



United Way of Dane County

2025-2026 Impact Grants

Application period: 4/1/24 - 5/17/24

United Way
of Dane County



The Power of Many. **Working for All.**



Table of Contents

- Introduction:2
- Purpose of this Request for Proposals:.....2
 - Eligibility to apply:3
- United Way of Dane County’s Impact Areas and Strategies:4
 - Youth Opportunity: Helping young people realize their full potential5
 - Financial Security: building financial stability and strength6
 - Homelessness Prevention and Affordable Housing6
 - Healthy Community: improving health and well-being for all.....7
 - Scoring Applications and Decision-Making Process7
 - Timeline of investments and decision making.....8
- Talk With Us!.....8
- Open Houses:8
- RFP Questions:.....10
 - Section 1: Organization Information.....10
 - Section 2: Collective Impact, Alignment and Equity10
 - Section 3: Your Funding Request.....11
 - Section 4: Evaluation & Learning: Defining Success11
- Appendix A: United Way of Dane County Public Policy Agenda 2024-2025.....13



UWDC (United Way of Dane County) 2025-2026 IMPACT GRANTS

Application period: 4/1/24 - 5/17/24

Introduction:

United Way of Dane County is excited to announce the Request for Proposals for its next investment cycle. We are offering approximately \$2-3 million to support our newly named Community Impact grants; funding is provided yearly contingent on the results of our Community Fundraising Campaign. United Way is looking for organizations to invest in to address root causes of the issues facing this community, to interrupt systems as well as provide direct services to families experiencing disparities in Dane County.

Multi-Year Funding:

United Way of Dane County recognizes that working on our community's biggest social problems requires long term investments and therefore Impact Grants awarded through this process will be 2-year grant commitments, pending results of our Community Campaign each year, from January 1, 2025 – December 31, 2025, and January 1, 2026 through December 31, 2026.

We believe that multi-year funding represents the best use of community resources. Organizations will be able to focus more on program implementation rather than annual proposal development. Successful applications will be able to articulate clear multi-year program plans and show a commitment to achieving outcomes and outputs aligned with our common vision.

Purpose of this Request for Proposals: This Request for Proposals (RFP) encourages organizations doing outstanding work in the areas of Youth Opportunity, Financial Security and Healthy Communities to apply for funding aligning to our collective vision. We have an open, competitive application process that identifies which organizations will have the greatest impact in helping us reach our community goals.

- Total investment available: approximately \$2-\$3 million
- Minimum award: \$15,000/year
- Funding cycle:
 - year 1: January 1, 2025 – December 31, 2025,
 - year 2: January 1, 2026 – December 31, 2026,
 - each year the funding is contingent on Campaign results
- Notification date: early October 2024
- Link to application in e-CImpact (United Way of Dane County's online grants portal)
- Reporting: mid-year and year end reporting on outcomes/success, meetings with United Way related to learning about your program success
- If funded, grant payments from United Way of Dane County are sent monthly (mid-month) via direct deposit throughout the course of the grant period



Eligibility to apply:

The following describes what types of organizations are eligible to apply for funding with United Way of Dane County for this Grant.

- 501(c)(3) organizations in good standing with the IRS (Internal Revenue Service) or non-tax-exempt organizations may apply with a Fiscal Agent that is a 501(c)(3).
 - If your organization is applying for investment under Financial Stability strategies, specifically to work aligned with our Women and Wealth Strategies, then non 501(c)(3) organizations are eligible to apply. Priority will be made to BIPOC (Black, Indigenous, or Person of Color) women led and serving organizations. (UWDC Staff contact for this area of work is Angela Jones, angela.jones@uwdc.org).
- Organizations who provide services to individuals and families in Dane County that align to driving impact in the goals and strategies of the Plan for Community Well-being.
- Organizations with a current valid EIN Number
- Organizations will be asked to provide the most recent Form 990.

We are looking to support organizations whose work aligns with United Way of Dane County's Plan for Community Well-Being. We are looking to invest in organizations whose work and vision align to the goal to measurably increase individual and family well-being so that every person in Dane County leads a healthy, thriving, and secure life that meets their own defined goals, and that is not impacted by experiences of systemic racism, discrimination, and poverty.

To achieve this ambitious goal, the work of United Way of Dane County is dedicated to:

- Engaging in sustainable, long-term work on systems change with a clear focus on youth opportunity, financial security, and healthy communities in a multi-generational approach.
- Modeling equitable, anti-racist practices through all work: investments, partnerships, innovation, public policy advocacy, data and research and connection to resources.
- Cultivating a stronger nonprofit ecosystem through trust-based collaborations to create positive community change.

Funding will be awarded to eligible organizations to use in any of several ways, and successful applicants will be aligned to the common vision of United Way of Dane County's strategic priorities (**described below**). Organizations can choose how they will impact and deliver on the common vision. Opportunities may include (this list is not comprehensive):

- Direct programming and administrative costs associated with delivering services to members of the community.
- Community Impact grants can be used for advocacy to change systems that support our community goals and/or United Way of Dane County's Public Policy priorities (Appendix A: Public Policy Agenda).
- Grants can also be utilized to improve capacity to deliver programming, to provide evaluation for programming and to support funds and work needed to collaborate effectively or provide case management for families.
- This application/RFP for Impact Grants is not intended to provide funding for capital campaigns.



United Way of Dane County's Impact Areas and Strategies:

The Plan For Community Well-being

The Plan for Community Well-Being's goal (the goal of our Impact Investments and supporting work) is to measurably increase individual and family well-being so that every person in Dane County leads a healthy, thriving and secure life that meets their own defined goals, and that is not impacted by experiences of systemic racism, discrimination and poverty. A focus on culturally relevant programming is a priority within each of the following strategy areas of focus. Please see our website for full strategy documents: [Mobilization Plans - United Way of Dane County \(unitedwaydanecounty.org\)](https://www.unitedwaydanecounty.org)

- Youth Opportunity: helping young people realize their full potential
 - Childcare and Early Childhood Development,
 - In School, After School and Summer Learning, literacy development, family engagement and college and career readiness (K-12)
- Financial Security: building financial stability and strength
 - Homelessness Prevention and Affordable Housing
 - Workforce Development: Employment Assessment, Job Placement, Job Training, Employment Case Management, Job Development with Employers and Adult Education
 - Wealth building for women of color with children
- Healthy Community: improving health and well-being for all
 - Reducing racial health disparities
 - Increase resiliency and trauma supports
 - Maternal and child health

We look to invest in organizational partners who are focused on supporting family needs. Our focus across our investments is multigenerational, holistic, and supports the varying layers of a family's needs while understanding the systemic root causes and working to address those institutional and structural causes. United Way works with community volunteers to create strategic plans and a community lead vision to meet our community's biggest needs. As we work together across the community, we look to a collection of indicators that demonstrate community and family well-being in Dane County.

We use publicly available community level data to inform and guide our work. Community level data is valuable for understanding the challenges that our community faces, centering attention around these challenges, and tracking changes in the community which may shift our community's needs.

The community level data points that we use currently are:

1. Child poverty rate (0-5 years old)
2. 3rd grade reading proficiency rates
3. High school graduation rates
4. Percentage of population living at or above 200% Federal Poverty Level
5. Life expectancy

All our investments are aligned to strategies which are intended to impact and collectively change outcomes in the long term for these indicators. The information below describes our



strategies and areas of focus. Competitive proposals will demonstrate alignment with these strategies.

Youth Opportunity: Helping young people realize their full potential

Childcare And Early Childhood Development

1. Increase access to high quality culturally relevant early care and education experiences particularly for BIPOC families experiencing poverty.
 - Childcare – group centers, in-home family, and family/friend/neighbor care
 - Support high quality home visiting models and programs
 - Family resource centers
 - Parent-child community groups
2. Build caregivers (parents and early care and education teachers) understanding of healthy child development through family and community outreach (outside of childcare, i.e., home visiting).
 - Developmental screenings inclusive of social emotional screenings and increasing access to services.
 - Increase awareness of supportive services and service providers in the community.
 - Best practice childcare teacher/professional training.
 - Educate and provide resources about child development, what they can do as caregivers and how they can improve children’s outcomes.
3. Connections to community resources and programs: remove barriers to accessing family support services that allow families to access the resources and services they need to overcome the experience of poverty (collective impact)
 - Financial security support and programs that support housing stability, career pathway development, education, and upskilling.
 - Mental health resources for parents and children
 - Systemic changes in how programs are delivered in a team approach to meet families’ needs, versus families needing to access all resources individually and independently.
4. Support/Influence policy changes that will deepen early learning and development outcomes for children.
 - Educate the community and advocate for structural changes to financial investments in childcare: locally, county, and state-wide.
 - Work with UWDC Public Policy Committee to develop a specific set of outcomes and goals related to supporting families who are experiencing poverty with children under the age of 5 in Dane County.
 - Support publicly for statewide collaboratives that support increasing access and public funding for solutions to the childcare systemic changes needed.

In School, After School and Summer Learning, literacy development, family engagement and college and career readiness (K-12)

1. Facilitate access to additional learning opportunities to enhance students’ mastery of academic content. Focus on 3rd grade reading, eliminating summer reading loss and completing algebra by 10th grade.



2. Build students' social/emotional and non-cognitive skills. Focus on building non-cognitive and behavioral competencies in self-awareness, self-management, social awareness, relationship skills and responsible decision-making.
3. Ensure students' behavioral health and wellness. Many students and families experience trauma and stress, making mental health and social-emotional learning more important.
4. Foster connection, belonging, leadership and academic success with youth at risk of disconnecting. Engagement and academic achievement go together. A student's school experience, including relationships with adults, feelings of safe, supportive environments and connections to peers, coupled with high expectations for learning, all contribute to a sense of belonging at school and in the community.
5. Recognize family engagement as a key component to improve student success. Recognize parent and family engagement as a key component to improving student outcomes.

Financial Security: building financial stability and strength

Homelessness Prevention and Affordable Housing

The Family Homelessness and Affordable Housing strategies ensure that families can maintain housing and avoid evictions as they work toward financial security.

1. Support Quality Case Management for families at risk of or experiencing instability in their housing. Case Management is an overarching term that describes staff who support individuals and families with resource navigation, access to resources and planning to meet the family's goals.
2. Increase investments in Housing First Programs: Housing First Programs are strategic partnerships that work to help families into housing quickly after they become homeless. Local programs have historically seen an 83% success rate of families remaining stably housed for one year over the last 15 years.
3. Eviction Prevention – Eviction Prevention is supporting families through rental financial assistance, financial planning, and budgeting through connections with a case Manager and plan, so families remain stably housed. Our goal is that 87% of families will remain stably housed after 1 year.
4. Financial coaching specifically partnering with BIPOC-led organizations already providing financial coaching programming and support services. Financial Coaching assists clients with budgeting, money management and other skills that help them create a financial plan toward financial security as defined by the client.
5. Invest in home ownership programs A focus on home ownership is an investment in building generational wealth. Successful home ownership programs include case management, readiness assessments, financial coaching and removing barriers to maintaining your home once you own the home.

Job Readiness & Workforce Development: Adult Education and Job Training: To achieve the following goals: un or underemployed individuals gain full time employment at \$18/hour with benefits to achieve financial security. We are looking to invest in:



1. Workforce Development – Workforce services as defined as: Employment Assessment, Case management, Customized training, Job Readiness, Job Placement, Job Development, working with the Employer community and Adult Education. Providers offering these workforce components will prepare and connect un or underemployed individuals (who are often communities of color) to local employers who will adequately compensate, offer benefits, and provide a career path, so they can live and thrive in Dane County. Attention should be paid to the Department of Labor Good Jobs Model.
2. Workforce/Housing Hybrid with case management – The intent is to build practical links between two key subject matter areas (Workforce and Housing) that are fundamental to the financial success of Dane County families. The focus is on Workforce organizations who want to partner with Housing agencies who offer case management or Housing organizations who want to partner with Workforce organizations. These organizations will share a caseload of participants, so strong case management practices will be a necessity. A successful applicant will need to demonstrate how this partnership would work on a day-to-day basis and deliver success for the participant on the housing and workforce fronts.

Healthy Community: improving health and well-being for all

Reduce Racial Health Disparities

1. Increase culturally relevant, reflective, and safe wellness models and programs defined and/or led by BIPOC communities.
2. Increase capacity in communities to address health disparities for BIPOC residents (example: invest in Fund Health Programs that are community- based and in which disparities are persistent).
3. Increase community-based health programs that address BIPOC communities. Advance clinic and community linkages to improve health access.
4. Increase patient and/or family information exchange with desire to expand current levels of linkage across the care coordination continuum.
5. Increase community-based maternal child health programming for BIPOC communities.

Increase Resiliency and Trauma Supports

1. Increase culturally safe and responsive trauma and resiliency programs (example: mental health programming) for BIPOC communities.
2. Cultural adaptation of behavioral or mental health intervention.
3. Embed culture brokers into care teams for individuals and families disengaged from mental health supports due to racism, power dynamics and distrust.

Scoring Applications and Decision-Making Process

United Way of Dane County is a volunteer led organization. Volunteer Teams and United Way Community Impact staff will review proposals and rate them according to alignment with our strategies.

Applications will be scored for a total of 37 possible points:

- (27 points) Collective Impact, Alignment and Equity: Agency clearly explains how their work aligns to the strategies of the Plan for Community Well-Being and supports



families to achieve their goals within one or more of our impact areas (includes our focus on multigenerational support for families, demonstrates ongoing commitment to addressing the racial disparities, systemic and structural racism in our community, alignment with target populations, strategies and engaging diverse feedback in decision making), describes work with partners to provide or supplement programming and demonstrates the collaboration is beyond a referral connection.

- (9 points) Evaluation and Learning: Application defines what success within this investment is for families and how to measure it, including incorporating participant feedback.
- (1 point) Sustainability: other funders are invested in the organization and work aligned to the Plan for Community Well-Being.

Timeline of investments and decision making

1. Application is open 4/1/24 - 5/17/24 at midnight CST.
2. Volunteers and staff will review and select applications in June – August. Your organization may be invited during this time to have a conversation with the review team during this time about your work and alignment to our request.
3. Notification about funding decisions will be in early October 2024.
4. If awarded, funding will start 1/1/25, with the first payment received in mid-January 2025. United Way of Dane County provides monthly payments.

Reporting Requirements

Reports will be completed online at mid-year and year end through our grants management platform e-CImpact and through conversations with United Way staff. Reporting will include providing information on the demographics of participants served, measures of progress in your work, storytelling around success and challenges, and financial documentation.

Talk With Us!

We welcome the opportunity to meet with interested applicants, whether through email, phone call, virtual and in-person meetings, to answer questions about the RFP.

Open Houses: Open House office hours will be available during the first part of April for interested organizations who would like to meet with United Way Staff to learn more about our work and discuss questions about the proposal. The dates and locations for these sessions can be found on our website after 4/1/24 or by calling 608-246-4350. [How We Invest | United Way of Dane County \(unitedwaydanecounty.org\)](#)

We will also offer **technical assistance** for e-CImpact, our application and reporting platform. Dates for these trainings will be updated on our website. [How We Invest | United Way of Dane County \(unitedwaydanecounty.org\)](#)



Contact us at any time below with questions or to brainstorm ideas.

Title	Staff Person & Email	Areas of Focus
Director, Income	Angela Jones: angela.jones@uwdc.org	Financial Security – Housing, Wealth Building for women of color
Program Manager, Workforce	Bill Clingan: bill.clingan@uwdc.org	Financial Security – Workforce, Adult Education, Job Training, Job Placement
Director, Education	Cortney Dunklin: cortney.dunklin@uwdc.org	Youth Opportunity
Director, Health	Uchenna Jones: uchenna.jones@uwdc.org	Healthy Communities
Program Manager, Community Impact	Breanna Grow: breanna.grow@uwdc.org	Technical Assistance (including eCImpact)



RFP Questions:

Section 1: Organization Information.

Applicants will be asked to upload a copy of their organization's most recent IRS Form 990.

1. Executive Director Name, Email and Phone Number (linked from agency profile)
2. Primary Contact Name, Email and Phone Number (linked from agency profile)
3. Organization Address Line 1 (linked from agency profile)
4. Organization Address Line 2 (linked from agency profile)
5. City (linked from agency profile)
6. State (linked from agency profile)
7. Zip Code (linked from agency profile)
8. EIN (linked from agency profile)
9. Is your organization an IRS-registered, tax-exempt, 501(c)(3) organization with a non-private foundation status of 509(a)(1) or 509(a)(2)? Yes/No
 - i. (If "No" to 9) What is the name of the registered 501(c)(3) organization that has agreed to serve as your organization's fiscal agent?
10. May we share your application with other funders? (In the event we are not able to invest in your organization, we would like your permission to potentially share with others who might have an aligned interest.)
11. In just a few words, what is the main focus of your organization aligned to United Way of Dane County? (Some examples are Collaborations/Collective Impact, Community Building, Education, Employment, Healthcare, Housing/Shelter, Services/Training for Professionals)

Section 2: Collective Impact, Alignment and Equity

12. Agency Mission Statement (linked from agency profile)
13. Agency Vision Statement (linked from agency profile)
14. Please select the Impact Area(s) to which your Agency Aligns with United Way:
 - i. Youth Opportunity: helping young people realize their full potential
 1. Childcare and Early Childhood Development
 2. In School, After School and Summer Learning, literacy development, family engagement and college and career readiness (K-12).
 - ii. Financial Security: Building financial stability and strength
 1. Homelessness Prevention, Home Ownership and Affordable Housing
 2. Wealth building for women of color (small business support, retirement security)
 3. Job Readiness and Workforce Development (including Adult Education, Job Training, Job Placement)
 - iii. Healthy Community: improve community health and well-being
 1. Reduce racial health disparities
 2. Increase resiliency and trauma supports
15. Describe how the work of your organization aligns to United Way of Dane County's Strategies to effect community change.
16. We see the systemic and structural racism and disparities in our community through lived experience, data, reports, and research. Addressing and dismantling these disparities is important to United Way of Dane County. Tell us what your organization is doing to address the racial disparities and systemic and structural racism in our community.
17. Share your organization's experience, implementation, or plans to implement DEI (Diversity, Equity, and Inclusion) best practices. This might include efforts to increase the diversity of



board, staff, participants, and volunteers, to provide racial equity education, training, and/or intentionally engage diverse voices in decision-making and feedback.

18. Describe your target population(s), their specific need(s), and the demographics (age, gender, ethnicity) of the population(s) you propose to serve with United Way of Dane County's financial support. /
19. How does your organization uniquely meet the identified needs of the specific target populations you serve (as described above)? In other words, why does your approach work?
20. Describe the strategies, goals, and methods that you use or will use to help families achieve family well-being.
21. Describe how you partner/collaborate with others in the community. What partners and/or collaborations do you work with, if any, in the community to support families' goals? For example: other nonprofits, school districts, mental health professionals, healthcare community, higher education. *We do not consider making referrals alone to other organizations to be a partnership, unless you are following up on the connection made.* We are looking for concrete examples of collaborations working to holistically meet families' needs for well-being.

Section 3: Your Funding Request

In this section, please identify "programs" you will support with this investment from United Way aligned to our strategic priorities. If you are applying for capacity building, evaluation or advocacy/system change efforts, please use those as a "program title." For example: United Way Tutoring Program, projected to serve: 25, Program Budget: \$25,000. You can include up to 6 distinct "programs" in your request.

22. What is the total amount you are requesting from United Way of Dane County? \$___/year (although this is a 2-year commitment, please use 1 year of funding amount for your request).
23. How many programs are you applying for? If you are applying for capacity building, evaluation, or advocacy/systems change efforts, please name that as a program below. (Choose 1-6; you will be asked to complete the following questions for each program)
24. Program Name
25. How many people do you project to serve through this program/activity?
26. What is the total budget for this program/activity?
27. What other funders invest in the work of the identified programs aligned to the Plan for Community Well-Being?

Section 4: Evaluation & Learning: Defining Success

28. What would success look like for your organization with this investment?
29. Help us understand more in depth about the work and programs you intend to support with this investment and partnership with United Way of Dane County. What are the projected outcomes for this investment? Please identify program specific outcomes/changes that families will experience in one year with this investment.
30. What kind(s) of data would/do you collect to measure success within this investment? *Data can include outputs about service, outcomes statements, storytelling, survey data, and other kinds of qualitative data.*



31. Explain how your data demonstrates success, evaluates effectiveness, and/or drives program improvement, including how you incorporate participant feedback.
32. Is there anything else you'd like to tell us about your work to support this application?





UNITED WAY OF DANE COUNTY PUBLIC POLICY AGENDA 2024-2025

United Way of Dane County's work is guided by the Plan for Community Well-Being – a plan built with our community, for our community. This vision for a brighter future focuses on increasing individual and family well-being in the areas of early childhood, education, income and health so that all people in Dane County can lead healthy, thriving and secure lives. Addressing these interconnected areas collectively is essential to increase overall family well-being. The Public Policy Committee, a standing committee of the United Way of Dane County Board of Directors, biennially develops a policy agenda aligned with the Plan for Community Well-Being.

Early Childhood

Our goal is to reduce the number of children under age five experiencing poverty in Dane County.
We support public policies that:

- Expand under-resourced families' access to affordable, high-quality childcare that meets developmental, cultural and linguistic needs for all children in Dane County.
- Provide effective professional development and family-sustaining wages for early childhood professionals.

Education

Our goals are that all children read on grade level by third grade and all students graduate from high school.
We support public policies that:

- Close educational achievement and opportunity gaps, particularly for children of color, by supporting students both in and outside of the classroom.
- Increase access to affordable, high-quality education and training programs to ensure all Dane County students are prepared for college, careers and community life.

Income

Our goal is that all Dane County residents' income is above 200% of the Federal Poverty Level*.
We support public policies that:

- Improve access to job training and workforce development programs and provide support, like childcare and transportation, that workers need. The goal is to connect low-income people with jobs that offer family-sustaining wages, benefits and stable work schedules and ultimately reduce racial disparities in income and wealth in Dane County.
- Promote equitable, anti-racist labor market practices and work environments that provide opportunities for career advancement for all.
- Expand the amount of affordable housing in Dane County, especially for families with incomes at 30% or less of the Area Median Income** and address the racial and ethnic disparities in homeownership rates.
- Promote efforts to prevent eviction, support housing stability, reduce family homelessness and address the needs of families that are doubled-up in housing.

*200% of the Federal Poverty Level is equivalent to \$49,720 per year for a family of three.
**30% of the Area Median Income is \$33,000 per year for a family of three in Dane County.

Continued on page 2





UNITED WAY OF DANE COUNTY PUBLIC POLICY AGENDA 2024-2025

Continued from page 1

Health

Our goal is to eliminate general health and average life expectancy disparities between white residents and people of color in Dane County. We support public policies that:

- Protect and improve access to affordable, high-quality health insurance, including for those who age out of parental coverage or otherwise face transitions in their coverage.
- Eliminate bias and racial inequities in health care and increase the provision of culturally appropriate, safe, trauma-informed care.
- Grow and diversify the healthcare workforce.
- Expand access to healthy food by reducing food deserts and inequities in food security.

Community Strengthening

In alignment with United Way of Dane County's mission, we also provide support and promote citizen engagement as keys to strengthening the community and its nonprofit organizations. Therefore, we support public policies that:

- Promote United Way of Dane County 211 as our community's most comprehensive health and human services information and referral resource.
- Promote civic engagement, voter education and representational leadership.
- Promote trusted and community-centered policing best practices.

United Way of Dane County is invested in and has expertise related to each of the focus areas above. The Public Policy Committee welcomes engagement and questions and can connect policymakers to data about local conditions related to each policy priority. **To get in touch, contact Nicole Sandler at nicole.sandler@uwdc.org.**

