

2022 Community Impact & Innovation Grant Guidelines

Our mission is to unite people and mobilize resources to build better lives and stronger communities.

Our vision for Chester County is a community where all residents have opportunities to achieve a vibrant and healthy quality of life.

To continue to address the needs of the disadvantaged and at-risk individuals and families in Chester County, UWCC is requesting proposals for Community Impact and Innovation Grants, providing resources to **Chester County nonprofits** whose organizations and clients have been disproportionately impacted by the pandemic and ongoing resulting community conditions. We aim to build the capacity of the Chester County nonprofit community and assist in navigating the immediate and future impact on their organizations and the individuals they serve, allowing these grants to be used either for unrestricted general operating or program expenses.

United Way of Chester County remains focused on serving ALICE in the areas of education, financial independence, and health, and is requesting proposals that primarily address issues related to helping children and youth achieve their potential, promoting financial stability and self-sufficiency, and helping people live independently and overcome obstacles to good health.

United Way of Chester County is committed to equitable service delivery and funding practices, ensuring that organizations receiving United Way funding are committed to Diversity, Equity, Inclusion and Culture and can demonstrate that commitment in meaningful and measurable ways.

Application Criteria

Eligible agencies must:

- Serve primarily Chester County residents and have full time physical presence and programming in Chester County
- Address goals for UWCC priority areas, including the needs of ALICE
- Have 501c3 status or similar tax-exempt status
- Register with the State of Pennsylvania, Bureau of Charitable Organizations (as required)
- Be willing to complete UWCC inquiries regarding any information reported in proposals, including mid-cycle reports

Submission Instructions

Please complete this application and submit, along with a copy of your most recent annual operating budget (or audit) to Stephanie Miller at smiller@uwchestercounty.org.

Deadline for completed applications is 4:59 PM, Friday, May 27, 2022.

No exceptions will be made and no late or incomplete applications will be accepted.

Decisions regarding requests will be communicated to applicants by the end of June 2022.

GOALS & OBJECTIVES

United Way of Chester County remains committed to the building blocks of a good life – Education, Financial Independence and Health – as defined by United Way Worldwide and the foundation of the United Way movement. We aim to provide investments and capacity building resources for social sector organizations, programs, and collaborative coalitions that provide direct services, positively influence systemic improvements, and fill identified unmet needs.

Education

UWCC will invest in organizations and strategies that provide:

- Children the opportunity for high quality early learning experiences in home, community and educational settings
- Students the opportunity for positive, skill-building and leadership opportunities that lead to success in and out of school
- Parents/caregivers the means to support the intellectual, physical and behavioral development of their children

Desired Education Outcomes:

- Children gain access to and participate in on-going, consistent quality early learning opportunities
- Children gain access to early intervention services
- Children achieve age-appropriate developmental milestones in intellectual, physical and/or behavioral skills
- Students participate in frequent and consistent positive, skill-building activities during non-school hours
- Students demonstrate improvement in school performance
- Students demonstrate age appropriate social/relationship development and cognitive functioning
- Parents/caregivers demonstrate positive parenting skills and behaviors

Financial Independence

UWCC will invest in organizations and strategies that help individuals move toward financial independence and self-sufficiency while meeting the basic needs of individuals and their families.

Desired Financial Independence Outcomes:

- Individuals increase knowledge of and demonstrate positive financial practices
- Individuals improve employability attitude, knowledge, condition and/or skills
- Individuals increase stable income
- Individuals gain or maintain stable housing
- Individuals receive assistance to stabilize condition

Health

UWCC will invest in organizations and strategies that:

- Help individuals prevent and/or address physical and behavioral health problems
- Help vulnerable individuals function as independent community members.

Desired Health Outcomes:

- Individuals gain access to medical/dental/behavioral health services
- Individuals improve attitude and knowledge regarding healthy behaviors and safety
- Individuals exhibit behaviors that support overall health
- Individuals stabilize or improve health condition

ALICE

ALICE (Asset Limited, Income Constrained, Employed) remains our target population. During the pandemic, ALICE were our essential workers, already living one paycheck away from financial crisis and revealed to be the most at risk of backsliding away from financial independence and self-sufficiency.

Reports compiled in partnership with United Way of Pennsylvania showcase the ALICE Essentials Budget. This budget reflects the minimum income needed to remain self-sufficient and stable in Chester County municipalities. Subsequent reports outline the “significant number of positive changes for families and their communities” if households had sufficient income and resources, and “the tough choices ALICE and poverty-level families make when they do not have enough income to afford basic necessities, and how those decisions affect their broader communities.”

ALICE essentials, as listed here, will also be considered in addressing community needs and prioritizing funding proposals.

Sufficient resources for:	Impact on ALICE	Impact on Community
Safe, Affordable Housing	Improved health through safer environments and decreased stress, improved educational performance and outcomes for children, greater stability for household members, a means to build wealth for homeowners	Less traffic, lower health care costs, better maintained housing stock, lower crime rates, less spending on homelessness/social services
Quality Child Care and Education	Improved academic performance, higher lifetime earnings, higher graduation rates, improved job stability/access for parents, better health	Decreased racial/ethnic and socioeconomic performance gaps, decreased income disparities, high return on investment (especially for early childhood education)
Adequate Food	Decreased food insecurity, improved health (especially for children and seniors), decreased likelihood of developmental delays and behavioral problems in school	Lower health care costs, improved workplace productivity, less spending on emergency food services
Reliable Transportation	Improved access to job opportunities, school and childcare, health care, retail markets, social services, and support systems (friends, family, faith communities)	Fewer high-emissions vehicles on the road, more diverse labor market, decreased income disparities
Quality Health Care	Better mental and physical health (including increased life expectancy), improved access to preventative care, fewer missed days of work/ school, decreased need for emergency services	Decreased health care spending, fewer communicable diseases, improved workplace productivity, decreased wealth-health gap
Reliable Technology	Improved access to job opportunities, expanded access to health information and tele-health services, increased job and academic performance	Decreased “digital divide” in access to technology by income, increased opportunities for civic participation
Savings	Ability to withstand emergencies without impacting long-term financial stability and greater asset accumulation over time (e.g., interest on savings; ability to invest in education, property, or finance a secure retirement)	Greater charitable contributions; less spending on emergency health, food, and senior services

Proposal Assessment Criteria

UWCC bases proposal evaluations – whether submitted by longtime grantees or first-time applicants – on the quality of the proposals and on the recommendations resulting from the Community Impact Review process. There are six key assessment areas considered grounding principles for UWCC, and may be evaluated through program reports, agency visitations, application details, financial documents, or some combination thereof.

- **Alignment with UWCC priority goals and population** - Funding priority is given to those organizations that offer programming that align most with UWCC goals, desired outcomes and target populations.
- **Quality** - UWCC is committed to supporting quality programs and services. This includes participant/consumer satisfaction, financial performance (e.g. budget/cost of service per consumer, etc.), alignment with industry best practices, and program performance levels.
- **Reach/scope** - Program must demonstrate meaningful extent to which specified program objectives are being attained and a high proportion of the target population is served.
- **Demonstrated positive outcomes** - UWCC is accountable to donors to ensure contributions are used wisely and results are achieved. Gauging program effectiveness is critical to ensuring that the design and implementation results in improvement or change sought by the program. Programs should demonstrate the impact of a program, as well and continuously reflect and adjust program elements as needed to reach established program goals.
- **Collaboration & Partnership** - UWCC believes that the important and valuable work of United Way and grantees produces more meaningful results through strong collaborative efforts. By leveraging each other's resources and expertise, we create efficiencies and can better serve consumers of services and the community at large. UWCC considers an organization's cooperation with others, including a positive working relationship with UWCC, and seeks partners that will actively support and advance common goals through both program and community efforts.
- **Financial need** - Agencies requesting funding must demonstrate a financial need for funding consideration. Agency budgets may be evaluated. Organizations are required to provide a statement of financial need with quantifiable justification for how the requested amount has been determined.