

# Request for Proposals Information

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## Overview

In response to your Letter of Intent, the United Way of Volusia-Flagler Counties (UWVFC) invites you to apply for Community Impact funding. UWVFC's Community Impact focus areas are Education, Financial Stability, and Health. Applicants are required to propose programs in the specific priority areas outlined below.

The Community Impact Cabinet is comprised of subject experts and community leaders that have identified the priorities and strategies that can have the greatest impact on critical community issues. Each proposal will be assessed by the appropriate Cabinet team according to the criteria outlined in this document.

All proposals shall address the following criteria:

- Thoroughly discuss how you will effectively address common access barriers to your focus area.
- Document and demonstrate that services to be provided are tailored to meet the needs of the identified population.
- Document and demonstrate that your staff has the training, experience, skills, and qualifications required for effective delivery of the program proposed.
- Base your proposed programs, measurements, and outcomes on evidence-based best practices or provide credible national, state, and/or local data to demonstrate that your internally developed program model is a promising practice.

## Structure of Process

### Eligibility

Eligibility for the proposal process was determined through the Letter of Intent. All interested agencies were required to have submitted a Letter of Intent by December 21, 2019 to be considered for funding. The Community Impact Cabinet has reviewed these letters and now invites organizations meeting the established criteria to submit a proposal.

## Impact Goals and Priorities

All program proposals must be in alignment with one (1) of the following Impact Goals and one (1) of the Priorities under the Impact Goal as established by the Community Impact Cabinet for the 2019-21 grant cycle.

### Education

**Education Goal** – Empower our youth for success in school and career.

- Priorities:
  - Children enter kindergarten ready to succeed.
  - Youth make a successful transition into, thru, and out of K-12 systems.

## Financial Stability

**Financial Stability Goal** – Assist families and individuals to move toward economic self-sufficiency.

- Priorities:
  - Families and individuals have access to sustaining income.
  - Families and individuals have access to safe and affordable housing.
  - Families and individuals can capably manage income and expenses.

## Health

**Health Goal** – Support individuals and families to improve their health.

- Priorities:
  - Individuals have access to affordable and quality health and wellness services.
  - Individuals have access to affordable and quality behavioral health services.
  - Communities and neighborhoods are healthy, safe, and free from crime.

To view a list of recommended outcomes for each priority area, see Attachment 1.

## RFP Outline

This outline provides direction in completing your application using the CommunityForce application. Information regarding how to access and use CommunityForce can be found on page 11.

## Administrative Cover Sheet

1. Organization Name
2. Executive Director/President Name
3. Executive Director/President Email
4. Executive Director/President Phone
5. Contact Person Name
6. Contact Email
7. Contact Phone
8. Board Chair Name
9. Board Chair Email
10. Board Chair Phone
11. Organization's Address
12. Impact Program #1 Name
13. Total Amount Requested for 2019-20
14. Total Amount Requested for 2020-21
15. Total proposed PROGRAM Budget for 2019-20
16. Total proposed ORGANIZATION Budget for 2019-20
17. Signature of authorized signatory

## Narratives

1. Select the focus area your program BEST addresses.
  - a. Education, Financial Stability, or Health
2. Select the priority within the focus area that your program BEST addresses.

- a. \*Programs can be comprehensive and effect multiple priority areas, but for this proposal, select the ONE priority that your program BEST addresses.
3. Select at least ONE (1) shared outcome from the list found in Attachment 1 that your program will measure.
  - a. Select any of the OPTIONAL outcomes listed in Attachment 1 that your program will measure.
  - b. List any additional outcomes that your program will measure.
4. What is the specific need the program plans to address or currently addresses? (Max. 500 words)
5. Describe the demographics of the population to be served and the eligibility requirements for program participation. (Max. 500 words)
6. Thoroughly describe the services of your program. (Max. 500 words)
7. What is the client flow of your program? Include in your response the duration of the program from the perspective of the client, as well as when key milestones occur. Note that key client milestones should also be included in the program Logic Model. (Max. 500 words)
8. What is the mission of your organization? How do the services provided by the program align with the organization’s mission? (Max. 300 words)
9. How does your program align with the selected priority defined by UWVFC’s Community Impact Cabinet? (Max. 500 words)
10. Does your program collaborate with other organizations in our community to deliver services?
  - a. If so, please list and describe the relationship between community partners and other funders supporting this work. (Max. 500 words)

## Program Justification

1. Indicate if your program is based on:
  - a. **Evidence-based practices** – program interventions that have been proven to be effective based on evidence generated from rigorous scientific research such as randomized controlled trials.
  - b. **Proven practices** – program intervention that is proven to be successful based on a non-randomized comparison group or “quasi-experimental” study
  - c. **Promising practices** - programs and strategies that have some quantitative data showing positive outcomes, but do not have enough research or replication to be categorized as an evidence-based program
2. What evidence-based practice(s), proven practice(s), and/or promising practice(s) do your program activities incorporate? Provide justification for the program's status as evidence-based, proven practice, or promising practice. Include the date and source of any data, studies, or additional support. (Max. 500 words)
3. Is the proposed program:
  - a. 2017-19 UWVFC Community Impact funded program
  - b. Existing to the organization (not funded by UWVFC in 2017-19)
    - i. If existing, please provide the implementation date of the program.
  - c. New to the organization
4. Summarize historical or anticipated results or findings that demonstrate the program’s impact upon the selected priority area. (Max. 1000 words)
  - a. **For 2017-19 UWVFC Community Impact Funded Programs:**

- i. Summarize and describe the impact of the funded program, including community-level outcomes and progression towards population-level change.
  - ii. Describe any barriers to service during the 2017-19 grant cycle.
  - iii. Project future impact of the program, considering intermediate-level outcomes and the program's long-term vision.
- b. **For existing programs:**
  - i. Summarize the evaluation results for the program for which the organization is requesting funds. Be sure to include the time frame covered by the evaluation results.
  - ii. Describe how UWVFC Community Impact funding would increase the capacity of the program.
  - iii. Do not be afraid to share disappointing results. The key is what the organization learns from experiences and how it adjusts program practices in light of the results. Since nonprofits are addressing very complex social issues, it is a real sign of strength to have uncovered an area of opportunity to improve a program approach. Deliberately working to address those flaws can lead to improved outcomes in the future.
- c. **For new programs:**
  - i. Reference evidence-based or proven practices. Include date and source of any references.
  - ii. What potential challenges do you foresee in implementing this program? What measures will you take to address such challenges?
  - iii. How will you define and measure program success?
  - iv. Describe current support for the program.
  - v. List any current and anticipated partnerships that support program sustainability.

## Logic Model and Outcomes

United Way of Volusia-Flagler Counties' Funded Programs will be required to provide quarterly reports throughout the contract period. Reports shall reference targets set in the program Logic Model.

1. Using the worksheet embedded in CommunityForce, provide a logic model describing the inputs, activities, outputs, short-term outcomes, and intermediate outcomes for your program.
2. Describe how the organization measures impact for the short-term proposed outcomes. (Max. 500 words) Include:
  - a. Who is responsible for measuring the outcome?
  - b. What tool(s) is used to measure the outcome?
  - c. When is the outcome measured?
  - d. Why is the outcome measured in the manner presented?
3. Describe how the organization measures impact for the intermediate proposed outcomes. (Max. 500 words) Include:
  - a. Who is responsible for measuring the outcome?
  - b. What tool(s) is used to measure the outcome?
  - c. When is the outcome measured?
  - d. Why is the outcome measured in the manner presented?

4. Describe the long-term vision of the program and its proposed community-wide systemic impact. (Max. 500 words)
5. What is the total number of individuals and/or families to be served through this work?
6. Proposed Demographics: What is the total number of proposed clients to be served in each of the following demographic categories:
  - a. Race/Ethnicity
  - b. Male/Female/Other
  - c. Age
  - d. Geographic Area

## Budgets

1. Using the **worksheet embedded in CommunityForce**, please provide a summary budget of your **organization**.
  - a. This should *not* be the same worksheet that you submitted for the Letter of Intent.
2. Using the **worksheet embedded in CommunityForce**, please provide a detailed budget and narrative of your **proposed program**.
3. Will UWVFC funds be used to match other funds? (Y/N)
  - a. If so, please describe the source(s) of funds and the match ratio.
4. How will Program funds be used, specifically? Include details regarding personnel to be employed, consultant/professional fees to be utilized, office supplies/materials, rent/occupancy, utilities, marketing and any other costs you identified in the program expenses table as being fully or partially paid for with UWVFC funds. (Max. 500 words)
5. If applicable, please explain any budget variances of more than 10% from 2018-19 (current year) expenses to proposed 2019-20 and/or proposed 2020-21 expenses. (Max. 200 words)

## Proposal Scoring

### Individual Scoring Rubric

Criteria	Corresponding Proposal Question	Evaluator Score	Multiplier	Available Points	% of Available Points
<b>Narratives</b>					
Program identifies, defines, and addresses a community need.	Narrative 4	0-5	4	0-20	8%
Program reduces barriers to services by ensuring population served and eligibility characteristics are appropriate.	Narrative 5	0-5	4	0-20	8%
Description of the program services is comprehensive.	Narrative 6	0-5	1	0-5	2%
Program processes indicate clients are monitored for key milestones.	Narrative 7	0-5	1	0-5	2%
Program aligns with organization's mission and goals.	Narrative 8	0-5	1	0-5	2%
Program aligns with UWVFC priority area selected.	Narrative 9	0-5	2	0-10	4%
Program collaborates with other organizations.	Narrative 10	0-5	.5	0-2.5 (BONUS)	1%
	<b>Section Total</b>			65	26%
<b>Program Justification</b>					
Program is based on:	Program Justification 1	0-5	3		
Evidence-based practices				15	6%
Proven practices				10	
Promising practices				5	
No				0	
Program incorporates demonstrated evidence-based, proven, or promising practices within	Program Justification 2	0-5	5	0-25	10%

program design, activities, and evaluation. Documentation of practice is properly cited.					
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<b>FOR 2017-19 UWVFC COMMUNITY IMPACT FUNDED PROGRAMS:</b>					
The program has an identified evaluation process in place.	Program Justification 4	0-5	2	0-10	4%
The program demonstrates justifiable impact for the target priority area.	Program Justification 4	0-5	2	0-10	4%
The program reports results and findings that demonstrate the program's impact.	Program Justification 4	0-5	2	0-10	4%
<b>FOR EXISTING PROGRAMS:</b>					
The program has an identified evaluation process in place.	Program Justification 4	0-5	2	0-10	4%
The program demonstrates justifiable impact for the target priority area.	Program Justification 4	0-5	2	0-10	4%
The program reports results and findings that demonstrate the program's impact.	Program Justification 4	0-5	2	0-10	4%
<b>FOR NEW PROGRAMS:</b>					
The program is based on an evidence-based or proven practice.	Program Justification 4	0-5	2	0-10	4%
The organization has documented that it is equipped to implement the program.	Program Justification 4	0-5	2	0-10	4%
The program evaluation plan is comprehensive.	Program Justification 4	0-5	2	0-10	4%
	<b>Section Total</b>			70	28%
<b>Logic Model</b>					
The attached worksheet is comprehensive and detailed, and accurately demonstrates inputs, activities, outputs, short, and intermediate impacts of the program.	Logic Model 1	0-5	10	0-50	20%
The organization has a detailed process to measure impact for short-term outcomes.	Logic Model 2	0-5	1.5	0-7.5	3%



The proposed short-term outcome(s) align with UWVFC identified priority areas.	Logic Model 2	0-5	1.5	0-7.5	3%
The organization has a detailed process to measure impact for intermediate-level outcomes.	Logic Model 3	0-5	1.5	0-7.5	3%
The proposed intermediate-level outcome(s) align with UWVFC identified priority areas.	Logic Model 3	0-5	1.5	0-7.55	3%
The proposed long-term impact(s) align with UWVFC identified priority areas.	Logic Model 4	0-5	1	0-5	3%
	<b>Section Total</b>			85	34%
<b>Budget</b>					
The attached organizational budget is complete and without mathematical errors.	Budget 1	0-5	1	0-5	2%
There are no areas of concern with the organizational budget.	Budget 1	0-5	1	0-5	2%
The attached program budget is complete without mathematical errors.	Budget 2	0-5	1	0-5	2%
Program budget indicates program is financially stable and able to deliver services.	Budget 2	0-5	1	0-5	2%
There are no areas of concern with the program budget.	Budget 2	0-5	1	0-5	2%
UWVFC funds will be used for match funds.	Budget 3	0-5	.5	0-2.5 (BONUS)	1%
Narratives provide budget explanations where necessary.	Budget 4	0-5	1	0-5	2%
	<b>Section Total</b>			30	12%
	<b>Total Points</b>			<b>250</b>	<b>100%</b>

## Team Assessment

	<b>Criteria</b>	<b>Team Score</b>	<b>Multiplier</b>	<b>Available Points</b>	<b>% of Available Points</b>
<b>Quality</b>	The proposal is void of spelling and grammatical errors and is clearly written.	0-5	1	5	12.5%
<b>Alignment</b>	The proposal demonstrates alignment with UWVFC's Community Impact goals, priority areas, and shared outcomes.	0-5	2	10	25%
<b>Impact</b>	The proposal demonstrates considerable impact for the target population and the community.	0-5	3	15	37.5%
<b>Collaboration</b>	The proposal demonstrates appropriate use of community resources and partnerships.	0-5	1	5	12.5%
<b>Social Return on Investment</b>	The proposed program's impacts are proportionate to the United Way's grant investment.	0-5	1	5	12.5%
	<b>Section Total</b>			40	100%

## Scoring Guidelines

Assessment	Scoring Guidelines for Each Criteria	Evaluator Score
<b>Incomplete</b>	Respondent did not answer the question or response was incomplete.	0
<b>Poor</b>	Reply fails to address the component or it does not describe any experience related to the component; <b>OR</b> Reply is inadequate in most basic requirements, specifications, or provisions for the specific criteria.	1
<b>Marginal</b>	Reply minimally addresses the requirements; one or more major considerations of the component are not addressed, or are so limited that it results in a low degree of confidence in the organization’s response or proposed offering; <b>OR</b> Reply meets many of the basic requirements specifications, or provision of the specific items, but is lacking in some essential aspects for the specific criteria.	2
<b>Adequate</b>	Reply adequately meets the minimum requirements, specification, or provision of the specific item, and is generally capable of meeting the UWVFC’s needs for specific criteria.	3
<b>Good</b>	Reply more than adequately meets the minimum requirements, specification or provision of the specific criteria, and exceeds those requirements in some aspects for the specific criteria.	4
<b>Excellent</b>	Reply fully meets all requirements and exceeds several requirements; Reply exceeds minimum requirements, specifications, and provisions in most aspects for the specific criteria.	5

## CommunityForce

CommunityForce is the online grant management system utilized by UWVFC to manage all grants. ALL proposals must be submitted through this online system.

To access CommunityForce type: [uwvfc.communityforce.com](http://uwvfc.communityforce.com) into your Internet address bar. You can either create an account or sign in with an existing account. You must have a username and password to access the application. Select the ‘Login’ button in the top right hand corner of the screen.

Once signed in, you will be brought to a dashboard page. You can select from available grants here. The 2019-21 UWVFC Community Impact grant is titled: “Impact Request for Proposals.” Once you click “Apply,” your application has started. To access this application again, select the “My Applications” tab on the home dashboard. You will be able to edit existing applications through this page.

All sections of the application MUST be completed. Each application section will indicate how much of the application is completed. Please preview your application before submittal. Print a copy for your records.

### Helpful Notes:

- UWVFC provides worksheets for organizations to submit the Organizational Budget, Program Budget, and Logic Model. Completed proposals MUST use these worksheets.

- CommunityForce will timeout after 20 minutes of inactivity. To prevent this, please continually save your work.
- If you forget your password, email Taylor Duguay, Impact and Marketing Strategist, at [tduguay@uwvfc.org](mailto:tduguay@uwvfc.org) to retrieve it.
- On CommunityForce, each section of the “Impact Request for Proposals” must read 100% in order to submit.

## Timeline

Invitations for Proposals Sent to Qualifying Organizations	January 11, 2019
Bidder's Workshop – Technical and Process Walkthrough (The meeting will be recorded and minutes will be sent to all organizations invited to propose a program and will be posted on the United Way website)	January 23, 2019 10:00 – 11:00 AM EST United Way of Volusia-Flagler Counties, 3747 W International Speedway Blvd., Daytona Beach, FL
Proposals Due	February 22, 2019 By <b>5:00 PM EST</b>
Notice of Recommended Funding	April 12, 2019
Contract Negotiations (See 2019-21 UWVFC Partnership Contract and Compliance Policy found on UWVFC website)	April 15 – May 3, 2019
Recommendations Presented to United Way Board	May 20, 2019
Funding Notifications Sent	May 31, 2019
Contract Year Begins	July 1, 2019

## Attachment 1: Outcomes by Priority Area

All funded programs must measure and report on at least one (1) of the shared outcomes listed below for the selected priority area. The “Example Outcomes” under each priority area are not required, but may also be measured and reported upon.

### Education

**Education Goal** – Empower our youth for success in school and career.

- Priorities:
  - Children enter kindergarten ready to succeed.
    - Shared Outcomes
      - Percent of children with developmental delays who show growth toward developmental milestones
      - Percent of children who achieve developmental milestones
      - Percent of children who receive passing scores on Kindergarten readiness evaluations
    - Example Outcomes
      - Percent of parents who increase engagement with their child’s education
      - Percent of educators trained to provide quality programs/services
  - Youth make a successful transition into, thru, and out of K-12 systems.
    - Shared Outcomes
      - Percent of elementary, middle, or high school students who have satisfactory attendance
      - Percent of students who obtain on-time grade promotion or graduation
    - Example Outcomes
      - Percent of parents who increase engagement with their child’s education
      - Percent of educators trained to provide quality programs/services
      - Percent of students who increase career readiness skills
      - Percent of students who make gains in core academic subject areas
      - Percent of first-generation individuals who enroll in college or vocational training

### Financial Stability

**Financial Stability Goal** – Assist families and individuals to move toward economic self-sufficiency.

- Priorities:
  - Families and individuals have access to sustaining income.
    - Shared Outcomes
      - Percent of individuals served who gain employment
      - Percent of individuals served who increase their income
      - Percent of individuals served who earned a certification or credential
    - Example Outcomes
      - Percent of individuals who improve and sustain employment skills
      - Percent of individuals who maintain improvement
      - Percent of individuals who improve employment

- Percent of individuals within targeted populations, such as individuals with felony records, individuals with disabilities, homeless, and long-term unemployed individuals, who gain employment
- Families and individuals have access to safe and affordable housing.
  - Shared Outcomes
    - Percent of individuals served who maintain permanent housing within 6 months of completing the program
    - Percent of individuals served who increase their income
  - Example Outcomes
    - Savings to the community as a result of housing homeless individuals
    - Reduction in the percent of families spending more than 40% of income on housing expenses
    - Reduction in the number of families requesting emergency services for mortgage, rental and utility assistance.
- Families and individuals can capably manage income and expenses.
  - Shared Outcomes
    - Percent of individuals served who increase their income by accessing benefits and/or reducing their costs
    - Percent of individuals who improved their financial literacy
    - Percent of individuals who reduced debt
  - Example Outcomes
    - Percent of individuals/families who increase savings
    - Savings to individuals/families who utilize free financial services, such as free tax preparation services

## Health

**Health Goal** – Support individuals and families to improve their health.

- Priorities:
  - Individuals have access to affordable and quality health and wellness services.
    - Shared Outcomes
      - Percent of individuals who showed improvement in health and wellness indicators
      - Percent of individuals who reduce risky behaviors
    - Example Outcomes
      - Percent of individuals who increase their health literacy
      - Percent of individuals who increase use of preventative health services
      - Percent of parents who increase knowledge of child development
  - Individuals have access to affordable and quality behavioral health services.
    - Shared Outcomes
      - Percent of individuals who showed improvement in health functioning
      - Percent of individuals who showed an improvement in mental health
    - Example Outcomes
      - Percent of individuals who reduce trauma symptoms
      - Percent of individuals who reduce stress

- Percent of individuals who achieve treatment plan milestones
- Communities and neighborhoods are healthy, safe, and free from crime.
  - Shared Outcomes
    - Percent of individuals that complete safety plans
    - Percent of families at-risk of separation that remained unified
    - Percent of individuals that show a reduction in justice system involvement
  - Example Outcomes
    - Percent of individuals who are better able to identify warning signs of domestic violence and/or human trafficking
    - Percent of families that reduce reports of conflict during the service period