



# 2011 Community Impact Grants Request for Proposal

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED**   
United Way  
of the Brazos Valley



March 4, 2011

Dear Community Partners:

United Way of the Brazos Valley (UWBV) is pleased to announce the availability of grant funding for the fiscal year beginning July 1, 2011. This notice provides information about applying for United Way's Community Impact Grants, which will support partnerships that help achieve United Way's goals in the areas of Education, Financial Stability, and Health. To be eligible to apply for a grant, organizations must meet specific eligibility criteria in this Request for Proposal (RFP).

United Way is committed to working closely with a broad range of partners to achieve lasting change, and to find and implement solutions that will positively impact lives today, and for the next several generations. Specifically, United Way is committed to:

- *Actively engaging and mobilizing individuals, corporations, and communities to give, advocate, and volunteer.*
- *Promoting and advancing collaborations, partnerships, and advocacy for long-term change in the UWBV focus areas.*
- *Investing money, expertise, and other resources in these innovative programs and strategies.*
- *Measuring, achieving, and communicating results.*

UWBV's Community Impact Grants provide funding for partnerships that address the specific goals related to education, financial stability, and health outlined in United Way's 2011 Community Impact Plan.

We thank you for your interest in working with United of the Brazos Valley. As you consider the development of a proposal in response to this RFP, please contact me or Kay Parker, Vice President Community Impact, or Becky Hancock, Vice President Finance and Administration if you have any questions.

Hank Roraback	<a href="mailto:hroraback@uwbv.org">hroraback@uwbv.org</a>	(979) 696-4483, x 101	General Questions
Kay Parker	<a href="mailto:kparker@uwbv.org">kparker@uwbv.org</a>	(979) 696-4483, x 103	Impact Questions
Becky Hancock	<a href="mailto:bhancock@uwbv.org">bhancock@uwbv.org</a>	(979) 696-4483, x 102	Budget Questions

Sincerely,

Hank Roraback  
President and CEO

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**UNITED WAY OF THE BRAZOS VALLEY**  
**2011 Application for Funding**  
**Cover Sheet**

**Agency Name** \_\_\_\_\_

**Agency Physical Address** \_\_\_\_\_

**Agency's Employer Identification Number (EIN)** \_\_\_\_\_

**Name of the President/CEO** \_\_\_\_\_

**Name of Person Preparing Application** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

**Fax Number** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Website Address** \_\_\_\_\_

**Agency Fiscal Year** \_\_\_\_\_

**Date of Proposal Submission** \_\_\_\_\_

**Funding request amount, this year \$** \_\_\_\_\_

**Funding amount requested, as a percentage of annual budget** \_\_\_\_\_

**Agency Administrative Percentage:** \_\_\_\_\_

**Name of Board President** \_\_\_\_\_

**Signature of Board President** \_\_\_\_\_

# REQUEST FOR PROPOSALS 2011-2013

## United Way of the Brazos Valley

### OVERVIEW

#### Introduction

United Way of the Brazos Valley (UWBV) is accepting proposals from eligible organizations to work in partnership, to achieve measurable, community-level changes in the three areas identified in UWBV's 2011 Community Impact Plan. Identified focus areas include:

- Education
- Financial Stability
- Health

#### Background

During 2010, UWBV conducted an in-depth Brazos Valley Community Assessment which would assist us in establishing our strategic plan and future priorities, around which its resources and efforts would be focused beginning in 2011. The assessment (available at [www.uwbv.org](http://www.uwbv.org)) identified core community needs with regard to education, financial stability, and health.

We strongly believe that Education, Financial Stability and Health are the building blocks for a good quality of life for all our neighbors in the Brazos Valley. Education that leads to a stable job; Financial Stability that can help families now and through retirement; and, Health that includes access to affordable health care and healthy lifestyle choices, along with the safe community we all desire. This Request for Proposal (RFP) seeks to identify specific partners that will work with United Way to achieve our goals, and solve problems over the long-term.

#### Mission Statement

The United Way of the Brazos Valley brings the community together to find solutions that change people's lives.

#### Vision Statement

The United way of the Brazos Valley will be the community leader and trusted partner that proactively seeks solutions to change people's lives.

#### Core Values

United Way of the Brazos Valley

- Serves the community by strengthening and empowering people.
- Values cooperation, partnership and collaboration by working together in responding to community needs.
- Improves the quality of life for all.
- Practices diversity and inclusiveness.
- Seeks excellence in achieving the mission and vision by fulfilling these cores values.

## **GENERAL INFORMATION**

### **Questions and Grant Correspondence**

Questions about this RFP can be directed to:

Hank Roraback, President/CEO

[hroraback@uwbv.org](mailto:hroraback@uwbv.org), (979) 696-4483, x 101

Kay Parker, Vice President Community Impact

[kparker@uwbv.org](mailto:kparker@uwbv.org), (979) 696-4483, x 103

Becky Hancock, Vice President Finance and Administration

[bhancock@uwbv.org](mailto:bhancock@uwbv.org), (979) 696- 4483, x 102.

### **Grant Application Training**

Training will be conducted for grant applicants on Monday, March 7, 2011, 3:30 p.m. at United Way of the Brazos Valley, 909 Southwest Parkway East, College Station, TX 77840. Due to space limitations, please send no more than two representatives from your agency to attend the training.

### **Deadline**

The deadline for submission of proposals will be Thursday, April 7, 5:00 p.m., at United Way of the Brazos Valley, 909 Southwest Parkway East, College Station, TX 77840. No applications will be allowed to be received by e-mail or fax. Applications not received by the deadline **will not be reviewed**. There will be no appeal process for late applications.

### **Grant Review and Notification**

Grant requests will be reviewed by United Way Allocation Volunteers, comprised of Board members and other community members. The review process will begin April 11, with site reviews being conducted April 25-May 6. Notification of grant awards will be made the week of May 30-June 3, 2011.

### **Grant Funding Period**

The grant funding period will extend from July 1, 2011 through June 30, 2013.

### **Reporting**

At a minimum, grant recipients will be required to complete and submit mid-year and year-end outcome reports and quarterly financial reports, the dates of which will be provided to recipients who are awarded grants. Other reports and data may be requested from time-to-time by United Way.

### **Disclaimer**

United Way reserves the right to work with partners to modify proposals, to postpone awards or to seek additional proposals. All funding is contingent on UWBV achieving its fundraising goals.

## **2011 COMMUNITY IMPACT PLAN: GOALS AND OUTCOMES**

<b>Impact Area I: Education</b>
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**Purpose Statement: Helping children, youth and adults achieve their potential through education.**

Considering the continuum of services that are needed to ensure educational success, programs that could contribute to the achievement of positive outcomes might include, but would not be limited to: Mentoring, tutoring, character development, leadership training, early literacy, early learning, continuing education, technology training, job training or other similar programs. This list is meant to be illustrative, not exclusive.

### **Goals and Expected Outcomes**

**I. Support School Readiness** – Children enter school ready to learn and throughout their education maintain development levels needed for school success.

#### **Outcomes**

1. Age 5

Children enter school at levels of health, physical, social-emotional, intellectual, language and literacy development needed for school success.

2. 3rd Grade Reading Milestone

Children complete 3rd grade with reading and comprehension skills that provide a strong foundation for learning.

3. Middle School Success

Students successfully transition through middle school, gaining the knowledge, intellectual and social skills, and abilities needed for high school success.

**II. Increase High School Success**

#### **Outcomes**

1. Students complete high school on time.

2. Community graduation rate is improved.

3. Students complete high school and are equipped for college, vocational training, work and life.

**III. Connect to College or Vocational Training**

#### **Outcomes**

1. Young people and adults have access to college or vocational training that will help them get and keep family-sustaining employment and fully engage in community life.

**IV. Connect to Community Resources**

#### **Outcomes**

1. Youth and adults have access to community resources that provide them with skills to enhance their quality of life.

- a. Youth will be connected to community programs that provide them with leadership and character development, study skills, job skills, opportunities to volunteer and other development programs that will help them in becoming successful adults.
- b. Parents will be connected to community programs that equip them with the tools and resources to become more confident, effective and knowledgeable parents.
- c. Adults will be connected to community programs that enable them to further their education, increase job skills and enhance their well-being.

<b>Impact Area II:</b>	<b>Financial Stability</b>
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**Purpose Statement: To promote and advocate a healthy financial environment for individuals and families in the Brazos Valley.**

A continuum of services that are needed to assist individuals and families' capacity to improve their financial stability might include, but would not be limited to: Programs meeting people's basic needs, such as the provision of food, shelter, clothing, employment; programs providing assistance for debt reduction, credit score improvement, financial education or budgeting skills; programs providing specific training, such as homebuyer education, secondary education preparation/counseling, or small business development. This list is meant to be illustrative, and is by no means exclusive.

**Goals and Expected Outcomes**

**I. To promote coordination among providers of services for Financial Stability.**

**Outcomes**

1. The Financial Stability Committee will develop a process for organizing and providing a coordinated listing of offerings.

**II. To respond to community members in crisis by providing safety net services, such as food, shelter, clothing and employment.**

**Outcomes**

1. Community members in crisis are connected with safety net service providers to reduce their crisis mode.

**III. To increase awareness of and access to effective financial education and coaching.**

**Outcomes**

1. Individuals and families increase financial knowledge through education programs.
2. Education is available to families specific to their individual circumstances.
3. On-going financial coaching is provided to individuals and families to improve their financial capacity and ability to build assets.
4. Service providers and volunteers are provided training to be abreast of the financial resources and opportunities available in the community.

<b>Impact Area III: Health</b>
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**Purpose Statement:** Improving people's health with access to affordable health care and helping youth and adults increase healthy lifestyle choices and decrease risky behaviors.

**Goals**

- I. To create an environment in which everyone can be healthy and safe.
- II. To increase residents' opportunities to participate in healthy behaviors.
- III. To promote safe and healthy choices across the lifespan.
- IV. To provide affordable and/or accessible health care.

**Expected Outcomes**

To provide measurable benchmarks for accountability of those funded under the impact area of Health, activities have been broken down into three categories: 1) prevention; 2) treatment; and 3) promotion. Organizations can apply for funds with activities in any category or combination of categories. These categories are meant to assist in clarifying the relationship of activities to United Way impact goals, not to preclude important activities from being eligible for funding.

For each area, suggested outcomes are provided to give applicants an idea of what types of measurable outcomes are expected. These are meant to be illustrative, not exclusive.

**PREVENTION:**

- Number of people reached in high risk population
- Activities based on proven prevention methods; estimated short-term impact based on evidence
- Reduced recidivism of behavior (patient/client does not repeat negative behavior)
- Health education
- Increase in positive health and safety behavior(s)

**TREATMENT:**

- Number of people treated in high risk population
- Patient/client outcomes based upon established standards of care
- Cost per unit of care
- Fills a gap in the health care continuum
- Social value of cost savings to the community

**PROMOTION:**

- Outreach to target audiences
- Collaboration/partnerships for connecting clients to other services

## **PROPOSAL INSTRUCTIONS**

### **Formatting**

Proposals should:

- Be typed.
- Single spaced.
- Use a Times New Roman or Arial 12 point font.
- Have 1 inch margins.
- Be printed on one side only.
- Be on 8.5 x 11 inch white paper.
- Be sequentially numbered.
- Have all Sections tabbed.
- Adhere to all word limits.

### **Assembly**

Assemble the proposal as follows:

- Complete the Cover Sheet; **this must be on the front of your proposal.**
- Table of Contents will follow the cover sheet.
- Section I – Eligibility
- Section II - Agency Information
- Section III – Proposal Narrative
- Section IV – Financial Information and Budget
- Section V – Evaluation and Outcome Measures
- Section VI – Success Story
- Section VII – Required Attachments
- Section VIII– OPTIONAL – Include up to three (3) brochures, marketing materials, etc. in one 3-hole punched clear protective sheet cover; **ONLY** include paper materials (no pens, rulers, etc.) and **ONLY** place in one clear sheet cover.
- Secure proposal with a large binder clip (no notebooks or stapling).
- Do not add extra documentation, brochures, marketing materials, etc. that are not requested in the proposal.

### **Submission**

- Submit one original and six (6) copies.
- Secure each copy with a large binder clip.
- Deliver or mail to:  
United Way of the Brazos Valley  
909 Southwest Parkway East  
College Station, TX 77840
- Submit by April 7, 2011, 5:00 p.m.

- The application must be **DELIVERED, not postmarked**, by April 7, 2011. Applications postmarked on April 7, and arriving after that date, will not be accepted.
- **LATE APPLICATIONS WILL NOT BE ACCEPTED.**

## **COMMUNITY IMPACT PROPOSAL**

### **Section I Eligibility**

Potential applicants must meet the following eligibility and contract requirements. Please check the appropriate box. The applying agency:

- Yes  No Qualifies under the IRS code as a non-profit 501(c)(3) organization.
- Yes  No Has organizational by-laws and articles of incorporation.
- Yes  No Has been in business for two or more years.
- Yes  No Is governed by a volunteer Board, that meets at least quarterly.
- Yes  No Has an annual independent audit completed by an independent Certified Public Accountant.
- Yes  No Has administrative expenses under 25% of total agency budget.
- Yes  No Has Board approved personnel policies and procedures.
- Yes  No Has Board approved financial policies and procedures.
- Yes  No Has job descriptions for all employee and volunteer positions.
- Yes  No Will submit mid-year and year-end outcome reports and financials by required dates, including annual financial audit report/review report and Form 990.
- Yes  No Agrees to conduct an annual workplace campaign for the United Way community campaign.
- Yes  No Agrees to actively serve on a Community Impact Committee.
- Yes  No Agrees to include the UWBV logo and follow United Way branding guidelines on all appropriate materials related to the programs and activities funded by the grant. (Note: See [www.uwbv.org](http://www.uwbv.org) for United Way branding guidelines).
- Yes  No Will submit a signed contract with United Way, if awarded a grant.

If the agency answered 'no' to any of the questions above, please explain:

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## Section II Agency Information

- A. Describe the mission of your organization. (Limit to 25 words)
- B. Provide a current organizational chart. Label this chart, "Organizational Chart, Attachment A."
- C. Provide a current Board of Directors roster, including length of term and number of years served. Label this roster, "Board of Directors, Attachment B."
- D. State the number of paid full-time employees\_\_\_\_\_.
- E. State the number of paid part-time employees\_\_\_\_\_.
- F. State the number of volunteers you currently have working with your agency\_\_\_\_\_.

## Section III Proposal Narrative

- A. Select the one impact area that best applies to your organization
  - Education
  - Financial Stability
  - Health
- B. Provide the number of unduplicated clients served in your most recent fiscal year.
  - a. What are the dates of your most recent fiscal year? \_\_\_\_\_
  - b. Please use the table below to complete the requested data. Only include data for the counties below.

County	Number of Clients Served
Brazos	
Burleson	
Grimes	
Leon	
Madison	
Robertson	
Washington	
Any Other Counties (Total for all)	
<b>Total Clients Served</b>	

- C. What is the project, program or services of your agency for which you are requesting funding? (Limit

100 words)

- D. Describe the need for this project, specifically related to the Goals in United Way's 2011 Community Impact Plan. (Limit 250 words)
- E. Provide an abstract of the program, project or service in detail. (Limit 3 pages) Specifically include:
  - a. Target population, including ages, and demographics
  - b. Program activities or the process of how your services work
  - c. Expected or demonstrated outcomes
  - d. How the program will assist United Way in achieving its goals in the 2011 Community Impact Plan
  - e. Outreach and marketing approaches to your services
- F. Describe the specific geographic area to be served. (Limit 100 words)
- G. Describe how the program, project or service collaborates with other community organizations. (Limit 500 words)
- H. Describe how volunteers are used in your activities. (Limit 100 words)
- I. Describe how this project will leverage additional resources and, if applicable, the amount of those resources. (Limit 200 words)

#### **Section IV Financial Information and Budget**

- A. Provide a copy of your latest financial audit report or review report conducted by an independent public accounting firm registered with the Texas State Board of Public Accountancy; include Management Letter comments.
- B. Provide a copy of your most recent IRS Form 990, Return of Organization Exempt Form Income Tax. The Form 990 must be signed by an officer of the organization or else, include Board minutes showing approval of the return. NOTE: Financial audit report/review report and Form 990 must cover the same time period.
- C. Provide a copy of your most recent Statement of Financial Position (or Balance Sheet) and Statement of Revenue and Expenses.
- D. Provide a copy of your most recently approved annual operating budget, reflecting all funding sources, including United Way. In a separate column, provide your proposed budget for this application showing United Way revenue and expenses.
- E. If requested funds are used for Administrative expenses, please explain. (Limit 250 words)
- F.  Please check (✓) here if the requested funds will be used as matching funds.

## Section V Evaluation and Outcome Measures

A. Complete the Logic Model, using the form below.

<b>Program or Service: Affordable Health Care</b>			
Inputs	Activities	Outputs	Outcome(s)
Example	Example	Example	Example
Staff, Volunteers, United Way \$\$, XYZ Grant \$\$, In-kind Donations	<ul style="list-style-type: none"> <li>• Sliding scale health care treatment</li> <li>• Chronic disease management education</li> <li>• Preventive health care (immunizations, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• 200</li> <li>• 100</li> <li>• 75</li> </ul>	<ul style="list-style-type: none"> <li>• Emergency room treatment lessened</li> <li>• Patients manage chronic disease and reduce personal and community health care costs</li> <li>• Risk of disease reduced</li> </ul>

\*\*For each activity, there should be at least one output and a measurable outcome. The outputs are process measures (i.e., number of clients served, number of participants in a program, etc.), and the outcomes show whether the programs are effective.

- B. How will you know if you are meeting these outcomes? (Limit 250 words)
- C. How will you measure your stated outcomes? (Limit 250 words)
- D. How will the information collected through measures help United Way justify the validity of providing funding for your projects/outcomes? (Limit 250 words)

## Section VI Outcome Success Story

Please provide a success story that best illustrates your program outcomes. This information will not only add a personal dimension to your funding application, but it may be used in our community campaign. Please maintain confidentiality; do not use real client names or information that would identify the client. (Limit to one page).

## Section VII Other Required Attachments

Attachment A	Organizational Chart
Attachment B	Board of Directors
Attachment C	Agency Letterhead
Attachment D	Annual Report (if agency has one)