
 - Yes
 - No
 If “Yes”, estimated percentage of women served annually: _____
6. Summary of Grant Request: *Briefly summarize what you will use the grant for, what you hope to accomplish and what the impact will look like. (5000 character limit)*
7. Alignment: *Describe how your project/program aligns with the purpose of the Fund for which you are applying. (2500 character limit)*
8. Budget Narrative: *Tell us, by giving concrete examples, how grant funds will be used to advance the work described above (Example. Supplies, staffing costs, etc.) (1500 character limit)*
9. Other Support: *Information on the community partners and other funders supporting this work. (1500 character limit)*
If you have an MOU/MOA or formal partnership relevant to this funding request, you may upload agreement(s) here. (Optional)

10. Who are the people and neighborhoods/communities that will benefit from this work? *Describe the population to be served in terms of age, race, gender, ethnicity, immigrant status or any other characteristics relevant to this request. (2500 character limit)*
11. How is this work responding to an issue of racial inequity? [*The Washtenaw County Opportunity Index*](#) *may be a helpful resource in responding to this question. (2500 character limit)*
12. How is this work responding to another aspect of inequity (e.g. socio-economic, cultural, ability, religious)? [*The Washtenaw County Opportunity Index*](#) *may be a helpful resource in responding to this question. (2500 character limit)*
13. Measurement Plan: The following items relate to the measurement of your program, project or initiative's outcomes and impact. **Note: Utilize Attachment A to guide selection or formatting of outcomes and measures.**
- 13a. What is the goal of this work? *(200 character limit)*
- 13b. What is the total number of individuals and/or families to be served through this work? *(25 character limit)*
- 13c. What is the first anticipated outcome of this work? *(Select from drop-down list or input your own Outcome, 50 character limit)*
- 13d. What is the measure you will use to track progress towards outcome 1? *(Select from drop-down list or input your own Measure, 200 character limit)*
- 13e. What is the second anticipated outcome of this work? *(Select from drop-down list or input your own Outcome, 50 character limit)*
- 13f. What is the measure you will use to track progress towards outcome 2? *(Select from drop-down list or input your own Measure, 200 character limit)*
- 13g. What else would you like us to know about your measurement plan and how you are evaluating the impact of this work? *(1000 character limit)*
14. Timeline: Over the next 12 months, what are the major activities associated with this work? *(1000 character limit)*

Optional questions about our grant application process

15. About how long did it take you to complete this application?
- One hour or less
 - Between 2-4 hours
 - Between 5-8 hours
 - More than 8 hours
16. How can we improve your experience as a grant applicant?

Attachment A: Financial Stability Outcomes & Measures

For the Measurement Plan section of the application, you may select 2 Outcomes & Measures from Potential Program Outcomes & Measures below (Table 1) or submit 2 of your own, utilizing the format and examples below (Table 2).

1. Potential Program Outcomes and Measures: Financial Stability Programming

Outcome Area	Outcome	Measure
Financial Coaching/Asset Building	Increased net income	#/% who increase net income
		#/% who decrease household monthly costs
	Increased net worth (assets minus liabilities)	#/% who increase net worth
		#/% who save at least \$250 or more at the end of 6 months (assets)
		#/% who consistently save money for 3 months (assets)
	Increased credit score	#/% who have credit scores above 650
#/% who improve credit scores		
Increased financial capability	#/% who feel more empowered to manage their personal finances	
	#/% who increase their financial management knowledge and skills	
Income Supports	Service navigation	#/% who are referred to needed social services
	Benefits access	#/% who are approved for benefits and income supports
Bundling	Bundling	#/% who receive 2 of 3 and 3 of 3 core services.

2. Outcome and Measure Formatting & Examples

<i>Example - Goal: Increase the financial stability of families we serve.</i>	
Outcome	[change verb]* [what is being changed/impacted]**
Measure	Of the total served, # and % of [participants, families, youth, etc.] will/that [change verb]* their [what is being changed/impacted]** as measured by [insert method here]^
Outcome 1	Increased income of program participants
Measure 1	Of the total served, 112/75% of program participants will increase their net income as measured by financial assessments at the beginning and conclusion of services.
Outcome 2	Increased financial capability of program participants
Measure 2	Of the total served, 120/80% of program participants will increase their sense of empowerment to manage their personal finances as measured by pre/post assessment.

* e.g. increase, decrease, maintain, improve, change, stabilize

** e.g. knowledge, skills, behaviors, condition, quality, status

^e.g. pre/post test, observation, case notes, attendance, course completion, letter grade

Attachment B: Financial Stability Fund Grant Evaluation Form

Content Area	0	1	3	5	Score
<p>1. To what extent does the program benefit one or more of the following populations in Washtenaw County:</p> <ul style="list-style-type: none"> • Women • Individuals and families with low incomes • Communities of color • Historically and/or systematically marginalized groups <p><i>Application Crosswalk: Questions 5, 6, 7, 10</i></p>	<p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">Not addressed</p>	<p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">Somewhat focused</p>	<p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">Focused on prioritizing one of these populations</p>	<p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">Exclusively focused on prioritizing one or more of these populations</p>	
<p>2. To what extent does the program align with one of the following priorities of United Way's Financial Stability Initiative:</p> <p>Funding Priority #1: Work that aligns with one or more of United Way's Financial Stability Initiative Goals</p> <ul style="list-style-type: none"> • Advance the economic well-being of people Asset-Limited, Income Constrained and Employed • Reduce reliance on predatory financial practices in Washtenaw County neighborhoods • Increase opportunities for individuals and communities to increase their economic asset base through education, coaching and practice <p>Funding Priority #2: Efforts that improve the economic well-being of women* who are Asset Limited, Income Constrained, Employed, with one or more of these elements:</p> <ul style="list-style-type: none"> • Job training/skill building • Literacy (e.g. digital, language, health); • Public Policy Advocacy and Community Mobilizing (*Programs must be serving 80% or more women.) <p><i>Application Crosswalk: Questions 5, 6, 7</i></p>	<p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">None met</p>	<p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">Narrative is not clear and program's link to any of criteria is difficult to determine.</p>	<p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">Narrative is specific in some aspects and there is evidence of the program's link to at least one criterion.</p>	<p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">Narrative clearly identifies and supports program's link to one or more criteria.</p>	



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Attachment B: Financial Stability Fund Grant Evaluation Form

Content Area	0	1	3	5	Score
<p>3. Is there a logical connection between the resources requested and the services to be provided?</p> <p><i>Application Crosswalk: Questions 3, 6, 8</i></p>	<input type="checkbox"/> Not at all	<input type="checkbox"/> Weak Connection	<input type="checkbox"/> Reasonable Connection	<input type="checkbox"/> Strong Connection	
<p>4. Is there support for this work as demonstrated by relationships with community partners and other funders?</p> <p><i>Application Crosswalk: Question 9</i></p>	<input type="checkbox"/> No relationships	<input type="checkbox"/> One relationship w/logical connection to program	<input type="checkbox"/> Two relationships w/logical connections to program	<input type="checkbox"/> Three or more relationships with logical connections to program	
<p>5. Does the applicant demonstrate knowledge of the priority population and community it intends to serve through this program?</p> <p><i>Application Crosswalk: Question 10</i></p>	<input type="checkbox"/> No	<input type="checkbox"/> Weak demonstration	<input type="checkbox"/> Reasonable demonstration of knowledge	<input type="checkbox"/> Strong demonstration of knowledge	
<p>6. To what extent is the program/project/initiative responding to an issue of racial inequity in the community to be served?</p> <p><i>Racial equity is the condition that would be achieved if one's racial identity no longer predicted, in a statistical sense, how one fares. When we use the term, we are thinking about racial equity as one part of racial justice, and thus we also include work to address root causes of inequities not just their manifestation. This includes elimination of policies, practices, attitudes and cultural messages that reinforce differential outcomes by race or fail to eliminate them.</i></p> <p><i>Please visit www.uwgive.org/equity for United Way's vision and statement on equity.</i></p> <p><i>Application Crosswalk: Question 11</i></p>	<input type="checkbox"/> Not at all	<input type="checkbox"/> The relationship to addressing racial inequity is not clearly provided or supported by research, lived experience, or community best practices.	<input type="checkbox"/> The relationship to addressing racial inequity is provided, but is not convincing.	<input type="checkbox"/> The relationship to addressing racial inequity is supported by research, lived experience, or community best practices.	



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Content Area	0	1	3	5	Score
<p>7. To what extent is the program/project/initiative responding to another aspect of inequity in the community to be served? (e.g. poverty, gender, ability)</p> <p><i>Application Crosswalk: Question 12</i></p>	<p><input type="checkbox"/></p> <p>Not at all</p>	<p><input type="checkbox"/></p> <p>The relationship to addressing other inequity is not clearly provided or supported by research, lived experience, or community best practices.</p>	<p><input type="checkbox"/></p> <p>The relationship to addressing other inequity is provided, but is not convincing.</p>	<p><input type="checkbox"/></p> <p>The relationship to addressing other inequity is supported by research, lived experience, or community best practices.</p>	
<p>8. Does the applicant provide a measurement plan with a clearly defined goal and measurable outcomes?</p> <p><i>Application Crosswalk: Questions 13</i></p>	<p><input type="checkbox"/></p> <p>Not at all</p>	<p><input type="checkbox"/></p> <p>Somewhat defined and/or aligned. Services may impact outcomes, but evidence is scarce.</p>	<p><input type="checkbox"/></p> <p>Defined and aligned. Research or community best practices support a relationship to outcome achievement.</p>	<p><input type="checkbox"/></p> <p>Clearly and specifically defined and in full alignment. Research or community best practices clearly show relationship to achieving outcome.</p>	
<p>9. Is there sufficient evidence that impact can be achieved within the time line provided?</p> <p><i>Application Crosswalk: Question 14</i></p>	<p><input type="checkbox"/></p> <p>Not at all</p>	<p><input type="checkbox"/></p> <p>Poorly defined</p>	<p><input type="checkbox"/></p> <p>Reasonably defined</p>	<p><input type="checkbox"/></p> <p>Strongly defined</p>	
TOTAL (out of 45):					