Welcome!

2022 Request for Proposals Applicant Orientation
Child Well-Being
2022 Request For Proposals

Gail Conyers Cleckley
Associate VP, Operations and Investments
Community Engagement

- Where We are on our Child Well-Being Journey
- 2022 RFP Process
- Application Timeline
Children and Families living in low and very low CWB communities have increased access to equitable, comprehensive, evidence-based services

**STRONG LEARNERS**

**GOAL:** Double the percentage of 3rd grade readers from 20%-40%

**ECONOMIC STABILITY**

**GOAL:** Improve family financial stability by 10%

**COLLEGE & CAREER READY**

**GOAL:** Improve college career readiness by 10%

**BRIGHTER FUTURE**

**GOAL:** Improve family financial stability by 15%, Reduce student mobility by 25%, Increase academic achievement by 15%

Improve the lives of 250,000 children living in low and very low CWB communities by 2027
Improves the well-being of a specific population, individuals, or families.
(Students, Homeless, Unemployed)
The focus is on the people being served.

Direct Service

Improvements within an agency, system, or entity to do Direct Services and Systems Change better
The focus is on the ability to do the work better.

Systems Change

Improvements within a system, as seen through changed policies and practices that shift the conditions that hold a problem in place.
The focus is on access, equity, and shifting the conditions that hold a problem in place.

Capacity Building

Theory of Action

Improving the lives of 250,000 children by 2027
Eligibility

Organizations who currently have an *active grant administered by United Way* are not eligible to apply. There are two exceptions:

**Exception #1:** The UW grant was part of one of the following grant programs listed below:
- Emergency Housing Assistance Program (City of Atlanta)
- Building Opportunities in Out-of-School Time (BOOST) grant
- School-Age Help and Relief Effort (SHARE) grant
- Emergency Food and Shelter Program (EFSP)
- United for Racial Equity and Healing Fund (UfREHF)
- Greater Atlanta COVID-19 Response and Recovery Fund

**Exception #2:** The Learning Loss (Academic Support) funding opportunity within the College and Career Ready Investment is in partnership with the Georgia Department of Family and Children’s Services and is open to any organization that meets the minimum requirements.
Eligibility

**Board composition**
- We aim for organizations to have at least nine board members
  - Minimum of 5 – 7 board members is acceptable

**Financials**
- Budget Size – minimum/maximum budget size varies by RFP
- Required financials will be addressed in the Grantee Orientation for award recipients

**Geography – 13 County Service Area**
- Butts, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, Paulding, Rockdale

**REVIEW the RFP documents for more details to determine your eligibility based on the category you plan to apply under, [https://www.unitedwayatlanta.org/child-well-being-mission-fund-rfp/#apply](https://www.unitedwayatlanta.org/child-well-being-mission-fund-rfp/#apply)**
January
- Applicant Orientation Webinar
- Application opens January 12, 2022

Application Submission
- Application deadline: February 2, 2022
  - All applications submitted through FLUXX
  - No incomplete or late submissions accepted

Mid-February - Early April
- Assessment of application
- Follow up questions

Notification
- Mid-Late April
  - UW Leadership volunteers make grant decisions
  - All applicants notified

Late April - Mid-May
- Grantee Orientation
- Development of measures
- Finalize contract

Contract

Information Session

Application Review

Timeline
Measuring Success

• Application Preview
  Measurement Questions

• United Way of Greater Atlanta’s Results-Based Accountability (RBA) Framework

Jeremy Martinez
Director of Monitoring and Evaluation
Community Engagement
Impact and Outcomes Guidance

• We are asking for a description of these measures.

• It is not required for your application to include exact numbers or exact goals – if your application is funded, your agency and the grant manager will work together to set these numbers and goals at a later time.

• We are more interested in hearing and knowing that you have these in mind and understand:
  1 - How to monitor your efforts and outcomes along the way
  2 – How your efforts will lead to impacts in the long-term

• If your agency already has numbers and goals in mind, please include them – if your application is funded these will still be reviewed and possibly refined.
Impact and Outcomes: Definitions

**Impact:**
Past and Future

How has your organization historically defined success and given the current climate, what will success look like moving forward?

- This is the “big” question.
- This addresses changes to root causes, not symptoms.
- This asks about large scale changes that take time to achieve.
- When the work is all done, what major ways did the system, community, agency, family or person change?
- We are looking for examples of your previous efforts and what you expect with this effort.

**Outcomes:**
During the Effort

What will you accomplish with this funding? Please include how your organization will capture how much was done, how well it was done, and what difference your efforts make in the community.

- This is the “short-term” question.
- This addresses efforts of the work.
- This asks about the changes that can be seen during the timeframe of the effort.
- As the work is being done, what ways can we see it is reaching the intended systems, communities, agencies, families, or persons?
# Outcomes: During the Effort

What will you accomplish with this funding? Please include how your organization will capture how much was done, how well it was done, and what difference your efforts make in the community.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>How do you count your efforts.</strong></td>
<td><strong>How do you measure the quality of your efforts.</strong></td>
<td><strong>How do you measure how things are better off because of the efforts.</strong></td>
</tr>
<tr>
<td>This is a simple count</td>
<td>These are percentages</td>
<td>This can be a count or percentages</td>
</tr>
<tr>
<td>Number of people who attend</td>
<td>Participation rate</td>
<td>Number of people who complete the curriculum.</td>
</tr>
<tr>
<td>Number of meetings held</td>
<td>Percent of meetings with quorum</td>
<td>Number of policies rewritten to be more inclusive</td>
</tr>
<tr>
<td>Number of services provided</td>
<td>Participant satisfaction score</td>
<td>Number of families in continuous housing after 6 months</td>
</tr>
<tr>
<td>Number of parents involved in planning IEPs</td>
<td>Percent of students receiving required IEP services</td>
<td>% with improved academic scores (i.e., reading) from last semester</td>
</tr>
<tr>
<td>Number of hours of therapy</td>
<td>Percent of no-show to therapy sessions</td>
<td>% youth who show improved assessment scores from in-take</td>
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<tr>
<td>Number of hours of mentoring</td>
<td>Percent of new mentor/mentee matches</td>
<td>% of families who intend to maintain participation</td>
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<tr>
<td>Number of people in apprentice</td>
<td>Percent with support services met</td>
<td>% placement in jobs related to apprenticeship</td>
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</table>

These measure things about the effort. These are internal to what your agency is doing.

These measure things about the system, community, agency, family or person. These are about the entities being served/addressed.
How to Apply through FLUXX

- FLUXX Grants Management Portal Overview

Andrea Irvin Byron
Director of Operations
Community Engagement
How to register and apply for 2022 Request For Proposals through FLUXX

Go to United Way’s website: [www.unitedwayatlanta.org](http://www.unitedwayatlanta.org)

- Under Child Well-Being Mission Fund 2022 Requests for Proposals
- Click **Apply Now** – this link will take you to the FLUXX portal

Applications open on January 12, 2022
Step 1: Create an Account

New to the Grants Portal?

Create Your Organizational Profile

In order to be considered for funding, the first step is for you to introduce yourself and tell us about your organization. Please click on the "Create an account Now" button below to start. You will not be able to edit your profile after submission, so please ensure you have entered accurate information (including email address) when completing the registration form.

You will then receive an email notification from United Way with login information, which will give you access to the portal and our application forms. Should your funding application be successful, this portal will give you access to our reporting tools.

Create Account
Step 2: Eligibility Questionnaire

Welcome to the United Way of Greater Atlanta’s Grant Portal!

Eligibility Quiz

Is your organization a registered non-profit or a Government Agency?

Does your organization impact individuals in the UWGA 13 county region?

Does your organization have a Board of Advisors or accountable to a governing body?

[Submit]
Step 3: Registration

Welcome to the United Way of Greater Atlanta’s Grant Portal!
Next Steps

- Registrations will be approved within 2 business days of submission *(due to high-volume)*
- If registration is approved, applicants will receive an email from United Way with FLUXX log-in credentials and application instructions
- Instructions will be available on the website to guide registrants through the application *(beginning Jan 12th)*
- Applications will be open **January 12th through February 2nd (11:59pm EST)**
- Questions? Please send questions through our online contact form located on [www.unitedwayatlanta.org](http://www.unitedwayatlanta.org)
**Breakout Sessions**

### Strong Learners

**Summer learning** - Summer learning programs should demonstrate strategies that maintain and advance students’ academic and social growth and keep children safe and healthy during the summer. **Increase Healthcare Navigation** focus on mental health for young children (0-8). Organizations should offer a continuum of services to children and families through health promotion and outreach, prevention and intervention programs, treatment of social-emotional issues; and wraparound support services that address basic needs (food, housing, technology, etc.).

### Economic Stability

**Basic Needs** - Address inequity and sustainability in local food systems. Priority will be given to collaborative applications. Collaborative applications should feature a backbone organization as the applicant and at least two additional partners. **Secure Housing** - Organizations that provide connection to permanent housing for families with school-age children that have resided in motels/extended stays for at least 30 days. **Build Wealth** - Organizations providing financial coaching that focuses on improving long-term financial behavior, facilitates clients to set and achieve financial goals largely on their own, helps clients practice new behaviors and monitors those behaviors over time, and targets clients with a minimum level of financial skills and experience.

### College & Career Ready

**Learning Loss – DFCS (Academic Support)** - Organizations that are working to reduce learning loss in the areas of building reading skills, access high-quality programming, etc. for youth ages 5-17 across the state of Georgia. **Career Pathways** - Organizations that provide career pathways (e.g., apprenticeships) for youth ages 14-24.

### Brighter Future

**Strengthen Resident/Community Leadership & Learning** - Grassroots organizations, that use the power and lived experience of the people in the community as the change agent. Looking for agencies that amplify the voice of residents through storytelling. **Community Organizing & Civic Engagement** - Organizations that are located and/or working within the geographic priority of Clayton County, mainly Forest Park ZIP Codes. Looking for agencies that have youth leaders (ages 18-24), are cultivating youth leaders, or are a trusted partner of youth residents. Organizations that serve or target parents/caregivers or cultivating them, with the goal of creating resident leaders, parent/caregiver advocates, etc.

### Capacity Building

**The Organizational Capacity Building** opportunity are for organizations interested in developing a customized capacity building plan after participation in capacity building needs assessment. Grants awards will support the implementation of the capacity building plan. **Resiliency Planning Capacity Building** The Resiliency: Reset Your Strategy program is an 8-week program focusing on strengthening your organization’s ability to adapt to both the continued needs of the COVID-19 pandemic as well as the shifting landscape between now and recovery.
Questions?
Closing

Reminders:

❖ Review the Investment Priority Area (IPA) RFP thoroughly for content specific information

❖ One application per agency
  ❖ Exception: Any agency that meets the minimum requirements for the Learning Loss (Academic Support) RFP may submit for that opportunity. The agency would still be eligible to apply for 1 additional funding opportunity across our 2022 RFPs.

❖ All applications submitted through FLUXX/ No incomplete or late submissions accepted

❖ Application Deadline is 2/2/22

❖ The Orientation session recording & FLUXX instructions will be on the website 1/12/22

❖ Send questions through our online contact form, Send us a message - United Way of Greater Atlanta (unitedwayatlanta.org) [Last date to submit questions – 2/1/22 @10a]
Thank you!