Agenda for Change
Program Investments

United Way of Dane County

Request for Proposals for FY2022 (RFP)
April 2021
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United Way of Dane County

United Way of Dane County (UWDC) fights for the education, financial stability, and health of everyone in Dane County. We are committed to the vision of a Dane County where everyone can succeed in school, work and life. Through strategic partnerships and collaborative work, we aim to lift the many voices of Dane County to find common ground and make measurable progress, while providing organizations and individuals the opportunity to give, advocate, and volunteer to change lives in Dane County. To facilitate this, we mobilize our community through year-round engagement and follow our community’s Agenda for Change, six goals focused on three interrelated priority areas of Education, Income, and Health. For more information on the community-built Agenda for Change please visit: https://www.unitedwaydanecounty.org/our-work/.

United Way of Dane County’s Agenda for Change Mobilization Plans are the community-built business plans that guide our investment work. These plans define the scope and scale of human issues in our community, provide community-wide goals and measures, and articulate strategies to make positive change. Mobilization Plans provide focus for our financial investments and ensure measurable results for philanthropic and volunteer investments (see Appendix F: Agenda for Change Mobilization Plan Overview). Through the Agenda for Change, United Way of Dane County aims to increase economic stability and decrease racial disparities for local families experiencing poverty. The complete Mobilization Plans can all be found on our website: https://www.unitedwaydanecounty.org/resources/mobilization-plans/

Mission
Unite the community to achieve measurable results and change lives.

Vision
A Dane County where everyone can succeed in school, work and life.

Equity Statement
For Dane County to reach its fullest potential, we commit to engaging and involving diverse communities, especially those racially and ethnically diverse, in decision-making, leadership, and action to achieve equitable outcomes in Education, Income, and Health. We honor all our differences and create safe spaces for all voices to find common ground in building one community.

2022 Request for Proposals (RFP/Application) for Community Impact Program Investments

Every two years, United Way of Dane County requests proposals (applications) to advance the work of the Agenda for Change and move our community towards our common goals. This document provides a starting place for community organizations seeking funding from United Way of Dane County (UWDC) for 2022 calendar year funding to deliver programs and services aligned with the Agenda for Change goals and strategies. United Way of Dane County’s investment process is community-informed and research-driven.

United Way of Dane County invests in programs that are designed to promote sustainable solutions for families experiencing poverty and drive community change by aligning public and private supports. Our partner programs work together to provide families experiencing poverty with the skills and resources they need to take an active role in their own success and achieve their goals.

Each proposal is evaluated by staff and community volunteers with respect to available dollars and alignment with the Agenda for Change. Our investment dollars are made possible by financial contributions of thousands of community investors each year. United Way of Dane County is committed to serving as a good steward of community dollars and to uphold a high standard of accountability. Due to the large number of requests, United Way is not able to invest in all requests received. A decision to not invest in a grant proposal does not imply that United Way rejects the merit of the proposal, the need it addresses, or the organization applying for funding.
What are the Funding/Investment Categories?
United Way of Dane County has two categories of investments: Program Specific Investments and 2 Gen Collaborative Investments. For FY 2022 we are accepting proposals for Program Specific Funding only. For FY 2022, only current 2 Gen Collaborations and their partners are invited to apply for the 2 Gen Collaborative investments.

How do I know if I apply under Education, Income, or Health?
Your agency should review Agenda for Change Mobilization Plans, available in full online for a comprehensive review. In the Proposal/application in e-Clmpact you can also review the Community Level Outcomes, Program Outcomes/Results, and Indicators (required and optional) at the end of this document, by selecting the choices that match the outcomes of your program. You should select the area to which you most closely align. (https://www.unitedwaydanecounty.org/resources/mobilization-plans/).

How do I know if my program is eligible to apply?
Please use these questions to determine your eligibility: your organization is located within Dane County, WI, your program participants and program delivery are within Dane County, your program aligns with the Agenda for Change (see website for more information) outcomes and strategies, your organization or fiscal agent is an IRS-registered, tax-exempt, 501(c)(3) organization with a non-private foundation status of 509(a)(1) or 509(a)(2).

Will United Way consider proposals from agencies who do not currently receive funding?
Yes. This is an open investment process for program investments only. United Way is not currently accepting new collaborations for the 2 Gen investment opportunity. An agency or program that has not received United Way funding previously is invited to submit a Proposal for program investments.

Who reviews the Proposals?
Four volunteer leadership teams (called Community Solutions Teams, or CSTs) are led by United Way staff to thoughtfully and thoroughly examine proposals with the goal of deciding where the community’s generosity, in the form of our United Way campaign dollars, will be most impactful and effective. The CSTs are made up of local experts, agency and union representatives, area leaders in schools, government, faith communities, and businesses, and engaged community members. These volunteers are responsible for the implementation of the Agenda for Change Mobilization Plans and use these plans to ensure that funds are used to best achieve the larger, strategic Agenda for Change goals.

What is the Funding/Investment Period for this application?
The funding period for this RFP is January 1, 2022 - December 31, 2022, with the possibility of a one year renewal, dependent upon the results of the United Way of Dane County Campaign, as well as program outcomes and results.

How do I get started?
Available Online: April 1, 2021
Due: May 15, 2021, 11:59 PM

All applicants must submit an online Proposal through the eC-Impact website, which can be accessed at https://www.unitedwaydanecounty.org/investment-process/.

Where do I find the application?
The full application is found through our investment website: https://agency.e-cimpact.com/login.aspx?org=53210F. Questions are also listed in Appendix A. A full list of required outcomes and indicators is listed in Appendix B.

You can link directly to that website or the link is found under https://www.unitedwaydanecounty.org/2022-23-program-investment-applications/ under the Apply Now Button.

Questions
You can contact the following individuals on staff about the following content areas. At this time email is the best way to reach out to talk with our team:

<table>
<thead>
<tr>
<th>Staff</th>
<th>Content Area</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheldon Hitchens</td>
<td>2 Gen Collaborations</td>
<td>(608) 245-8072</td>
<td><a href="mailto:Sheldon.hitchens@uwdc.org">Sheldon.hitchens@uwdc.org</a></td>
</tr>
<tr>
<td>Cortney Dunklin</td>
<td>Education</td>
<td>(608) 246-4367</td>
<td><a href="mailto:cortney.dunklin@uwdc.org">cortney.dunklin@uwdc.org</a></td>
</tr>
<tr>
<td>Angela Jones</td>
<td>Income</td>
<td>(608) 246-4379</td>
<td><a href="mailto:angela.jones@uwdc.org">angela.jones@uwdc.org</a></td>
</tr>
<tr>
<td>Gabe Doyle</td>
<td>Health</td>
<td>(608) 246-4379</td>
<td><a href="mailto:gabe.doyle@uwdc.org">gabe.doyle@uwdc.org</a></td>
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</table>
Any additional general questions may be emailed to impact@uwdc.org.
Appendix A: List of Questions in Proposal

More instruction and explanation of questions and definitions are available in the EC-Impact portal. All content in EC Impact takes precedence over items copied into this document.

Agency Information: Please complete the following information for your agency.
Agency Contact
Agency Name
Agency EIN
Primary Address/Phone/Email
Key Contact for Proposal/Phone/Email
Executive Director/Phone/Email

Agency Description

Agency Mission

Does your Agency’s Executive Director or Organizational Leader identify as Black, Indigenous or a Person of Color?

Please describe your organization's commitment to inclusion, diversity, equity, and access (IDEA).

Retention Rate: What was your agency’s staff retention rate in 2020 (Percentage)? If less than 80% please explain.

Agency Financial Health:
Audit Opinion
Management Letter Comment
Information from the most recent IRS Form 990 submitted (if your agency is not required to submit a Form 990, please use most recent Financial Statements).

Agency Budget
Agency Budget narrative: please explain budget nuances

Agency Board Demographics, Total, by Gender, By Race, By Ethnicity

Agency Staff Demographics, Total, by Gender, By Race, By Ethnicity

Program Information (this information will be completed for each program that you are applying for).
Program Name
Agenda for Change Area program is aligned to
Program Strategy Alignment
Briefly describe how the program aligns to the UWDC strategy selected above

25 word program description
Program funding amount request:

Program Design:
Program Information: Describe key components of the program including hours of program, curriculum utilized, and dosage of intervention(s). If applicable to your program, please also describe how your program connects participants with needed supports outside of what your program or agency provides.*

Please provide the evidence-based, evidence-informed, asset-based approach, or community-informed practices that your program utilizes.*

Describe how this program is different, innovative, and/or necessary compared to other programs doing similar work.*
Outcomes: Please describe the strategies, goals and methods that are key to delivering your program's results.*

Describe the target population of this program.*

Do participants earn any credentials or certifications?*

Projected Total Program Participants (2022)*

What percent of the target population of individuals who participated in this program in 2020 identified as Black, Indigenous or People of Color?

Commitment to Equity:
What percentage of staff members working for this program identify as Black, Indigenous or a Person of Color?*

How does this program work against systematic racism and other structures of oppression?*

How is this program and it's practices culturally responsive to the population(s) who participate?*

Program Evaluation
Explain how program participant or community feedback is used to inform program goals and service delivery.*

Describe how you use data and evaluation to assess the program and improve the program design or impact?*

Please share anything else that we have not yet asked that will help inform our funding decision for this program.*

Outcomes
For each Community Level Outcome, choose your strategies and indicators. Please see Appendix C for a list of outcomes and indicators. Please tell us how you are measuring each indicator.

Program Budget  Please provide your program’s budget as well as the proposed budget for the United Way request.

Program Budget Narrative: Please explain any budget nuances

Attachments: Please include your program’s Personnel Schedule: See Appendix B
Appendix B: Program Personnel Schedule

2022 PROPOSED PERSONNEL SCHEDULE

Instructions: Record the Full Time Equivalent (FTE) program hours of each employee supporting this program and their total FTE hours worked for the agency. For seasonal employees record the number of weeks per year worked at the specified seasonal FTE.

<table>
<thead>
<tr>
<th>#1 Staff Title (one employee per line)</th>
<th>#2 Year-Round or Seasonal FTE?</th>
<th>#3 Seasonal Only: Weeks per Year Employed</th>
<th>#4 Total FTE in Agency</th>
<th>#5 Program Duties such as Administration, Direct Service, Supervision, Teaching/Training, or Recruitment</th>
<th>#6 Hourly Wage</th>
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<tbody>
<tr>
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<td>Year Round Position FTE</td>
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<td>Seasonal Position FTE</td>
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Appendix C: List of Outcomes and Indicators

**Standard Outcomes / Indicators Summary**

<table>
<thead>
<tr>
<th>(15110) Strategy</th>
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<tbody>
<tr>
<td>(13525) Early Childhood-Parents are engaged, informed and supported in how to be their child's first teacher to help their children be developmentally ready for school.</td>
</tr>
<tr>
<td>- (25572) Percent of families who report improved parent child interaction or increased knowledge about parenting.*</td>
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<tr>
<td>- (26322) Percent of participants who complete goals in program.</td>
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<tr>
<td>(13526) Early Childhood-Young children have age appropriate skills in 5 key areas (cognitive, language and speech, social and emotional, fine motor, gross motor)</td>
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<td>- (25577) Percent of children who achieve developmental milestones*</td>
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<tr>
<td>- (25575) Percent of children screened who are at age-expected development.*</td>
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<tr>
<td>- (25576) Percent of children screened who receive an intervention, referral, or appropriate supports as result of developmental screening.</td>
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<tr>
<td>- (25578) Percent of children who complete the program who are Kindergarten ready</td>
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<tr>
<td>(13527) Early Grade Success (K-5)-Facilitate access to additional learning opportunities to enhance students' mastery of academic content.</td>
</tr>
<tr>
<td>- (25645) Percent of students who improve academic performance.*</td>
</tr>
<tr>
<td>- (25647) Percent of students who complete goals in mastery of academic content.</td>
</tr>
<tr>
<td>- (25583) Percent of students proficient in reading at grade level.</td>
</tr>
<tr>
<td>(13528) Early Grade Success (K-5)-Build students' social/emotional and non-cognitive skills.</td>
</tr>
<tr>
<td>- (25581) Percent of students who improve social/emotional and non-cognitive skills.*</td>
</tr>
<tr>
<td>- (25645) Percent of students who improve academic performance.</td>
</tr>
<tr>
<td>- (25580) Percent of students who complete goals in social/emotional and non-cognitive skills</td>
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</tbody>
</table>
• (25583) Percent of students proficient in reading at grade level.

(13746) Early Grade Success (K-5)-Increase family engagement as a key component to improve student success.

• (26321) Percent of participants with increased family engagement*

• (26322) Percent of participants who complete goals in program.

• (25645) Percent of students who improve academic performance.

(13529) Middle Grade Success (Grades 6-8)-Facilitate access to additional learning opportunities to enhance students’ mastery of academic content.

• (25645) Percent of students who improve academic performance.*

• (25645) Percent of students who complete goals in mastery of academic content.

• (25583) Percent of students proficient in reading at grade level.

(13530) Middle Grade Success (Grades 6-8)-Build students’ social/emotional and non-cognitive skills.

• (25645) Percent of students who improve social/emotional and non-cognitive skills.*

• (25645) Percent of students who complete goals in social/emotional and non-cognitive skills.

• (25645) Percent of students who improve academic performance.

• (25583) Percent of students proficient in reading at grade level.

(13531) Middle Grade Success (Grades 6-8)-Foster connection, belonging, leadership and academic success with youth (disconnected or at risk of disconnecting).

• (25587) Percent of disconnected/risk of disconnecting students who improve connection, belonging, leadership and/or academic success.*

• (25586) Percent of disconnected/risk of disconnecting students who complete goals in connection, belonging, leadership and academic success.

• (25583) Percent of students proficient in reading at grade level.

• (25645) Percent of students who improve academic performance.
(13532) High School Success (9-12)-Facilitate access to additional learning opportunities to enhance students’ mastery of academic content.

- (25645) Percent of students who improve academic performance.*

- (25647) Percent of students who complete goals in mastery of academic content.

- (25649) Percent of students who graduate high school in Dane County (6-year cohort).

- (25648) Percent of students who enroll in post-secondary education.

(13533) High School Success (9-12)-Build students’ social/emotional and non-cognitive skills.

- (25581) Percent of students who improve social/emotional and non-cognitive skills.*

- (25580) Percent of students who complete goals in social/emotional and non-cognitive skills.

- (25645) Percent of students who improve academic performance.

- (25649) Percent of students who graduate high school in Dane County (6-year cohort).

- (25645) Percent of students who enroll in post-secondary education.

(13534) High School Success (9-12)-Foster connection, belonging, leadership and academic success with youth (disconnected or at risk of disconnecting).

- (25587) Percent of disconnected/risk of disconnecting students who improve connection, belonging, leadership and/or academic success.*

- (25586) Percent of disconnected/risk of disconnecting students who complete goals in connection, belonging, leadership and academic success.

- (25645) Percent of students who improve academic performance.

- (25649) Percent of students who graduate high school in Dane County (6-year cohort).

- (25648) Percent of students who enroll in post-secondary education.

(13536) Increase Family Housing Stability: Increase the number of individuals who obtain or maintain stable housing.
through case management and financial assistance.

- (25634) Percent of individuals who move into stable housing.*

- (26345) Percent of individuals who maintain housing and/or avoid eviction*

- (26346) Percent of individuals who increase their income (from increased cash and benefits, or decrease costs)

- (25632) Percent of individuals remain stably housed at 12 months

- (26346) Percent of individuals who receive case management

- (26311) Percent of individuals that do not re-enter the shelter system within a 12 month time frame.

(13539) Build Economically Stable Families-Increase the number of individuals who gain family sustaining employment

- (25622) Percent of people who complete employment training program*

- (25612) Percent of individuals who gain employment*

- (25611) Percent of individuals employed at $15+/hour

(13541) Build Economically Stable Families-Increase the number of individuals who receive education services to gain family sustaining employment.

- (25617) Percent of people (25632) Percent of individuals remain stably housed 505*

- (25618) Percent of people who complete education services program.*

- (26537) Percent of individuals who achieve knowledge goal.*

(13542) RESET for Returning Citizens-Provide Residency, Employment, Treatment, Education, and Support (RESET) for returning citizens (formerly incarcerated individuals)

- (26346) Percent of individuals who do not return to prison within two years of their release*

(13546) Reduce Racial & Health Disparities: Increase community-based maternal child health programming for BIPOC Dane County residents

- (26284) Percent of participants who report improved health outcomes*
(13547) Reduce Racial & Health Disparities in Dane County: Increase culturally relevant, reflective, and safe wellness models and programs defined and/or led by BIPOC communities

- (26322) Percent of participants who complete goals in program.*

- (26284) Percent of participants who report improved health outcomes* 

- (26284) Percent of participants who report improved health outcomes*

(13548) Reduce Racial & Health Disparities in Dane County: Increase capacity in communities to address health disparities for BIPOC residents

- (26284) Percent of participants who report improved health outcomes* 

- (26284) Percent of participants who report improved health outcomes* 

(13741) Reduce Racial & Health Disparities in Dane County: Increase community-based health programs that address the needs of BIPOC communities

- (26284) Percent of participants who report improved health outcomes* 

- (26284) Percent of participants who report improved health outcomes* 

(13742) Expand Racial Trauma Supports: Increase culturally safe and responsive trauma and resiliency programs for BIPOC communities

- (26284) Percent of participants who report improved health outcomes* 

- (26284) Percent of participants who report improved health outcomes* 

(13743) Expand Racial Trauma Supports: Embed culture brokers into care teams for individuals and families in BIPOC communities disengaged from mental health supports due to racism, power dynamics, and distrust

- (26284) Percent of participants who report improved health outcomes* 

- (26284) Percent of participants who report improved health outcomes* 

(13538) Prevent Family Homelessness-Increase access to healthy food through a coordinated food distribution system to free up funds in family budgets for rent. (housing strategy)

- (25629) Number of people who participate in accessing healthy food.*

- (25630) Percent of people who reduce their costs due to food access.*