

UNITED WAY OF METROPOLITAN ATLANTA

REQUEST FOR PROPOSALS
COMMUNITY IMPACT FUND GRANTS
FUNDING YEAR 2011-2012

BASIC NEEDS FOCUS AREA

Deadline: Thursday, April 28, 2011 – 2 p.m.

In order for proposals to be considered complete and on time, the complete electronic copy (via ODM) and any required supplemental materials must be submitted by the deadline.

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INTRODUCTION

ABOUT UNITED WAY OF METROPOLITAN ATLANTA

Our Vision: Metro Atlanta is a place where all individuals and families thrive.

Our Mission: Engage all segments of our community to drive sustainable change in education, income, health and homelessness, while continuing to address urgent and basic human care.

In June 2009, United Way of Metropolitan Atlanta unveiled a new strategic plan aimed at addressing four broad social challenges — education, income, health and homelessness — and six specific goals over five years:

- Children enter school ready to learn and graduate prepared for careers;
- Young people avoid risky behaviors;
- Families are self-sufficient;
- Babies are born healthy;
- People have access to primary health care; and,
- Homeless people are housed within one year.

This plan was developed through thoughtful consideration, research and planning, and it guides our work. It is premised on the idea that these six goals are interrelated, community issues; to be successful we need to address them together as a community, not in isolation from each other. And in doing so, we can create opportunities for holistically transforming the lives of individuals and families in our metro region – so that they can thrive.

PURPOSE OF THIS REQUEST FOR PROPOSALS

United Way of Metropolitan Atlanta (UWMA) seeks to improve the quality of life of our metro region by showing measurable and sustainable progress on our community goals in the focus areas of education, income, health and homelessness and addressing urgent and basic human care needs.

This RFP details core expectations and requirements for program proposals within the basic needs area.

COMMUNITY IMPACT FUND GRANTS PROCESS

The Community Impact Fund Grants Process is one of the ways that UWMA makes strategic investments to drive measurable, sustainable change in education, income, health, and homelessness issues in our metro community, as well as invest in programs supporting basic needs.

The Community Impact Fund is composed of contributions from donors who entrust UWMA to combine their gifts with the donations of others to invest in dynamic approaches and proven programs to create lasting, positive change. The process of investing through this fund includes an informed review by hundreds of dedicated, trained volunteers who help us ensure the most positive impact possible with the dollars invested.

ELIGIBILITY

To be eligible to apply and receive funding through the Community Impact Funds Grant Process, an Agency must meet all of the following criteria:

- Be recognized as an organization exempt from federal income tax under I.R.S Section **501(c)(3)** of the Internal Revenue Code 1986.
- Be primarily involved in **providing program(s) and services that are health, education or human-service related** and directly serve the UWMA 13-county service area residents and employers. **The agency must maintain a local office with regular office hours and telephone availability.**
- **Maintain a current registration with the Georgia Secretary of State office.**
- Have an independent **governing body consisting of at least nine voting members who are resident volunteers**, that has the authority to decide policy and strategic direction with respect to the agency's programs, administration and finances, in accordance with the organization's By-Laws, and that shall meet at least four times per year. **Paid staff must not be a voting member of the board.**
- **Maintain a non-discrimination policy or plan** that does not discriminate on the basis of race, cultural heritage, religion, gender, national origin, age, marital status, sexual orientation, veteran status or status as a qualified disabled or handicapped individual.
- **Have an annual audit (if applicable) performed by a certified public accountant that is licensed and in good standing with the state of Georgia.**
- **Demonstrate financial management** — All financial statements must show evidence of accounting principals in accordance with Generally Accepted Accounting Procedures (GAAP) and **include full disclosures and appropriate notes for such things as leases, loans, investments and affiliated party transactions.**

OVERVIEW OF PROCESS

UWMA will distribute its funds through a competitive grant process among eligible applicants. Within this process, UWMA is seeking to identify and fund the highest-quality programs that address urgent and basic human care needs.

UWMA staff will review proposals submitted to ensure that they are complete and to determine that all basic eligibility requirements have been met. **Proposals that are incomplete or late will be removed from the grant process.** Investment Volunteers will then review and evaluate remaining proposals and conduct a Program Site Visit.

During the Site Visit, the Agency will make a presentation to provide a clear program description, will be prepared to answer questions and provide any requested supporting documentation for the Regional Focus Area Investment Committee. At final deliberations, the Regional Focus Area Investment Committees determine which proposals to recommend for funding using the written information provided and information presented at the Site Visit. Two additional volunteer committees will review the funding recommendations before final approval by the United Way of Metropolitan Atlanta Board of Directors.

REVIEW PROCESS COMPONENTS

The process of reviewing and funding proposals submitted to the Community Impact Fund Grants Process has six components:

1. Financial Review;
2. Program Proposal Compliance Review;
3. Volunteer Proposal Review;
4. Program Site Visit;
5. Funding Deliberations and Funding Recommendations;
6. Funding Approval.

Financial Review

A review of the agency financials will be completed by the Financial Review Committee (volunteer CPAs) to ensure the Agency's financial health. The Financial Review is a critical step in our process of ensuring that donor investments are distributed to organizations equipped to use those resources to deliver human services. United Way requires applicants to submit financial statements based on their annual revenue and fiscal year.

This year's Financial Review Process will be conducted by volunteers that have financial expertise and it includes four steps as follows:

1. Relevant financial information is gathered from grantees, entered into a worksheet and financial ratios are run to evaluate the following areas: reserve funds, debt burden, and administrative cost and operating expenses.
2. Organizations are flagged if their ratios are outside of the established tolerable range. These agencies are elevated to the financial review committee for further testing and review.
3. Financial review volunteers reconvene at the end of the evaluation period to present/discuss findings that were of particular concern and discuss next steps, which could include withholding United Way funds, contingencies, follow-up requirements, etc.
4. Follow up meetings with the organization to address the concerns raised during volunteer evaluation.

Program Proposal Compliance Review

The questions listed below will be completed by UWMA Community Engagement staff in order to ensure proposal compliance. Proposals that are incomplete or late will be removed from the grant process. Staff findings will be shared with the volunteer committees.

| Compliance Questions | Considerations |
|--|--|
| 1. Was the application submitted on time? 2. Was the program proposal complete (including all required components)? | Deadlines: All components of the application are submitted by the published deadline: April 28, 2011 at 2 p.m. Contingencies: Any concerns that were identified during the last Impact Fund Process (e.g. contingencies – listed in the grant agreement) must be addressed. |

Volunteer Proposal Review

In addition to the independent review, all program proposals will be evaluated by the applicable Investment Committee.

The Local Investment Committee members will individually evaluate and score each proposal provided for their review using the related Strategy Guidance Letter and UWMA Proposal Evaluation Tool. These scores are then shared with other members of that Investment Committee at the Site Visit, along with any questions and comments.

Program Site Visit

Agency staff will be contacted by UWMA staff via email and/or phone regarding the date, time and location of the visit. During the Site Visit, the Agency will make a presentation to provide a clear program description, will be prepared to answer questions and provide any requested supporting documentation for the local investment volunteers. The agency will be notified 3 – 5 business days prior to the site visit if additional supportive documentation is required.

Agency board members are welcome at the Site Visit but are not required to be present or part of the presentation. It is recommended and highly encouraged that the following Agency staff be present to help answer any questions the panel of volunteers may have: President, Program Staff, and Finance Staff.

A minimum of two volunteers must be in attendance to conduct a Site Visit. If only one volunteer is present, the UWMA staff member will contact the other volunteers and wait 15 minutes before canceling the visit.

Funding Deliberations and Recommendations

The Local Investment Committee will discuss each proposal and evaluate them taking into consideration both the written proposal and the program presentation at the Site Visit. A score and recommended grant amount are determined.

Once all Site Visits have been completed the Local Investment Committees will convene for final funding deliberations. Together, they discuss all proposals and make funding recommendations.

Funding Approval – Volunteer Leadership Reviews

The recommendations of the Local Investment Committees will be reviewed and ratified by the UWMA Community Investment Committee (CIC) and Community Engagement Council, and then approved by the UWMA Board of Directors.

COMMUNICATION OF FUNDING

Upon final approval by the UWMA Board, each Agency will be emailed the amount of their UWMA grant funding as well as any Specific Care amounts. This communication does not require a response from the Agency.

CHANGES IN REPORTED INFORMATION

If reported information changes during the Community Impact Grants Process (after submission of the application but before funding has been awarded), the Agency must submit written (preferably via email) notification to UWMA immediately after the Agency becomes aware of the change: what the change has been, why the change was made, and what the effects of the change are on the program/proposal.

If reported information changes after the proposal has been funded (after the grant has been awarded and Agency has started to receive funding), the Agency must submit notification to UWMA within 30 days of the Agency becoming aware of the change: what the change has been, why the change was made, and what the effects of the change are on the program.

FUNDING DIRECTION AND CORE EXPECTATIONS: STRATEGY GUIDANCE LETTERS

FY 11-12 Strategy Guidance Letter

Focus Area: Basic Needs

Strategy: Support for Seniors

Context: Support services for seniors allow individuals at-risk to stay in their own homes and to remain as safe, healthy and happy as possible.

Strategy Description: Services that help senior citizens stay in their own home. Such services include: home repair services, housekeeping, and home-delivered meals. *(Programs that provide in-home medical visitation and transportation services should apply under the Health: Home-Based Support strategy.)*

A. Target Population

All programs that receive funding must serve at least one of the following populations at a meaningful¹ level:

1. Low-income seniors

B. Required Program Components

All programs that receive funding must demonstrate the following key components of effective programming that relate to the selected service priority:

| Required Program Components – policies, practices and /or activities that: | Examples |
|---|--|
| B1. Support seniors to live as independently as they want and are able to in their own home | <ul style="list-style-type: none"> • Such services include but are not limited to <ul style="list-style-type: none"> • home repair services • housekeeping services • home -delivered meals |
| B2. Demonstrate adherence to applicable federal, state and local regulations | <ul style="list-style-type: none"> • Home Repair – appropriate use of building permits • Code Violation – requires permit and inspection • Home Visitation – No regulatory requirements (i.e., friendly visitor program) • Personal Care – Requires licensure through Office of Regulatory Services when a service involves client contact • Homemaker/housekeeping – no regulatory requirements except business license • Home Meals – If federally funded, must meet |

¹ Words formatted with italics and underlined can be referenced in the Glossary for further explanation

| Required Program Components – policies, practices and /or activities that: | Examples |
|--|--|
| | <p>all federal requirements. If not federally funded, provider must have knowledge of federal regulations</p> <ul style="list-style-type: none"> • Home Adaptation – Business license and license for code related projects • Assistive Technology – Meet “ADA” standards (Americans with Disabilities Act) |
| <p>B3. Utilize program fees as appropriate to motivate clients, but fees do not create a barrier to housing retention</p> | <ul style="list-style-type: none"> • Service is free or fees are based on a client’s ability to pay • Use a sliding-fee scale or other method to offer affordable services |
| <p>B4. Ensure that the program is collecting and compiling data on client demographics. Additionally, ensure that services are culturally and linguistically responsive to meet the needs of the target population served.</p> | <ul style="list-style-type: none"> • Provide evidence of program’s data collection methods and/or reports • Agency demonstrates sensitivity to issues involving age and disability • Agency provides services in the primary language of the client • Staff members reflect the community and are culturally responsive to the program participants. |
| <p>B5. Provides effective training and support to staff and volunteers</p> | <ul style="list-style-type: none"> • Program provides evidence that staff/volunteers are trained to assess the presenting need; apply agency criteria for various types of assistance, and link the client to appropriate services both within the agency and through other programs • Continuing education encouraged for relevant staff. Evidence of at least two job related trainings a year • Mandated staff and volunteer TB, CPR Trainings, etc. • Provider has written protocols for linking families to needed resources provided by other agencies • Provider has written memorandum of understanding with agencies that can make services available to families • Program has a policy for identifying and addressing abuse and neglect • Selection process includes an application process based on job descriptions and required competencies, as well as reference verification |

| Required Program Components – policies, practices and /or activities that: | Examples |
|---|--|
| <p>B6. Ensure services are culturally and linguistically responsive to meet the needs of the target population served</p> | <ul style="list-style-type: none"> • Agency demonstrates sensitivity to issues involving age and disability • Agency provides services in the primary language of the participants • Agency utilizes culturally responsive educational content and methods • <i>Religious & cultural dietary requirements are identified and accommodated</i> • <i>Staff members reflect the community and are culturally responsive to the program participants</i> • <i>Consumers and caregivers provide input about program structure and effectiveness</i> • <i>Materials, written communication and menus all reflect cultural inclusiveness</i> |

C. Preferred Program Components

Preference will be given to programs that, in addition to the required components, are able to demonstrate the following preferred components:

| Preferred Program Components – policies, practices and /or activities that: | Examples |
|--|---|
| <p>C1. Demonstrate effective collaboration with other programs and services to achieve maximum client self sufficiency</p> | <ul style="list-style-type: none"> • Program has a policy for addressing abuse and neglect • Provider has written protocols for linking families to needed resources provided by other agencies • Provider has written memoranda of understanding with agencies that can make services available to families • Number of agencies/groups/ businesses that support agency programs • Number of collaborative activities /coalitions in which the agency participates • Board members reflect community partnership |
| <p>C2. Three or more years experience in delivering quality in-home services to the target population</p> | |

| Preferred Program Components – policies, practices and /or activities that: | Examples |
|---|--|
| C3. Provide a diverse range of integrated /complementary in-home support services (to get away from distinct and tunneled services) | Agency provides two or more in-home support services that are coordinated <ul style="list-style-type: none"> • Housekeeping and prepared meals • Assisted technology and home adaptation |
| C4. Have incorporated or are connected to 24/7 emergency services | |
| C5. Opportunities for consumers/caregivers to volunteer with the program and gain leadership skills | |

D. Required Indicators

All programs that receive funding under this strategy must measure and report on the indicator related to the path below.

| Path | Initial | Intermediate | Long Term |
|---------------------------|---|--------------|-----------|
| Skills Maintenance | Number of people reporting that they are safe, healthy and happy in their own home (including apartments) | N/A | N/A |

Glossary of Terms

ADL—(Activities of Daily Living) This is measured by scoring a level of impairment and a level of needs **not** being met that requires assistance due to impairment in each activity.(i.e. eating, personal care, transferring, etc.)

DON-R—(Determination of Needs) This is a measurement of the combination of ADL and IADL scores to determine and individuals need for assistance.

Individual Service Plan—In various social service and health care fields, clients/consumers are assisted in creating a personalized plan to help them achieve their life and/or health goals. When a person has disabilities, the provider works with the consumer to assist them in creating a plan that will help them achieve their independence goals.

IADL—(Instrumental Activities of Daily Living) This is measured by scoring the level of impairment and a level of needs **not** being met that requires assistance due to impairment in each activity. (e.g. finances, health care, household chores, etc.)

Low Income—Household income is at or below 200 percent of the federal poverty level.

Meaningful level—As a general guideline, United Way considers meaningful as 35 percent or more of those served by United Way-funded programs should be from one or more high-priority populations.

PROPOSAL TIMELINE & QUESTIONS

RFP RELEASE

Wednesday, March 16, 2011

RFP TRAINING

RFP Training is optional but highly encouraged. Space is limited and R.S.V.P. is required to attend.

Please R.S.V.P. online via the United Way of Metropolitan Atlanta website,
<http://www.unitedwayatlanta.org/OurWork/Pages/INVESTMENTPROCESS.aspx>.

You will be required to R.S.V.P. for each person attending. These dates will close when seating is full, so please RSVP as soon as possible. Please bring your own copy of the RFP to the session. **To save resources copies will not be provided.**

PROPOSAL SUBMISSION DEADLINE

Program proposals must be submitted online via the Online Database Manager (ODM) **by 2p.m. on Thursday, April 28, 2011.** Late submissions will not be accepted.

PROGRAM SITE VISITS

Site Visits will be held at various times from May 5 through June 29.

FUNDING APPROVALS

Funding recommendations are approved by the United Way volunteer governance committees with the United Way Board of Directors giving final approval in July. Notification will be sent by mid-July.

FUNDING PERIOD

July 1, 2011 – June 30, 2012

QUESTIONS

If you have questions regarding the 2011–12 Community Impact Fund Grants Process, please submit them via email to grantee@unitedwayatlanta.org.

When submitting questions please indicate the category in the SUBJECT line of your email; the categories are as follows:

- General
- Financials
- Site Visits
- BASIC NEEDS