

United Way
of the Lakeshore



Application of Intent 2018-19 Grant Cycle

INSTRUCTIONS

EDUCATION – INCOME STABILITY – HEALTH

(Due by November 24, 2017)

United Way of the Lakeshore is now inviting Applications of Intent for new programs. All **new programs** from potential partners and **new programs** from existing partner agencies will be accepted until midnight November 24th. **No applications are requested for existing programs through current partner agencies.** All agencies with existing programs AND new programs that are selected by the impact councils in each county will be invited to submit full applications beginning December 15th. Likewise, those not chosen will be notified that their application was not selected for further review.

To complete an Application of Intent go to:

<https://agencyportal.unitedwaylakeshore.org/epledge/Volunteer/AgencyRegistration.jsp>

Fundraising for nonprofit work requires maintaining the important activities we do, and achieving our future goals. An Application of Intent for Grant from United Way of the Lakeshore (UWL) can help us produce a successful request for funds from an individual donor, foundation, or government organization. This document acts as our formal, first request for information. Agencies can put their best foot forward with an Application of Intent for a United Way of the Lakeshore grant as the United Way pursues projects aimed at specifically addressing its ALICE Bold Goal to see that 10,000 more working families meet their basic needs by 2025.

An Application of Intent for Grant for United Way of the Lakeshore can help distinguish your organization from others; the document is basically a shortened version of the United Way's complete grant proposal. It will allow the potential donor or potential grantee to assess whether or not there is a good match between projects to meet the ALICE Bold Goal and their interests. With an Application of Intent for a United Way of the Lakeshore grant, an applicant can clearly and concisely identify its organization's background, its overall goals, its mission statement, and the specific reasoning for the grant.

ALICE EMPHASIS: After a series of community conversations held in Fall 2015—Spring 2016, United Way of the Lakeshore learned from the Asset Limited, Income Constrained, Employed (ALICE) families that although barriers existed to their security in key United Way priority areas of health, education, and income stability, several barriers emerged as trends that posed limits to many. The **Agenda for Change** shares areas of emphasis related to our grant-making at United Way of the Lakeshore.

To address these barriers, the United Way of the Lakeshore Board of Directors is inviting specific Applications of Intent for the following:

Income Stability: Managing resources is a huge struggle for ALICE families. Improving connectivity to access services that allow ALICE families to stabilize and work towards self-sufficiency is an area that UWL knows well. There are many promising practice models to inform our work going forward.

Education: Education is vital to help kids be successful in school and careers and to help build a skilled and educated workforce. This will change the odds for kids. To meet that bold goal, UWL is continuing emphasis on school readiness, early literacy and parent education supports, especially for at-risk families. Our new preschool program using AmeriCorps reading tutors is getting exceptional results. High-quality after-school programs that emphasize 3rd Grade reading proficiency, and STEAM (science, technology, engineering, arts, and math), are programs that can enrich a student's classroom experience and also provide parents peace of

mind knowing that their children are in constructive and safe environments after the school bell rings and before parents are out of work. Lastly, child care is reflective of all United Way community impact areas including health, education, and income stability. With the number of child day care slots declining, the situation is critical for employees and employers alike. Child care solutions, that include but are not limited to affordable and accessible child day care and afterschool programs, are of the utmost importance – especially those that improve the quality of care.

Health: Kids who are born healthy have a great start on their way to growing up healthy. Prenatal care and high-quality home visitation programs that help new parents to improve their family functioning through parent coaching and community referrals are stellar examples. Other areas that we use to measure healthy advancement include whether families have access to health care and mental health care and counseling; a safe and caring home and community; and access to good nutrition and active lifestyles.

TIMELINE: To continue to address the United Way of the Lakeshore’s Bold Goal of seeing 10,000 more working families meet their basic needs by 2025, we are inviting Applications of Intent from **November 1 – November 24, 2017**. Meetings will be held on **Friday, November 3 from 3-4 p.m. & Friday, November 10, 2016 from 3-4 p.m.** at the United Way of the Lakeshore office to answer questions. By **December 15, 2016**, based on that submittal, we will make a decision on whether to invite a full application and notify all applicants. Full applications will then be due by **January 31, 2018**. After review by panels and committees in each county (the Community Impact Strategy Team in Muskegon County, and the Community Committees in Newaygo and Oceana Committee), grants will be awarded **July 1, 2018**. Projects will require a mid-year report on **December 30, 2018** and a **June 30, 2019** final report.

MORE INFORMATION: Please call either K.P. Pelleran, Director, Planning, Advocacy & Grants, United Way of the Lakeshore, at (231) 332-4017; or Wyneice Hairston, Community Impact Assistant, United Way of the Lakeshore, at (231) 332-4007, with your questions.

United Way is interested in serving those individuals and households that are at or below the ALICE threshold. ALICE is an acronym for Asset Limited, Income Constrained, Employed; these are households that earn more than the U.S. poverty level, but less than the basic cost of living for the county. ALICE by Lakeshore county:

	<i>Muskegon</i>	<i>Newaygo</i>	<i>Oceana</i>
<i>Population:</i>	<i>172,790</i>	<i>48,029</i>	<i>26,229</i>
<i>Households:</i>	<i>63,215</i>	<i>18,339</i>	<i>9,822</i>
<i>HH in Poverty:</i>	<i>9,782</i>	<i>3,118</i>	<i>1,572</i>
<i>HH in ALICE:</i>	<i>15,804</i>	<i>4,401</i>	<i>3,045</i>
<i>HH above ALICE:</i>	<i>37,629</i>	<i>10,820</i>	<i>5,205</i>

Agency Criteria for Consideration of Special Grant Funding:

- a. The agency is a health or human service 501(c)(3), or similar organization qualified to receive deductible contributions under Internal Revenue Code
- b. The agency affirms non-discrimination
- c. The agency maintains a responsible management with a qualified board of unpaid directors which meets at least four times per year.
- d. The agency must have a favorable annual financial statement audited by an independent certified public accountant. If the agency’s annual revenues are less than \$250,000, a financial review prepared by a Certified Public Accountant is acceptable.
- e. The agency must provide services to the residents of Muskegon, Newaygo, or Oceana County beyond a PO Box number or a toll-free telephone number.
- f. The agency agrees not to promote designations to itself.
- g. The agency agrees to honor the Supplemental Fundraising Policy as set forth by the United Way of the Lakeshore Board of Directors.
- h. The program does not duplicate existing efforts in the community.

- i. The agency has no indebtedness or liabilities that in the event of membership approval may become the responsibility of United Way of the Lakeshore.

Project Description & Grant Request: (400 Word Limit)

Please state the grant amount you are requesting and the entire budget for your specific program/project. Enter general description of your project or program, including a statement describing demographics and the population served and the result you are working toward. If this is an ongoing program, please share your trend data and include your program impact. Please tell us the percentage of customers who are at or below the ALICE threshold, and how you measure it.