

United Way of Washtenaw County FY20 Opportunity Fund Overview and Application

For over 90 years your local United Way has been working to create a more equitable Washtenaw County where everyone achieves their full potential. By the year 2030 we aspire to live in a community where:

- Your zip code no longer determines your opportunity in life
- Life expectancy is the same across all populations and communities in our County
- The academic achievement gap is eliminated
- Everyone in our community has a home
- Community members seek understanding and awareness of their own power and privilege and actively work to end poverty in our County
- Poverty is not generational. If it exists, it is intermittent and brief
- Everyone in our County is able to thrive and meet their needs—housing, food, transportation, education, health expenses and childcare

If our vision resonates with you, we invite you to apply for funding. Grant investments to local organizations are one strategy we use to move closer to our [vision](#). Funding available for investment by United Way is contingent each year upon the success of our annual campaign and other fundraising efforts. Multi-year funding commitments depend upon our campaign results and demonstrated grantee impact on the priority populations they serve.

Who is Eligible to Apply? Local 501(c)(3) non-profit human service organizations, local governments, higher education institutions and school districts that are located within and serving Washtenaw County. Applicants may apply through a fiscal agent.

Opportunity Fund Purpose

These grants provide support for organizations whose work benefits people with low incomes, communities of color, and historically and/or systematically marginalized people. In addition to the above, the proposed work must align with one or more of the following criteria:

- Increase organizational capacity to deliver a community solution
- Leverage United Way support as match for additional grant funding
- Pilot a promising practice
- Engage in advocacy and/or community mobilizing
- Aligns with one or more of United Way's priority areas: early childhood; school-aged youth; safety net health & nutrition; housing & homelessness; older adults, financial stability.
- Prioritize systematic racial equity*

Equity Commitment

Equity is a central tenet in United Way's grantmaking. All applicants — regardless of where in their equity journey they may be today — must demonstrate a commitment to ongoing growth through the integration of diversity, equity and inclusion (DEI) principles into both their external programming or services and internal structures and operations. Learn more about how United Way thinks about equity at www.uwgive.org/equity

**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.*

Racial Justice [is defined] as the proactive reinforcement of policies, practices, attitudes and actions that produce equitable power, access, opportunities, treatment, impacts and outcomes for all. Racial justice is the underlayer for all other forms of justice – we can't achieve educational, environmental, criminal justice, etc. until we achieve racial justice. (Sources: Center for Assessment and Policy Development; Catalytic Change: Lessons Learned from the Racial Justice Grant making Assessment Report, Philanthropic Initiative for Racial Equity and Applied Research Center, 2009; [Fakequity](#), 2019.)

There is no “floor” or “ceiling” for funding requests. Grantees may only apply once every 12 months. In FY20, approximately \$200,000 in grants will be made through the Opportunity Fund.

NOTE:

- **Funds invested through this grant program are a complement, not a supplement, to other United Way and Washtenaw Coordinated Funding grant programs. Information about our other grant programs is located [here](#).**
- **The Opportunity Fund does not resource ongoing/core services of local organizations as there are grant programs that specifically fund this work (see above hyperlink).**

Review Process for Grant Submissions

Eligible submissions are identified by staff and then routed for review and funding award determination by the volunteer-led Community Impact Committee. This Committee is comprised of 10-15 volunteers with a passion for community, including at least three United Way board members, who include: content and context experts, local businesses, academia, City and County government, labor, and human services. During the review process, questions about your proposal may arise from our volunteers. As a result, you may receive up to three clarifying questions submitted to your primary point of contact by Amanda Reel. The purpose of this practice is to ensure the best possible decision making by our Committee.

Date	Event Description
September	<ul style="list-style-type: none"> • 9/4: Application Available Online • 9/4-9/30: Writing Period- Agencies Complete Applications Online • 9/16: Reminder Regarding Application Due Date • 9/30: Applications Due (by 4pm)
October	<ul style="list-style-type: none"> • 10/3-10/15: Reviewer Reading Period. You may receive clarifying questions about your proposal during this time. • 10/18: CI Committee Meeting and Reviewer Deliberation Session • 10/22: Award Notification and Terms of Grant Sent to Grantees • 10/28: Signed Terms of Grant Due
November	<ul style="list-style-type: none"> • 11/1: Payments to Grantees

dates are subject to change

Grant Application and Submission Process

1. Contact United Way staff to determine eligibility for submission and alignment to the fund’s purpose.

Contact Information:

Bridget Healy, Director of Community Impact, 734.677.7209, bhealy@uwwashtenaw.org

Amanda Reel, Senior Community Impact Manager, 734.677.7234, areel@uwwashtenaw.org

- If your proposal aligns with the purpose of the fund, you will receive an application code to access the online application. Complete and submit an application via Foundant: www.uwwashtenaw.org/foundant
 - If your request for funding is at or below \$5,000 we are pleased to accept proposals submitted to other funders. Please upload a recent, complete proposal that represents you well and that reflects our funding priorities.
 - For requests over \$5,000 please respond to the application questions below via our online system.
- Respond to clarifying questions regarding your submission. During the review process, questions about your proposal may arise from our volunteers. As a result, you may receive up to three clarifying questions submitted to your primary point of contact by Amanda Reel. This purpose of this practice is to ensure the best possible decision making by our Committee.
- Award notification—approved or decline
 - If approved, sign and return terms of grant.
 - Grant award funds administered within 30 days after signed terms of grant are received.

Should you have questions during completion of your application, please contact Bridget Healy, Director of Community Impact, via phone (734) 677.7209 or email bhealy@uwwashtenaw.org.

Applicant Questions

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

 - Did your organization complete a submission for the Request for Information (RFI) through the 2018-2020 Coordinated Funding process?
 - Yes. *You need not submit any additional documents.*
 - No. *Please upload the following required documents in the space provided: proof of tax-exempt status*, current board roster and– if applicable– proof of fiscal sponsorship. United Way may request additional documentation, for example your current organizational budget, and most recently completed audit or financial statements.*
- *If a local government or a school entity, review [this document](#) for additional information on required documentation submission.*
- 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

Grant Application Questions

****Note: There are character limits on most questions in the application. We note the character limits for you below. The character limit DOES include spaces.****

1. Agency Name and Mission:
2. Program/Project/Initiative Name:
3. How many years of funding are desired for this work? 1 year 2 years
4. Total amount requested over the desired grant period:
5. Annual Agency Operating Budget:
6. Summary of Grant Request: *Briefly summarize what you hope to accomplish, how this work aligns with the purpose of the Opportunity Fund and the impact you anticipate achieving. (5,000 character limit)*
7. 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.) (1,000 character limit)*
8. Community Supporters: *Who are the key community partners and funders supporting this work? For example, has additional funding equal to or greater than the grant request been identified and/or secured? (1,500 character limit)*
9. Community Engagement: *How is the community engaged in this work? How will they be engaged over the course of the grant? (1,500 character limit)*
10. Equity Commitment: *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. (1,500 character limit)*
11. Equity Commitment: *How has your organization demonstrated its commitment to diversity, equity and inclusion? For example, are there policies or practices in place to incorporate an equity lens into your organization's work? If so, please provide a brief explanation or attach any written policies in the field below. (1,500 character limit)*

12. Equity Commitment Bonus: Grant applicants who complete an organizational DEI assessment will be awarded an additional 5 points towards their proposal total. Applicants are welcome to submit an existing DEI assessment completed within the past 12 months in the field below. We recommend the following tools:

- [Meyer Memorial Trust](#)'s DEI Spectrum tool — A free tool to assess your organization's progress towards fully expressing a commitment to DEI. [Click here to access the tool.](#)
- Beloved Community's Equity Audit. This audit is free for organizations. An in-depth report is available which includes assessment of feedback by stakeholder group and a 45-mn consultation call with a Beloved Community team member for \$500. [Click here for more information about the audit.](#)
- Michigan Nonprofit Association's Diversity, Equity and Inclusion Assessment. The individual-level assessment is free for MNA members and \$50 for non-MNA members. [Click here for information about the assessment.](#)

13. Impact of Your Work

13a. What is the goal of this work?

13b. What is the total number of individuals or families to be served through this work?

13c. What is the first anticipated outcome of this work? *Note: Potential program outcomes and measures are provided at the bottom of this document.*

13d. What is the measure you will use to track progress towards outcome 1?

13e. What is the second anticipated outcome of this work? *Note: Potential program outcomes and measures are provided at the bottom of this document.*

13f. What is the measure you will use to track progress towards outcome 2?

Outcome/Measure Examples

<i>Example</i>	
<i>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 confidence in managing their personal finances as measured by pre/post assessments at the beginning, midpoint and conclusion of services.

* 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

14. Timeline: What are the key milestones associated with this work? (1,500 character limit)

Optional question about our grant application process

- How can we improve your experience as a grant applicant?

We invite you to submit an anonymous evaluation of our process via Grant Advisor. This helps other nonprofits understand what it's like to work with United Way of Washtenaw County. [Please click here to complete your evaluation.](#)

**United Way of Washtenaw County
Grant Evaluation Form**



United Way
of Washtenaw County

Agency:	Request \$:
Program:	Reviewer Name:

Content Area	0	1	3	5	Score
<p>1. To what extent does the program benefit underserved populations in Washtenaw County-- people with low incomes, communities of color, and historically and/or systematically marginalized people?</p> <p><i>Questions 6, 7, 10, 13</i></p>	<input type="checkbox"/> Not addressed	<input type="checkbox"/> Somewhat focused	<input type="checkbox"/> Focused on prioritizing one of these populations	<input type="checkbox"/> Exclusively focused on prioritizing one or more of these populations	
<p>2. To what extent does the program meet one or more of the following criteria:</p> <ul style="list-style-type: none"> • Increase organizational capacity to deliver a community solution • Leverage United Way support as match for additional grant funding • Pilot a promising practice • Engage in advocacy and/or community mobilizing • Aligns with one or more of United Way's priority areas: early childhood; school-aged youth; safety net health & nutrition; housing & homelessness; older adults, financial stability. • Prioritize systematic racial equity <p><i>Questions 5, 10</i></p>	<input type="checkbox"/> None met	<input type="checkbox"/> Narrative is not clear and program's link to any of criteria is difficult to determine	<input type="checkbox"/> Narrative is specific in some aspects and there is evidence of the program's link to at least one criterion	<input type="checkbox"/> Narrative clearly identifies and supports program's link to one or more criteria	
<p>3. Does the program align with/support one of United Way's priority areas: early childhood, school-aged youth, safety net health & nutrition, housing & homelessness, older adults, or financial stability?</p> <p><i>Questions 5, 10</i></p>	<input type="checkbox"/> No			<input type="checkbox"/> Yes	
<p>4. Is there a logical connection between the resources requested and the proposed work?</p> <p><i>Questions 3, 4, 5, 6, 7, 8</i></p>	<input type="checkbox"/> Not at all	<input type="checkbox"/> Weak Connection	<input type="checkbox"/> Reasonable Connection	<input type="checkbox"/> Strong Connection	

Content Area	0	1	3	5	Score
<p>5. Is there support for this work as demonstrated by relationships with community partners?</p> <p><i>Questions 6, 8, 9</i></p>	<input type="checkbox"/> No relationships	<input type="checkbox"/> Relationships are based primarily on <i>cooperation</i> with one or more community partners (i.e. informal communications, referrals, loose connections)	<input type="checkbox"/> Relationships are based primarily on <i>coordination</i> with one or more community partners (i.e. structured communications, semi-interdependent goals)	<input type="checkbox"/> Relationships are based primarily on <i>collaboration</i> with one or more community partners (i.e. frequent communications, shared power/goals)	
<p>6. Is there support for this work as demonstrated by other funding?</p> <p><i>Question 8</i></p>	<input type="checkbox"/> No other funding secured	<input type="checkbox"/> Some other grants or community resources are identified, but pending	<input type="checkbox"/> Some other grants or community resources are secured.	<input type="checkbox"/> Additional funding equal to or greater than the grant request is secured.	
<p>7. Is there a meaningful community engagement component to this work?</p> <p><i>Question 9</i></p>	<input type="checkbox"/> No	<input type="checkbox"/> Not yet. A plan for community engagement is provided.	<input type="checkbox"/> Yes. Some integration of community voice in this work (e.g. focus groups with community members, surveys of priority population, periodic engagement by staff in the community)	<input type="checkbox"/> Strong integration of community voice in this work (e.g. community members have equal power and decision making as paid staff and or serve in leadership roles)	
<p>8. Does the applicant demonstrate knowledge of the priority population and community it intends to serve?</p> <p><i>Question 6, 9, 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	

Content Area	0	1	3	5	Score
<p>9. To what extent is this work responding to an issue of racial inequity? <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. Please visit www.uwgive.org/equity for United Way's vision and statement on equity.</i></p> <p>Question 6, 9, 10</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.	
<p>10. To what extent has the applicant demonstrated the organization's commitment to advancing diversity, equity and inclusion?</p> <p>Questions 11, 12</p>	<input type="checkbox"/> Not at all	<input type="checkbox"/> The organization's commitment to advancing DEI is not clearly provided.	<input type="checkbox"/> The applicant has provided one clear example of the organization's Commitment to advancing DEI. Organization's approach is supported by research, lived experience, or community best practices.	<input type="checkbox"/> The applicant has provided several clear examples of the organization's Commitment to advancing DEI. Organization's approach is supported by research, lived experience, or community best practices.	
<p>11. Does the applicant provide a measurement plan with a clearly defined goal and measurable outcome(s)?</p> <p>Questions 13a-f</p>	<input type="checkbox"/> Not at all	<input type="checkbox"/> Somewhat defined and/or aligned. Services may impact outcomes, but evidence is scarce.	<input type="checkbox"/> Defined and aligned. Research or community best practices support a relationship to outcome achievement.	<input type="checkbox"/> Clearly and specifically defined and in full alignment. Research or community best practices clearly show relationship to achieving outcome.	

<p>12. Is there sufficient evidence that impact can be achieved within the timeframe provide?</p> <p><i>Question 14</i></p>	<input type="checkbox"/> Not at all	<input type="checkbox"/> Poorly defined	<input type="checkbox"/> Reasonably defined	<input type="checkbox"/> Strongly defined	
<p>13. (BONUS) Has the applicant uploaded a completed organizational DEI assessment?</p> <p><i>Question 12</i></p>	<input type="checkbox"/> No			<input type="checkbox"/> Yes	
TOTAL (out of 60):					

Include up to 2 questions that arose for you while reading the proposal that you would like us to pose to the applicant to obtain greater clarity. Please remember submit your question in appropriate field in Foundant:

1.

2.

Comments on this proposal (e.g. strengths and weaknesses):