

REQUEST FOR PROPOSALS

www.uwgcv.org/funding

United Way of the Greater Chippewa Valley (UWGCV) is releasing this Request for Proposals (RFP) to solicit applications for Community Impact Grant funding for the 2022-2025 grant cycle. This funding is made available through generous donations from our community. Priority issues focus on **Health, Education, and Financial Stability**. Additionally, UWGCV recognizes the importance of **Basic Needs** services that provide access to food, shelter, and medical services for Chippewa Valley residents facing immediate needs.

PROCESS

- UWGCV will conduct a competitive program grants process for the 2022-2025 grant cycle (July 1, 2022 – June 30, 2025). Grants will be awarded based on merit of the proposal.
- The process will be open. All eligible community programs are invited to submit a proposal.
- There are no program longevity requirements, meaning that new and existing programs are eligible.
- Funding will be zero-based (in other words, past grant amounts will not be taken into consideration).
- Program grants will be determined by a volunteer team review process.
- If no applications are received to address a particular outcome, or if those received do not adequately fulfill the qualifications, UWGCV reserves the right to seek out and fund a program (or programs) to fulfill specific needs.

TIMELINE

Grant applications will be available on **May 3, 2021**, for the three-year grant period of **July 1, 2022 to June 30, 2025**. Applications are due by **noon on Friday, July 30, 2021**.

Grant applications posted at www.uwgcv.org/funding	May 3, 2021
Grant Information Meeting *This is not a mandatory meeting, but attendance is strongly recommended	Thursday, May 27, 2021 (3-4 pm) after current Program Partner meeting https://us02web.zoom.us/j/87558180821
Grant Help Sessions Application information and assistance sessions These meetings will be held virtually (video and call-in).	Call-in Number: +1 689-206-0391+Conference ID# June 17 (9-11 am) Microsoft Teams /Conference ID: 592 345 197# June 24 (10 am-12 pm) Microsoft Teams /Conference ID: 900 905 784# June 30 (1-3 pm) Microsoft Teams /Conference ID: 898 595 425# July 6 (1:30-3:30 pm) Microsoft Teams /Conference ID: 614 240 739# July 13 (9-11 am) Microsoft Teams /Conference ID: 225 989 153#
Application deadline	Friday, July 30, 2021 (noon)
Grant Review Panels *Applicants will be assigned a day/time	Health: September 22, 24, 29 Education: September 15, 21, & October 1 Financial Stability: September 20, 28, 30 Basic Needs: September 14, 16, 23
Funding decisions/notification	December 27, 2021
Grant funding begins	July 1, 2022

GENERAL INFORMATION & ELIGIBILITY REQUIREMENTS:

- **Organizations may apply for multiple grants, but only one grant per program.**
Your organization may apply in more than one of UWGCV's Initiatives (Health/Education/Financial Stability/Basic Needs). Your organization may also submit separate applications for multiple programs under one initiative.
- **UWGCV grant requests may represent no more than 50% of the program's budget for Chippewa and Eau Claire counties** (The other 50% of the program budget may include in-kind contributions/services).
- Applicants must comply with the following policies: Affiliation and Compliance Policy, Anti-Terrorism Policy, Designation Policy, and Fundraising Policy (See www.uwgcgv.org/policy-procedure).
- Programs must have appropriate management and facilities for delivering their services.
- Programs must have E-mail and Internet capabilities.
- Programs that receive funding will be required to submit an Annual Progress Report (APR).

FUNDING PRIORITY:

COMMUNITY IMPACT

The Community Impact model offers a focus on areas of need, gaps in service, and shared outcomes. Health, Education, Financial Stability, and Basic Needs are the cornerstone of this collective model that will result in systematic change leading to a stronger community. Within the Health, Education, and Financial Stability Initiatives, funded programs will provide a network of services working toward a common goal. Collecting and reporting data on the shared outcomes and outcome indicators of the Initiative will be a requirement of the grant (see Initiative information on pages 3-7 for more information on bold goals, shared outcomes, outcome indicators, and other Initiative requirements). Additionally, all programs who receive grant funding from UWGCV will be required to collect and submit client-perspective data.

ALICE

The United Way ALICE (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed) report illustrates that approximately one-third of all households in Chippewa (32%) and Eau Claire (39%) counties do not earn enough to be self-sufficient. Many of these households are ineligible for government programs and a single setback could tip the balance and begin a slide into poverty. To increase access to services for ALICE and poverty level households, UWGCV funding should target residents of communities within Chippewa and Eau Claire counties with household income below the ALICE threshold. The ALICE threshold, approximately 250% of the Federal Poverty Level, is the amount of income needed to support the basic cost of living as shown on the Household Survival Budget (see tables on page 8). To learn more about the United Way ALICE report visit <https://www.uwgcgv.org/meet-alice> or to obtain a copy of the report see [2020 Alice Report](#).

SERVICE DELIVERY

UWGCV encourages a countywide focus — with recognition of service to both our urban and rural communities within Chippewa and/or Eau Claire counties.

COLLABORATION

Collaboration is working together to achieve common goals, with a deep, collective determination to reach shared objectives. UWGCV would like to increase collaboration throughout the Chippewa Valley, resulting in a cooperative web of services that addresses community needs. We believe teams consisting of organizations and key individuals, working collaboratively, can make more efficient use of resources and have a better chance of achieving outcomes with meaningful, lasting results. That network becomes even stronger when nonprofit agencies and a variety of other groups can band together to formalize relationships focused on making a significant difference in the lives of people in Chippewa and Eau Claire counties.

To that end, applications for Health, Education, Financial Stability, and Basic Needs must include collaborative partners (not just referral relationships). Although we ask that a "lead organization" be identified, applications must demonstrate that each collaborative partner contributes to the success of the program by supplying expertise, human or other resources, and/or financial support. It is also important that common measurement tools be established and utilized to collect data so that the information can be reported and shared with others in the community.

HEALTH APPLICATION

BOLD GOAL: Mental Health of Chippewa Valley residents will improve by utilizing prevention and intervention programs.

TARGET POPULATION: Individuals and families with emphasis on — households at or below the ALICE threshold.

The Health Initiative is seeking applications for programs that provide mental health support to individuals and/or families through prevention and/or intervention services. Programs that apply for funding through the Health Initiative must measure and report annually on Outcome 1 or Outcome 2. Additionally, the program is required to measure at least three of the four outcome indicators in either Outcome 1 or Outcome 2.

OUTCOMES - Select only one outcome to measure for the grant.

- **Outcome 1: PREVENTION** - Individuals and/or families will increase protective factors* and/or decrease risk factors** to support mental health.
- **Outcome 2: INTERVENTION** - Individuals and/or families will demonstrate the ability to effectively manage life mental health challenges.

OUTCOME INDICATORS - Programs must measure at least three of the four indicators.

- **Indicator 1:** # and % of individuals who identify at least one healthy supportive relationship
- **Indicator 2:** # and % of individuals who actively utilize at least one healthy coping skill
- **Indicator 3:** # and % of individuals who decrease/abstain from risky behaviors
- **Indicator 4:** # and % of individuals who develop an effective safety plan

STRATEGIES: Below are examples of strategies (other strategies can be applied).

- Build supportive relationships
- Assist individuals to identify their effective coping style
- Provide services to families in their own communities
- Connect individuals to needed resources in a strength-based manner

METHODOLOGY: Below are examples of methods to implement the strategies (other methods can be applied).

- Counseling
- Crisis Intervention
- Mentoring
- Peer Support
- School-Based Mental Health Services

***Protective factors:** conditions or attributes (skills, strengths, resources, supports, or coping strategies) in individuals, families, communities, or the larger society that help people deal more effectively with stressful events and mitigate or eliminate risk in families and communities.

****Risk factors:** a condition, behavior, or other factor that increases risk of disease.

If you have any questions, please call Isabella Hong at 715-834-5043 or contact health@uwgcv.org.

Education Initiative

Bold Goal: Children in the Chippewa Valley will enter school ready to succeed.

Target Population: Children ages zero to five, in households at or below the ALICE threshold.

The Education Initiative is seeking applications for programs that provide support to children and parents/guardians/caregivers in the defined outcomes. All programs that receive funding will be required to measure and report annually on Outcome 1 and/or Outcome 2.

Shared Outcomes – Must measure Outcome 1, Outcome 2, or both.

Outcome 1: Children in the target population will demonstrate optimum development in the following areas:

- Health and physical well-being
- Social and emotional development
- Language development and general knowledge.

Outcome 1 Indicators:

- # and % of children who displayed developmental growth in health and physical well-being.
- # and % of children who displayed developmental growth in social and emotional development.
- # and % of children who displayed developmental growth in language development and general knowledge.

Outcome 2: Parents/guardians/caregivers will provide supportive environments for children in the target population.

Outcome 2 Indicators:

- # and % of participants who demonstrate and/or report an increased understanding of parenting/caregiving skills.
- # and % of participants who demonstrate and/or report an increased understanding of child development.
- # and % of participants who demonstrate and/or report an increased understanding of available supports and resources.

If you have any questions, please call Isabella Hong at 715-834-5043 or contact education@uwgcv.org.

Financial Stability Initiative

Bold Goal: Chippewa Valley residents will achieve self-sufficiency* through employment training and personal money management skills.

Target Population: Chippewa Valley residents, from middle school through approximately age 55**.

Program Overview: The Financial Stability Initiative is seeking applications for programs that provide 1 or more of the following: employment skills, training, financial literacy education, and programs that address coordination and/or expansion of services in those areas. The following are examples of strategies to serve the target population.

Middle and High School students and students up to the age of 21 with an IEP:

Facilitate the development and/or enhancement of programs to:

- Teach “soft skills” (i.e., teamwork, problem-solving, decision-making, interpersonal communication, and critical thinking).
- Teach personal money management skills (e.g., use of checking and savings accounts, credit card use and credit score, debt management, investment, and budgeting).
- Assist youth in understanding the earning potential of employment training over a lifetime and expose youth to high demand occupations (e.g. intern programs and/or school-to-work programs).
- Assist youth in obtaining a credential (e.g. GED/HSED, nursing assistant certification, registered/youth apprenticeships, etc.).

Unemployed adults or those in low-paying jobs, who need help to advance:

Facilitate the development and/or enhancement of programs to:

- Teach “soft skills” (i.e., teamwork, problem-solving, decision-making, interpersonal communication, and critical thinking).
- Teach personal money management skills (e.g., use of checking and savings accounts, credit card use and credit score, debt management investment, and budgeting) through financial counseling/coaching, and work with participants on debt reduction so that participants have unsecured debt at or below 10% of net income and total debt at or below 40% of net income.
- Assist adults in understanding the earning potential of employment training over a lifetime and expose adults to high demand occupations (e.g. intern programs and/or school-to-work programs).
- Assist adults in obtaining a credential (e.g. GED/HSED, nursing assistant certification, registered/youth apprenticeships, etc.) and/or a post-secondary degree.

Note: Current high demand occupations for the Chippewa Valley include: Advanced Manufacturing, Skilled Trades, Healthcare, Information Technology, Education, Transportation, and Protective Services.

Required Measures and Reporting: Programs that apply for funding through the Financial Stability Initiative must measure and report annually on outcome 1, outcome 2, or both (see shared outcomes). Programs must use the **outcome indicators** listed and may supply additional data or information. Scoring preference will be given to programs that can address **both** outcome 1 and outcome 2. This data may be collected individually by the program applying for funds or through a collaboration with another program or organization. All programs must collect information from clients to answer several **shared questions**, and report on the shared questions annually to UWGCV. When programs receive funding, UWGCV will schedule an orientation to review understandings of goals. Finally, all programs that receive funding through the Financial Stability Initiative, to work with adults (18 and older), will be required to track **baseline and annual data** on the following:

- Household composition and household income.
- Participant income upon admission and participant income upon discharge of the program.
- Participant debt upon admission and participant debt upon discharge of the program.
- Other community resources utilized by individual participants (Food Share, Medicaid, nonprofit organizations, etc.).

Shared Outcomes:

Outcome 1: Individuals who face financial challenges will have a steady source of income that allows them to meet basic needs and increase disposable income.

Contributing Outcome A: Individuals who face financial challenges will have the general education and soft skills needed to obtain gainful employment.

Outcome 1A Indicators:

- # and % of participants placed in intern programs
- # and % of participants placed in school-to-work programs
- # and % of participants exposed to high demand occupations
- # and % of participants who understand the earning potential of employment training (e.g. registered/youth apprenticeship, certificate, post-secondary education) over a lifetime
- # and % of participants who improved soft skills in the following areas:
 - Teamwork
 - Problem-solving
 - Decision-making
 - Interpersonal communication
 - Critical thinking

Contributing Outcome B: Individuals who face financial challenges will have the job skills needed to further their careers.

Outcome 1B Indicators:

- # and % of participants who obtained a credential (e.g. GED/HSED; registered/youth apprenticeship; Certified Nursing Assistant)
- # and % of participants who obtained a post-secondary degree
- # and % of participants who made progress toward a post-secondary degree as indicated by achieving a passing grade in 15 credits within one year

Outcome 2: Individuals will have effective personal money management skills.

Outcome 2 Indicators:

- # and % of participants with unsecured debt at 10% or less of net income
- # and % of participants with total debt at 40% or less of net income
- # and % of participants who understand what it means to save and invest
- # and % of participants exposed to high demand occupations

Shared questions: Your answers may be used anonymously by UWGCV to demonstrate program success.

1. As a result of the program, has your situation improved? Yes or no and explain.
2. Do you feel better able to manage your money? Yes or no explain.
3. Has the program assisted you in making progress toward personal financial stability? Yes or no and explain.

*self-sufficiency is quantified through the United Way ALICE Report.

**for programs working with adults, target population is focused on adults at or below the ALICE threshold.

If you have any questions, please call Kelly Christianson at 715-834-5043 or contact financialstability@uwgcv.org.

Basic Needs

Bold Goal: Chippewa Valley residents will have access to food, shelter, and medical services in their time of need.

Target Population: Households living at or below the ALICE threshold.

While the community works to address the root causes of important community issues, we realize that there are individuals in our region who need our support right now. That's why UWGCV provides funding to fulfill basic needs such as food, shelter, health, and safety. When individuals are unable to meet their immediate needs, it becomes more difficult to focus on long-term goals such as employment, housing, or education. When a crisis occurs, UWGCV is there providing those in need with services and assistance to bring the stability they need to get back on track.

Basic Needs grants are meant to fund intervention-related activities that address short-term client needs (as opposed to the Community Impact long-term prevention-related strategies in the focus areas of Health, Education and Financial Stability).

Basic Needs grants are meant to serve people who have had a temporary setback or who face emergency situations. The goal is to provide immediate, short-term assistance to help people stabilize their situation or recover from the emergency and continue on their journey toward a better quality of life.

Programs seeking grants in the Basic Needs focus area are required to collaborate with other programs that help transition these clients beyond basic needs assistance and help them move toward long-term self-sustainability.

Eligible Services:

- Food – includes groceries and meals.
- Shelter/Housing – includes sleeping, transitional, warming, and personal hygiene facilities, as well as rental assistance.
- Medical care – includes basic health care and prescriptions, and basic dental care and prescriptions.
- Programs that enhance access to the above services.

General Evaluation Criteria

The proposed program aligns with the target population and one or more of the eligible service areas:

- The proposal identifies an efficient use of financial resources.
- The proposal addresses accessibility-how potential barriers to access are addressed (hours, location, social, ethnic, transportation, etc.).
- The proposal addresses the context of why services are needed, what services are available, who the services are available to.
- The program and its strategic collaborative partner(s) can leverage adequate funds and resources to affect the issue.
- The program will provide data on unique individuals and services provided.

If you have any questions, please call Kelly Christianson at 715-834-5043 or contact basicneeds@uwgcv.org.

Household Survival Budget, Chippewa County, 2018

	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs		
Housing	\$493	\$773
Child Care	\$-	\$1,236
Food	\$244	\$740
Transportation	\$326	\$795
Health Care	\$214	\$699
Technology	55	\$75
Miscellaneous	\$157	\$503
Taxes	\$236	\$716
Monthly Total	\$1,725	\$5,537
ANNUAL TOTAL	\$20,700	\$66,444
Hourly Wage*	\$10.35	\$33.22

* Wage working full-time required to support this budget

For ALICE Survival Budget Sources, see the 2020 Methodology Overview available at UnitedForALICE.org/Methodology

Household Survival Budget, Eau Claire County, 2018

	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs		
Housing	\$499	\$783
Child Care	\$-	\$1,348
Food	\$267	\$807
Transportation	\$326	\$795
Health Care	\$214	\$699
Technology	55	\$75
Miscellaneous	\$161	\$529
Taxes	\$245	\$783
Monthly Total	\$1,767	\$5,819
ANNUAL TOTAL	\$21,204	\$69,828
Hourly Wage*	\$10.60	\$34.91

* Wage working full-time required to support this budget

For ALICE Survival Budget Sources, see the 2020 Methodology Overview available at UnitedForALICE.org/Methodology