

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 2018-2021 grant cycle. This funding is made available through generous donations from our community. Priority issues focus on **Health, Education and Financial Stability** as detailed in the Community Action Plans (www.uwgcv.org/funding). 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 2018-2021 grant cycle (July 1, 2018 – June 30, 2021). 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 July 1, 2017 for the three year grant period of July 1, 2018 to June 30, 2021. Applications are due by noon on Friday, September 1, 2017.

Grant application posted at www.uwgcv.org/funding	July 1, 2017
Grant Information Meeting *This is not a mandatory meeting, but attendance is strongly recommended	Thursday, July 27, 2017 (3-5pm) <ul style="list-style-type: none"> • Eagles Club in Lake Hallie
Grant Help Sessions Application information and assistance sessions (To be held at the UWGCV Office) *Registration required at www.uwgcv.org/funding	August 2 (9-11am) August 10 (2-4pm) August 14 (1-3pm) August 17 (9-11am) August 22 (2-4pm)
Application deadline	Friday, September 1, 2017 (noon)
Grant Review Panels *Applicants will be assigned a day/time	Health: October 19, 25 & November 3 Education: October 20, 23 & November 1 Financial Stability: October 18, 24 & November 2 Basic Needs: October 17, 27 & 30
Funding decisions/notification	January, 2018
Grant funding begins	July 1, 2018

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 UWGCV's "Affiliation and Funding Requirements" and the following policies: Anti-Terrorism Policy, Annual Review Policy, Appeals Policy, Designations Policy, Fund Raising Policy, and Probation Policy (See www.uwgc.org/funding).
- 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

A 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 report illustrates that nearly half of all households in Chippewa (42%) and Eau Claire (47%) counties do not earn enough to be self-sufficient and represent "ALICE"-Asset Limited, Income Constrained, Employed. 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.uwgc.org/meet-alice> or to obtain a copy of the report visit https://www.uwgc.org/sites/uwgc.org/files/ALICE%20Report_WI.pdf

SERVICE DELIVERY

UWGCV encourages a countywide focus – with recognition that this means 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 also shared with others in the community.

Health Initiative

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

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

The Community Health Initiative (CHI) 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 Community Health Initiative will choose to measure and report annually on outcome 1 and/or outcome 2 (see shared outcomes). Programs will also choose to measure at least three of the four outcome indicators (see outcome indicators).

SHARED OUTCOMES- Programs must measure at least one outcome

Outcome 1: PREVENTION- Individuals and/or families will increase protective factors to support mental health.

Outcome 2: INTERVENTION- Individuals and/or families will effectively manage life challenges (crisis).

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

Indicator 1: # and % of individuals who identify at least one supportive relationship

Indicator 2: # and % of individuals who actively utilize at least one coping skill

Indicator 3: # and % of individuals who report a decrease/abstinence in risky behaviors

Indicator 4: # and % of individuals who develop an effective safety plan

STRATEGIES

The following are examples of strategies to serve the target population (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

The following are examples of methods to implement the strategies (other methods can be applied):

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

Please see www.uwgcv.org/funding for plan details.

If you have any questions, please contact Nicole Rubenzer, Director of the Community Health Initiative, at 715-834-5043 or nrubenzer@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 Successful Children's Network (SCN) is seeking applications for programs that provide support to children and parents/guardians/caregivers in the defined outcomes. All programs that receive funding through the Successful Children's Network will be required to measure and report annually on Outcome 1 and Outcome 2 indicators using the SCN Shared Survey (designated reporting instrument).

Shared Outcomes – Must meet BOTH Outcomes:

Outcome 1: Children in the target population will demonstrate appropriate 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 positive 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 improved relationship with their child(ren) in the area of communication.
- # and % of participants who demonstrate and/or report an increased access to supports.
- # and % of participants who demonstrate and/or report an increased knowledge of resources.

The following are examples of **strategies** to serve the target population:

- Use evidence-informed program models to bring services to families in their own neighborhoods (urban or rural).
- Provide resources, support and education for parents/guardians/caregivers in a strength-based manner.
- Encourage and enable parents/guardians to fulfill their role as primary educators of their child(ren).
- Support early childhood development using best practices and advocacy that focuses on the whole child.
- Coordinate support with other networks to strengthen families.

Please see www.uwgc.org/funding for plan details.

If you have any questions, please contact Kari Stroede, Director of the Successful Children's Network, at 715-834-5043 or kstroede@uwgc.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 45.**

The Financial Stability Partnership (FSP) is seeking applications for programs that provide employment skills training and financial literacy education and/or address coordination and/or expansion of services in these areas. Programs that apply for funding through the Financial Stability Partnership will be required to measure and report annually on outcome 1 and/or outcome 2 (see shared outcomes). Programs must use the outcome indicators listed (as applicable), but may supply additional data or information. Scoring preference will be given to programs that can address **both** outcome 1 and outcome 2 with the clients served; this data may be collected individually by the program applying for funds or through a collaboration with another program or organization. Additionally, all programs must be able to obtain information from clients to answer several shared questions (see below), and report on the shared questions annually to United Way. Finally, all programs that receive funding through the Financial Stability Partnership, to work with adults (18 and older), will be required to track and report annually:

- 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.).

The following are examples of strategies to serve the target population:

Middle and High School students:

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, and investment).
- 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, WorkKeys certificate, nursing assistant certification, 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 and investment) 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, WorkKeys certificate, nursing assistant certification, etc.) and/or a post-secondary degree.

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

Shared Outcomes:

Outcome 1: Families 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. 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; WorkKeys certificate; 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:

1. As a result of the program, has your situation improved? Please provide a brief statement on how this program has impacted you that UWGCV may use for marketing purposes.
2. Do you feel better able to manage your money?
3. Has the program assisted you in making progress toward personal financial stability?

*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.

Please see www.uwgcvc.org/funding for plan details.

If you have any questions, please contact Jessica Oleson Bue, Director of the Financial Stability Partnership, at 715-834-5043 or jolesonbue@uwgcvc.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 United Way 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, United Way 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. (Does not include energy 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.

Please see www.uwgc.org/funding for more information.

If you have any questions, please call 715-834-5043 or contact admin@uwgc.org.

Chippewa County

Household SURVIVAL Budget, Chippewa County, 2014						
	Single Adult	Married Couple	Adult, One Child	Adult, One Child Care	Two Adults, 2 Children	Two Adults, 2 Child Care
Housing	\$497	\$578	\$578	\$578	\$740	\$740
Childcare	0	0	\$310	\$542	\$620	\$1,039
Food	\$176	\$366	\$360	\$277	\$611	\$533
Transportation	\$351	\$421	\$421	\$421	\$702	\$702
Healthcare	\$147	\$293	\$352	\$352	\$587	\$587
Miscellaneous	\$186	\$188	\$216	\$234	\$364	\$412
Tax	\$685	\$220	\$138	\$174	\$380	\$516
Monthly Total	\$2,042	\$2,066	\$2,375	\$2,578	\$4,004	\$4,529
Annual Total	\$24,504	\$24,792	\$28,500	\$30,936	\$48,048	\$54,348

Note: One childcare refers to an infant; two childcare refers to one infant and one 4 year old. For an additional infant add 2 percent; for an additional 4 year old add 2 percent; and for an additional child add 2 percent.
Sources: U.S. Department of Housing and Urban Development (HUD); U.S. Department of Agriculture (USDA); Bureau of Labor Statistics (BLS); Internal Revenue Service (IRS), Wisconsin Department of Revenue, Wisconsin Department of Children and Families, 2014.

Eau Claire County

Household SURVIVAL Budget, Eau Claire County, 2014						
	Single Adult	Married Couple	Adult, One Child	Adult, One Child Care	Two Adults, 2 Children	Two Adults, 2 Child Care
Housing	\$497	\$578	\$578	\$578	\$740	\$740
Childcare	0	0	\$354	\$612	\$708	\$1,185
Food	\$176	\$366	\$360	\$277	\$611	\$533
Transportation	\$351	\$421	\$421	\$421	\$702	\$702
Healthcare	\$147	\$293	\$352	\$352	\$587	\$587
Miscellaneous	\$186	\$188	\$221	\$243	\$376	\$432
Tax	\$685	\$223	\$148	\$194	\$415	\$576
Monthly Total	\$2,042	\$2,069	\$2,434	\$2,677	\$4,139	\$4,755
Annual Total	\$24,504	\$24,828	\$29,208	\$32,124	\$49,668	\$57,060

Note: One childcare refers to an infant; two childcare refers to one infant and one 4 year old. For an additional infant add 2 percent; for an additional 4 year old add 2 percent; and for an additional child add 2 percent.
Sources: U.S. Department of Housing and Urban Development (HUD); U.S. Department of Agriculture (USDA); Bureau of Labor Statistics (BLS); Internal Revenue Service (IRS), Wisconsin Department of Revenue, Wisconsin Department of Children and Families, 2014.