Request for Proposals
Information Session
January 5, 2022
Introductions

• Tim Garvin, President & CEO
• Joe Hamilton, Community Impact Committee Chair
• Kerry Conaghan, Vice President of Community Impact
Agenda

• Overview
  • Mission
  • Focus Areas

• Application Process
  • Timeline
  • Funding Criteria
  • Tip’s from the Reviewer’s Perspective

• Online System
  • Overview
  • Technical Assistance
Mission & Vision

• Mission:
  Connecting people and resources to improve the community

• Vision:
  United Way of Central Massachusetts LIVES UNITED by investing in educational opportunities, supporting strong families and building healthy communities.
Funding Areas

• Immediate needs of today
  • The immediate provision of assistance to change, maintain or stabilize the circumstances of people who are not readily in a position to help themselves.
    • Food/Access to Benefits
    • Shelter
    • Protective Services
    • Crisis Intervention

• Systemic change for tomorrow
  • The coordinated use of our community’s assets that results in a change in condition and improves lives, not just of program clients, but of community populations.
    • Education
    • Family Stability
    • Health
    • Racial Equity
Timeline

- Office Hours: Every Monday at 10am in January via zoom
- RFP deadline: January 31 at 4:00 p.m.
- Committee deliberations: February-April
- UWCM board vote and agency notifications: June 15, 2022
- MOU signing and debrief opportunities: June/July
- Funding commences October 1, 2022
Key Points

• Funding is for 2 years.
• Second 12-month award amount is contingent on campaign results and program performance.
• Agencies can apply in multiple funding areas and/or submit more than one application.
• The same group of volunteers will read and discuss all proposals.
• Resources and FAQs are available through the online application.
• Technical assistance is available.
Partner Agency Criteria

• Have been in existence for a minimum of three years
• Have an active Board of Directors (local representation)
• Have a physical location in our service area
• Legally incorporated 501(c)(3)
• Annual audit or audit review
• Have a non-discrimination policy that applies to volunteers, staff and service recipients
• Will comply with UWCM fundraising & promotions policy
Required Program Components

• Be able to articulate goals of the program and have several data points you will measure to determine the program’s effectiveness.
• Have a method in place to record data for reporting.
• Focus on eliminating disparities by identifying and reaching high need populations.
• Improve access to services by reducing barriers.
• Demonstrate sensitivity to cultural diversity, including but not limited to offering bi-lingual services where English is not the primary language of clients.
• Utilize evidence-based programming and/or emerging best practice.
• Involve program beneficiaries in the planning and evaluation of the program.
• Be willing to actively participate in United Way convenings to share information, best practices and collectively problem-solve.
Application Requirements

- Online application submission

- Agency Level Attachments:
  - 501(c)3 letter
  - Board approved operating budget
  - Form 990
  - Current Board of director's list with contract info and terms
  - Non-discrimination policy

- Program Level Attachments:
  - Collaborative agreements
  - Evaluation tools
  - Optional: slideshow, video or other documentation explaining your program
Helpful Tips

• Answer the questions (especially if they have multiple parts).
• Keep it simple.
  • What does your program do?
  • Who will it impact?
  • How much funding/money are you requesting?
  • What specifically is the funding/money for?
• Be clear and concise.
  • Assume the reader knows nothing about your agency.
• Spell out acronyms.
Online System

To begin, register by clicking here.

(0=zero)
Adding a New Program

Each section listed below must be completed. To access a section, simply click on the section name. You may save your work at any time by clicking on the link at the bottom of the section page. Save My Work.

When you are satisfied with your responses on the section, mark it completed by clicking on the Save My Work and Mark Completed button at the bottom of each section page.

When all sections of the application have been marked completed, the application may be submitted.

Late applications will not be accepted.

Submission Deadline: January 31, 2022 at 4:00 pm EST

Assign Programs to this Community Impact Application

At least one program is required for this application for funding.

To add a program to this application, select a program from the drop-down (if available), or if there is no drop-down displayed, select ‘Create a New Program.’

Click the link to Create a New Program and Assign it to this Application’ to proceed to the Add new program profile page. Do not create duplicate programs.

Please ensure to click ‘Complete Registration’ on the Review page to successfully add your program to the application. When the Program Profile registration is complete, all of the forms for that program will display in your list of forms below.

Click here to add a new program.
Contact Info

• United Way main phone: 508-757-5631
• Kerry Conaghan
  • Ext. 262
  • kerry.conaghan@unitedwaycm.org
• James Pepin
  • Ext. 246
  • james.pepin@unitedwaycm.org