

## REQUEST FOR PROPOSALS

[www.uwgcv.org/funding](http://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 2025-2028 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 2025-2028 grant cycle (July 1, 2025 – June 30, 2028). 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, new and existing programs are eligible.
- Funding will be zero-based, 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 early June 2024, for the three-year grant period of July 1, 2025 to June 30, 2028. Applications are due by **11:59 p.m. on Monday, July 29, 2024.**

Grant applications posted at <a href="http://www.uwgcv.org/funding">www.uwgcv.org/funding</a>	June 11, 2024
Grant Information Meeting (In person, no virtual option available) *This is not a mandatory meeting, but attendance is strongly recommended.	Thursday, May 23, 2024 (3-4 p.m.) after current Program Partner meeting. Location: CESA 10, 725 W Park Ave, Chippewa Falls, WI
Grant Help Sessions and Q&A Application information and assistance sessions  These meetings will be held virtually (video and call-in).	Call-in Number: +1 312 626 6799 + Meeting ID  <u>Application Walk Through</u> June 11 (1-3 p.m.) <a href="#">Zoom</a> / Meeting ID: 897 4301 0084 June 20 (9-11 a.m.) <a href="#">Zoom</a> / Meeting ID: 826 2098 5158 June 26 (2-4 p.m.) <a href="#">Zoom</a> / Meeting ID: 884 4464 0679  <u>OFFICE HOURS – Call in with questions</u> July 10 (9-10:30 a.m.) <a href="#">Zoom</a> / Meeting ID: 814 0965 7741 July 18 (3-4:30 p.m.) <a href="#">Zoom</a> / Meeting ID: 839 2735 9087
Application deadline	<b>Monday, July 29, 2024 at 11:59pm</b>
Grant Review Panels *Applicants will be assigned a day/time.	Health: September 19, 25, 30 Education: September 16, 24, & October 3 Financial Stability: September 17, 26, & October 2 Basic Needs: September 18, 23, & October 1
Funding decisions/notification	December 30, 2024
Grant funding begins	July 1, 2025

## 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.uwgcvc.org/policy-procedure](http://www.uwgcvc.org/policy-procedure)).
- Programs must have appropriate management and facilities for delivering their services.
- Programs must have email 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 cornerstones 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 participant-perspective data.

### ALICE

The 2023 United for ALICE (Asset Limited, Income Constrained, Employed) [report](#) illustrates that over one-third (38%) of all households in [Chippewa](#) (40%) and [Eau Claire](#) (36%) 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. To learn more about the many United Way ALICE reports and interactive dashboards, visit <https://www.uwgcvc.org/meet-alice>.

### 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 Initiative

The Health Initiative is seeking applications for programs that provide mental health support to individuals and/or families through prevention and/or intervention services.

**Bold Goal:** Improve the mental health of Chippewa Valley residents.

**Target Population:** Individuals and families with emphasis on households at or below the ALICE threshold.

### **OUTCOME:**

Programs that apply for funding through the Health Initiative must measure and report annually the following outcome: Increase positive supports to effectively promote and achieve mental wellbeing.

### **OUTCOME INDICATORS – Programs must measure at least three of the five indicators.**

- **Indicator 1:** # and % of individuals who engage in 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 will increase knowledge and/or skills to decrease/abstain from risky behaviors
- **Indicator 4:** # and % of individuals who increased knowledge or ability to access services
- **Indicator 5:** # of impacted systems and policies implemented and/or modified to enhance mental health

### **STRATEGIES:**

United Way believes communities need a variety of strategies to achieve positive well-being through prevention & intervention.

If you have any questions, please call 715-834-5043 or email [health@uwgcv.org](mailto:health@uwgcv.org).

## Education Initiative

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

**Target Population:** Families and/or households with children ages zero to five 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 715-834-5043 or email [education@uwgcv.org](mailto: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, middle school through high school and adults through approximately age 55, at or below the ALICE threshold.

**PROGRAM OVERVIEW** The Financial Stability Initiative is seeking applications for programs that provide one or more of the following: employability skills, education/technical 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 including students up to the age of 21 with an IEP:

Facilitate the development and/or enhancement of programs to:

- Teach “employability skills” (i.e., work ethic, 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 make youth aware of high demand occupations (e.g. Youth Apprenticeship programs, 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, fraud and scam education, debt management investment and budgeting) through financial counseling/coaching, and work with participants on debt reduction.
- 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/apprenticeships, etc.) and/or a post-secondary degree.

**Note:** Current high demand jobs for the Chippewa Valley include, but are not limited to, Manufacturing, Skilled Trades, Healthcare, Information Technology, Education and Protective Services occupations.

Updated and more detailed information regarding high demand occupations in the Chippewa Valley can be found at:

[Occupational Projections](#) (Use West Central Wisconsin for area.)

[West Central Wisconsin Hot Jobs](#)

[Career Pathway Clusters](#)

[Career Pathway Resources](#)

[O\\*NET OnLine](#) (Detailed occupational information like skills, tasks, etc.)

**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 participants to answer several **Shared Questions**, and report on the shared questions annually to UWGCV. After programs receive funding, UWGCV will arrange an orientation to review and clarify the goals and expectations associated with the programs. 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/adult 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

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

#### **Outcome 2 Indicators:**

- # and % of participants that have set goals/plans of action to improve their financial situation
- # and % of participants who successfully complete or successfully take over their debt repayment plan
- # and % of participants who understand what it means to save and invest
- # and % of participants who are made aware of current 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? Please respond with yes or no and provide an explanation.
2. Do you feel better able to manage your money? Please respond with yes or no and provide an explanation.
3. Has the program assisted you in making progress toward personal financial stability? Please respond with yes or no and provide an explanation.

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

If you have any questions, please call 715-834-5043 or email [financialstability@uwgcv.org](mailto: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.

### INTRODUCTION

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.

### FUNDING GUIDELINES

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 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. 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, transportation, as well as social aspects such as gender, race, class, etc.).
- The proposal addresses the context of why services are needed, what services are available, and who the services are for.
- 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.
- Demographic data will be collected including gender, age, race, ethnicity, city and county of residence and income level.

If you have any questions, please call 715-834-5043 or email [basicneeds@uwgcv.org](mailto:basicneeds@uwgcv.org).