



United Way of Marathon County

Request for Proposal Information Session
April 2010

Welcome



- ▶ Impact Process President
- ▶ Impact Team members
- ▶ Community Partners

United Way contacts

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Basic Needs, Financial Stability, Health, and Safety

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Early Years and At Risk Youth

Impact Process Evolution



- ▶ 2006–2007 – Request for Proposal, Multi–year Grants, program outcomes, 13 broad categories
- ▶ 2008 – Focus Group Discussions
- ▶ 2009 – Focus, Road Map for Change, One–year Extension and Transition Grants
- ▶ 2010 – Request for Proposal, focus on Road Map for Change, Multi–year, community outcomes, 11 specific categories

2011 Impact Process Opportunities



- ▶ Strengthen existing partnerships with organizations committed to helping United Way and our community make a measurable impact (see RFP for outcomes)
- ▶ Convene community leaders around priorities
- ▶ Enhance quality collaborative efforts
- ▶ Develop new partnerships
- ▶ Implement new ideas
- ▶ Raise awareness – needs, current efforts, measures
- ▶ Attract new resources
- ▶ Create lasting change

Community Level Outcomes and Indicators



What we will measure and track together.

- ▶ Ambitious community level outcomes are listed in the RFP
- ▶ Community level indicators have not yet been determined

Keys to Success



Focus on results, target populations and working together in new ways.



Timeline



- ▶ RFP Approved by United Way BOD: March
- ▶ Information and Training: April
- ▶ Proposal for Funding Due: June 14, 2010 by 4 pm
- ▶ Staff Review of RFP: June 17–18
- ▶ Volunteer Teams Review RFP: June–September
- ▶ Volunteers meet with Applicants: July–August
- ▶ Grant Announcements: October–November
- ▶ Volunteer Teams and Community Partners begin work on measures: October – December
- ▶ Partners enter funded program in United Way's CB Module: January–February

Organization Eligibility Criteria



- ▶ 501(c)(3)*
- ▶ Audit or Review on an annual basis
- ▶ Comply with United Way's Partner Agency Agreement
- ▶ Governed by a Local Board or Advisory Committee
- ▶ Serve people in Marathon County

Program Eligibility



Brief summary (see RFP for details):

- ▶ Culturally sensitive and inclusive
- ▶ Efficient
- ▶ Able to show measurable, positive outcomes
- ▶ Able to show outcomes contribute to success on long-term goals (community outcomes)
- ▶ Focused on lasting change
- ▶ Committed to working with other United Way partners to identify indicators and measure success on a community level

Evaluation Categories



- ▶ Organizational Capacity
- ▶ Program Focus, Plan and Efficiency
- ▶ **Collaboration**
- ▶ Program Effectiveness / SMART Outcomes
- ▶ Budget - detailed and appropriate



Highest possible score 95 total points.



Minimum score required to be eligible for funding 45.

Proposal Submission



Suggested Deadline: June 7, 2010

DEADLINE: June 14, 2010 by 4 p.m.

- ▶ One paper and one electronic copy – all components



Grounds for RTA



1. Proposal for Funding is not received by the deadline date and time.
2. Proposal for Funding is incomplete.
3. Proposal for Funding didn't follow Technical Requirement guidelines.
4. Organization does not meet eligibility requirements.

Tips for Success



- ▶ Read the entire RFP
- ▶ Note details (eligibility, strategies, priorities, priority populations, and outcomes)
- ▶ Begin work on Proposal for Funding ASAP
- ▶ If you have a question, contact us
- ▶ Focus on community outcomes – start with the end goal in mind
- ▶ Watch for RFP amendments
- ▶ Review FAQ document
- ▶ Check the website for examples of tables – contact us with suggestions on what to post

Reporting Requirements



Funding Periods

- ▶ Flexible – determined by teams
- ▶ Three-year plan

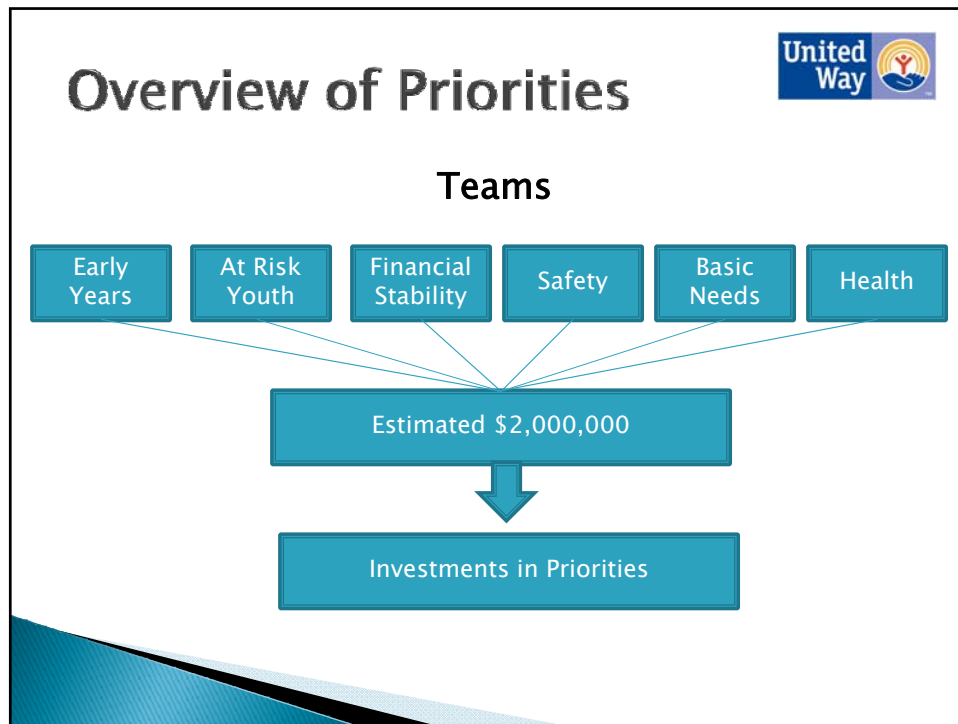
Open Communication

- ▶ Progress, accomplishments & setbacks
- ▶ Significant changes

Written Reports

- ▶ 6-month (January 1–June 30) –August 1
- ▶ Year-end (January 1–December 31) –Feb. 6





Slides 16–27 of this presentation are highlight / summary slides.

Please see the 2011 Funding Priorities section of the RFP for details (priority populations, individual outcomes, community outcomes).

Early Years



Team focus:

Increase available of and access to quality learning environments and resources in Marathon County.

Support programs that focus on:

- ▶ School readiness
- ▶ Social skills readiness
- ▶ Emotional competence and self regulation
- ▶ Parental involvement in understanding and helping children achieve milestones

Ambitious community outcomes:

- ▶ Increase in community awareness of the importance of early learning, social/emotional development and milestones.
- ▶ Improve policy and infrastructure around early learning.
- ▶ Increase in availability of and access to quality learning environments and resources.



At Risk Youth



Team focus:

Assist at-risk youth to achieve educational goals and become positive contributing members of the community.

Support programs that assist youth with:

- ▶ Behavioral issues/mental health issues/AODA issues
- ▶ A lack of a healthy family environment
- ▶ A lack of significant, ongoing relationships with mentors or other positive role models
- ▶ Acculturation issues
- ▶ Education problems

Ambitious community outcomes:

- ▶ Increase number of safer and healthier family lives
- ▶ Decrease Truancy
- ▶ Increase community awareness of and contribution towards long-term system change to reduce the at risk youth population
- ▶ Create a capacity for at-risk youth issues to influence the development of community agendas & policy
- ▶ Increase access to and availability of treatment programs
- ▶ Decrease the at-risk youth population and at risk factors
- ▶ Increase the number of at-risk youth that become positive contributing members of society



Financial Stability



Team focus:

Help individuals become more financially stable

Support programs that provide:

- ▶ Intensive and direct case management
- ▶ Access to appropriate services
- ▶ Basic budgeting
- ▶ Short-term educational opportunities (skills & certificates)

Ambitious community outcomes:

- ▶ Improved financial stability for individuals and families
- ▶ Youth graduate from high school financially literate



Basic Needs – Hunger



Team focus:

Increase food security

Support programs that provide:

- ▶ Assistance to complete the screening process for public benefits
- ▶ Assistance enrolling in Foodshare Wisconsin and/or Women, Infants and Children
- ▶ Food assistance
- ▶ Case management

Ambitious community outcomes:

- ▶ Reduce food insecurity
- ▶ Increase nutritional value of food in area food pantries



Safe and Stable Housing



Team focus:

Averting homelessness and understanding need

Support programs that provide:

- ▶ Intensive and direct case management
- ▶ Longer-term rental / housing assistance
- ▶ The community with a better understanding of the needs of individuals and families on the verge of homelessness
- ▶ Search for innovative solutions

Ambitious community outcomes:

- ▶ Increase in low-income housing opportunities
- ▶ Decrease in homelessness



Shelter



Team focus:

Decrease homelessness and end longer-term homelessness

Support programs that provide:

- ▶ Intensive and direct case management
- ▶ Stable, re-housing
- ▶ Code-compliant shelter
- ▶ The community with a better understanding of the needs of individuals and families in need of shelter

Ambitious community outcomes:

- ▶ Increase in understanding individuals and families in shelter
- ▶ Decrease in homelessness



Safety



Team focus:

Reduce domestic, relationship and sexual violence/abuse

Support programs that provide:

- ▶ Access to safe spaces
- ▶ Support services
- ▶ Adapted services to overcome cultural and language barriers
- ▶ Evidence based treatment for perpetrators
- ▶ Prevention – clear consistent message

Ambitious community outcomes:

- ▶ Reduce domestic, relationship and sexual violence/abuse
- ▶ Community recognition of domestic violence and the rejection of its acceptability



Health – Obesity



Team focus:

Reduce childhood obesity and increase healthy behaviors

Support programs that provide:

- ▶ Increase knowledge regarding healthy food and beverage choices
- ▶ Provide support and incentives to increase health behaviors
- ▶ Educate and motivate both the family and the child to increase physical activity and improve their overall health

Ambitious community outcome:

- ▶ Reduce childhood obesity



Health – Alcohol Abuse



Team focus:

Decrease alcohol abuse and increase healthy preventive behaviors

Support programs that provide:

- ▶ Education for families and children about the dangers of alcohol abuse
- ▶ Support for families to access evidence based treatment
- ▶ Collaborate with schools

Ambitious community outcomes:

- ▶ Decrease in alcohol related injuries and deaths
- ▶ Decrease in alcohol abuse related crimes
- ▶ Increase in families seeking assistance from alcohol abuse programs
- ▶ Decrease in alcohol abuse



Health – Mental Health



Team focus:

- ▶ Increase access to quality mental health care for low-income individuals

Support programs that provide:

- ▶ Evidence based, affordable mental health counseling

Ambitious community outcomes:

- ▶ Decrease in emergency room visits, injuries and deaths as a result of untreated mental illness
- ▶ Improved access to mental health services



Connecting People to Resources and Volunteer Services



Team focus:

Information and referral and volunteerism

Support programs that provide:

- ▶ Services to promote volunteerism and connect volunteers to meaningful volunteer opportunities
- ▶ Trained specialists to deliver easy access to comprehensive information and referral
- ▶ Educate the public regarding services available and gaps in service

Ambitious community outcomes:

- ▶ Increase volunteerism
- ▶ Increase in knowledge of services available in Marathon County
- ▶ Increase in community dollars saved as a result of volunteerism



Questions & Clarifications





Thank you!
We look forward to
working with you.