

2025 United Way of Dane County Micro-Investments Grants Initiative
REQUEST FOR PROPOSALS

Proposal Name:	2025 Micro Investment Grants Initiative
Release Date:	Friday, April 4, 2025
Submission Deadline:	Monday, May 12, 2025
Investment Priority:	<p>United Way of Dane County is pleased to announce the availability of \$22,000 in grant funding through its 2025 Micro-Investment Grants Initiative.</p> <p>This initiative offers one-time grants to grassroots organizations: community groups, faith-based organizations and others providing programs or services that support the following goals during Summer/Fall 2025:</p> <p>Goal 1: Provide youth with constructive and engaging activities within their specific community. Strategy: Create positive and uplifting spaces and opportunities for youth (12-18) to socialize in ways that are healthy, meaningful and fulfilling to members of their age group. Encourage youth to develop positive relationships with peers in their community.</p> <p>Goal 2: Strengthen engagement by building a sense of community in a specific area. Strategy: Create positive and uplifting spaces and opportunities for members of a specific community to socialize, get to know one another, build community and share information/resources.</p> <p>Goal 3: Increase the sense of safety that residents feel in their community. Strategy: Create and facilitate safe spaces for residents to convene to discuss community engagement ideas and propose solutions to challenges experienced in their community.</p>
Number of Awards:	4 - 8
Total Available:	\$22,000
Individual Fund Limit:	\$5,000
How to Apply:	All application materials must be submitted on our application portal site: <insert link to website>
Questions?	Email: communityengagement&marketing@uwdc.org Phone: 608.246.5493

Timeline

Friday, April 4, 2025	Online Micro Investment Proposal Application Opens
Monday, May 12, 2025	Online Micro Investment Proposal Application Closes 5:00 pm
Friday, July 4, 2025	Micro Investment Awardees Notified

Applicant Criteria

- Applicant must be a group or organization. Individuals may not apply.
- 501(c)(3) status is **NOT** required to apply.
 - *However, applicant must identify a registered 501(c)(3) tax-exempt nonprofit organization to serve as their fiscal agent. **Note:** Awards can only be distributed to registered nonprofit organizations. Awards cannot and will not be distributed to individuals.*
- Applicant's annual operating budget cannot exceed \$75,000.
- Applicant must have an existing relationship with the community in which services will be offered.

Program Criteria

- Program must align with at least one of the goals identified above.
- Program must exclusively serve residents of Dane County, Wisconsin.

Applications will not be considered if:

- The applicant is a person. Only organizations will be considered for funding.
- The applicant's annual budget exceeds \$75,000.
- The organization has previously been awarded a micro-investment grant for the same program.

APPLICATION

Instructions:

There is no way to save and return to this form before submitting it. Therefore, before you begin, we recommend that you copy the questions below and type your responses into a Word document then save your responses within your Microsoft Word document as you go. Once you are ready to submit your application, copy and paste your responses from your Microsoft Word document into this online form, then click "Submit."

Primary Contact

Primary Contact Name:*

Primary Contact Title: *

Primary Contact Phone: *

Primary Contact email address: *

Applicant Information

Group/Organization Name: *

Group/Organization Website: *

What is the group/organization's annual budget? *

Is the group/organization a registered 501(c)(3) nonprofit? *

If no, have you identified a 501(c)(3) nonprofit organization to serve as your fiscal agent? *

Program Information

Program Name*

Which 2025 Micro-Investment Grant Priority does your program align with: *

Goal 1: Provide youth with constructive and engaging activities within their specific community.
Strategy: Create positive and uplifting spaces and opportunities for youth (12-18) to socialize in ways that are healthy, meaningful and fulfilling to members of their age group. Encourage youth to develop positive relationships with peers in their community.

Goal 2: Strengthen engagement by building a sense of community in a specific area.
Strategy: Create positive and uplifting spaces and opportunities for members of a specific community to socialize, get to know one another, build community and share information/resources.

Goal 3: Increase the sense of safety that residents feel in their community.
Strategy: Create and facilitate safe spaces for residents to convene to discuss community engagement ideas and propose solutions to challenges experienced in their community.

Program Description

1. In which community will the program be offered? *
Example: South Madison, Meadowood, McFarland, etc.
2. What activities will take place? *
3. Where and when will activities take place? Has space been secured for the activities?*
4. How will these activities support the goal you selected above?*
5. How will you measure the success of your program?*
6. Has your group/organization ever received funding from United Way for this program?*

Program Budget

1. What is the total budget for the program?*
2. What amount are you requesting from United Way's 2025 Micro-Investment Grants Initiative?
(Maximum: \$5,000)*
3. If this request cannot be fully funded, what is the minimum amount needed to fund your project? *
4. Are you requesting or have you received funds from any other source? If so, from what other source and how much? *

5. Please provide a high-level budget for your project. A sample budget is included below for your reference. *

Sample Budget:

Item	Expense	Notes
Adult Facilitators	\$1,000	
Snacks	\$1,000	
Misc. Items	\$500	
Space	\$100	
Promotion / Marketing Materials	\$100	
Supplies	\$250	Note pads, pens, etc.
Total	\$2,950	

Reporting

Note: All grant recipients will be asked to complete a report and send photos demonstrating the impact of the funds provided. By checking this box, you agree to complete the report and provide photos to United Way of Dane County by January 2026.

SCORING MATRIX

Criteria	Goal Not Met (0 Points)	Developing (3 Points)	Effective (6)	Exceptional (9 Points)
Community Need/Impact (How well does the program align with the identified goal(s) and how will it achieve those goals?)	Does not align with identified goals.	Aligns with at least one of the identified goals.	Aligns with at least one of the identified goals and explains how the goal will be achieved.	Aligns with one or more of the identified goals, explains how the goal will be achieved and clearly identifies how success will be measured.
Project Design (What activities will take place? Where will they take place? How will success be measured?)	Activities are not described.	Activities are described but are not unique compared to other projects/community services.	Activities are clearly described. Description includes details that demonstrate a solid plan for program implementation (i.e., space, time, schedule, etc.)	Activities are unique compared to other community projects/services. Description includes details that demonstrate a solid plan for program implementation (i.e., space, time, schedule, etc.)
Collaboration (How will the applicant work with others?)	Applicant did not clarify whether a relationship with the community exists.	Applicant demonstrated a commitment to developing necessary relationships to support the success of the program.	Applicant has an existing or previously established relationship with individuals in the community in which the program will be offered.	Applicant has an existing relationship with the community, has sought input from the community in the design of the program and has received verbal agreements with other area service providers to collaborate.
Budget (How is the project funded, and how will the money be spent?)	Project budget is missing.	Project budget is missing critical details and may include unfunded expenses or unspent funds.	Project budget includes sufficient detail.	Project budget is balanced, includes sufficient detail – including additional sources of funding (if/when needed)