Questions in the chat throughout the presentation are welcomed and encouraged. Verbal question and answer time will be reserved for the final 15 minutes.

Future and follow up questions can be sent to communityinvestments@uwsuncoast.org
UWS connects people to causes and creates life-changing impact

Our goal is to fight for the education and financial stability of every person in the communities we serve to create opportunities for all. We provide and facilitate leadership opportunities for volunteers, donors and organizations to make lasting, true impact for generations to come.
Our experience and longevity in the region powers our ability to provide unique solutions to our community’s biggest challenges.

With over a century’s worth of knowledge to guide us, United Way Suncoast is building a more equitable future today, tomorrow and for generations to come.
The size, strength and history of United Way Suncoast and its partners delivers exponential impact. This is our multiplier effect. We leverage all resources to provide solutions that uplift our entire community.
UWS Program Investments in Early Learning, Youth Success and Financial Stability:
174,640

Neighborhood initiatives
- 2,025 visits
- 375,000+ meal kits
- 165 legal cases successfully resolved

COVID Rapid Response Fund
- 504,266 residents, 4 million items/services
- Over $1.8 million in aid to community
- Top 4: Meals/food, PPE, Sanitation, household items

Investments in collaboratives and emergency supports:
630,661

Publix Last Resort
- Provided $308,000 to 548 Publix and non-Publix Employees
- Top 3: Rent, Electric/Gas, Water, Mortgage

VITA
- 28 sites
- +8,400 tax returns
- $9.2 million in refunds

211s
- 266,000 requests for help

Investment Total: $9.2 million

OUR COLLECTIVE IMPACT
WHAT AND WHERE WE FUND

FUNDING STREAMS

All grant awards will be for up to three years

Hillsborough and Pinellas Counties
1. Early Learning Investment Stream
2. Financial Stability Investment Stream
3. Youth Success Investment Stream

Manatee County
1. Early Learning Investment Stream

Sarasota and DeSoto Counties
1. Early Learning Investment Stream
2. Financial Stability Investment Stream
HOW AND WHY WE FUND

ALICE Communities

Asset Limited, Income Constrained, Employed. Hardworking, and yet struggling residents who have little or no savings and are one emergency from falling into poverty.

Place Focus

Within the counties we serve, we focus on neighborhoods, ZIP codes and school attendance zones where our investments and partnerships will do the most good.

Aligned Programs

Defined programs achieving shared community goals in early learning, financial stability and youth success. We invest in the success of the total program, not just in the part funded by our dollars. By investing in a cohort of programs, we hope to support system and population level changes in our areas of focus.

Long-term Collaboration

The funding process is initially competitive, in the long term we are seeking partners who can help us to achieve and measure collective impact and collaborators who can share in learning from successes, challenges and new opportunities.
### Hillsborough Pinellas Counties

#### Municipalities/Communities

1. Within City of Tampa
   a. University Area
   b. Seminole Heights
   c. Sulphur Springs
   d. East Tampa
   e. West Tampa
   f. Ybor
2. Brandon and Adjacent
   a. Brandon
   b. Palm River
   c. Gibsonton
   d. Riverview
3. Other Hillsborough County
   a. Temple Terrace
   b. Thonotosassa
   c. Plant City
   d. Wimauma
4. Lealman, Kenneth City, Pinellas Park
5. Campbell Park and South St. Petersburg
6. Largo
7. N Greenwood and Clearwater
8. Tarpon Springs

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### Manatee County School Attendance Zones

<table>
<thead>
<tr>
<th>Ballard Elementary School</th>
<th>Tillman Elementary School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blackburn Elementary School</td>
<td>Samoset Elementary School</td>
</tr>
<tr>
<td>Daughtrey Elementary School</td>
<td>Rogers Garden Elementary School</td>
</tr>
<tr>
<td>Manatee Elementary School</td>
<td>Palmetto Elementary School</td>
</tr>
<tr>
<td>Oneco Elementary School</td>
<td>Palm View Elementary School</td>
</tr>
</tbody>
</table>

*Given the high needs of Myakka City, programs serving 34251 may also use residents from this ZIP code to meet the 75% percent threshold noted above*
Sarasota County
Schools of Focus: Wilkinson, Alta Vista, Tuttle, Gocio, and Booker Elementary Schools
Priority ZIP Codes: 34231; 34232; 34234; 34235; 34236; 34237; 34239; 34243 (Sarasota)

DeSoto County
Schools of Focus: West, Nocatee and Memorial Elementary Schools
Priority ZIP Code: 34266
Place Focus Take-Aways

• We use different proxies for geographic focus areas based on localized strategy.

• Because of our mission to serve the ALICE population, UWS has identified (through programmatic work, census data and the United for ALICE report) specific focus areas within each county where we fund programs. **To be eligible for funding, at least 75% of your program’s total participants must reside in these focus areas.**

• Serving individuals in geographic areas not listed **DOES NOT** disqualify you from funding; however, those individuals would not count toward the 75% eligibility threshold noted above.

• If serving a combined county region (Hillsborough/Pinellas or Sarasota/DeSoto), the 75% minimum applies to your work across both counties in combination, not individually.

• Programs that operate in multiple funding areas would need to apply in each geographic area if seeking funding beyond a single county grouping.

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**FUNDING STREAMS**

**Hillsborough and Pinellas Counties**
1. Early Learning Investment Stream
2. Financial Stability Investment Stream
3. Youth Success Investment Stream

**Manatee County**
1. Early Learning Investment Stream

**Sarasota and DeSoto Counties**
1. Early Learning Investment Stream
2. Financial Stability Investment Stream
ALICE Take-Aways

To be eligible for funding through the UWS Community Investment, your program must focus on serving those living within the ALICE threshold, as well as those living in poverty. You will be asked to provide an estimate for the percentage of program participants in the following categories:
- Above the top ALICE household income
- Within the ALICE threshold
- At or below the Federal Poverty Line

We encourage all applicants to take the time to understand ALICE and determine whether their program is a fit for this population:
- Florida ALICE Interactive Dashboards
- The 2020 Florida ALICE Report
- Florida ALICE County Profiles
- The United Way Suncoast ALICE Page

A Table defining the Upper and Lower limits of ALICE

<table>
<thead>
<tr>
<th></th>
<th>Family</th>
<th>Single Adult</th>
<th>Single Senior</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Bottom of</td>
<td>Top of</td>
<td>Bottom of</td>
</tr>
<tr>
<td></td>
<td>Threshold</td>
<td>Threshold</td>
<td>Threshold</td>
</tr>
<tr>
<td>DeSoto</td>
<td>$25,104</td>
<td>$65,016</td>
<td>$12,144</td>
</tr>
<tr>
<td>Manatee</td>
<td>$25,104</td>
<td>$73,560</td>
<td>$12,144</td>
</tr>
<tr>
<td>Sarasota</td>
<td>$25,104</td>
<td>$78,180</td>
<td>$12,144</td>
</tr>
<tr>
<td>Hillsborough</td>
<td>$25,104</td>
<td>$74,268</td>
<td>$12,144</td>
</tr>
<tr>
<td>Pinellas</td>
<td>$25,104</td>
<td>$79,800</td>
<td>$12,144</td>
</tr>
<tr>
<td>Early Learning</td>
<td>Financial Stability</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------</td>
<td>----------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>RESULT 1</strong></td>
<td>Individuals obtain and keep employment that pays a family sustaining wage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children enter kindergarten ready to learn (Birth through Pre-Kindergarten)</td>
<td><strong>RESULT 2</strong></td>
<td>Individuals keep and sustain their assets including access to benefits, safe and affordable banking, and sound financial knowledge</td>
<td></td>
</tr>
<tr>
<td><strong>RESULT 2</strong></td>
<td><strong>RESULT 3</strong></td>
<td>Barriers in workforce and asset development are reduced</td>
<td></td>
</tr>
<tr>
<td>Children read on grade level by 3rd grade (Kindergarten through Elementary School)</td>
<td>Barriers to kindergarten readiness and children reading by 3rd grade are reduced (Birth through Elementary)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>RESULT 3</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Barriers to kindergarten readiness and children reading by 3rd grade are reduced (Birth through Elementary)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Youth Success</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RESULT</strong></td>
</tr>
<tr>
<td>Youth have college and career readiness skills and a clear post-secondary trajectory in middle and high school through on-time graduation</td>
</tr>
</tbody>
</table>
Early Learning Investments

- **Our Three Results** – Applicants will select **one** result
  - Result 1: Children enter kindergarten ready to learn (Birth through Pre-Kindergarten)
  - Result 2: Children read on grade level by 3rd grade (Kindergarten through 3rd Grade)
  - Result 3: Barriers to kindergarten readiness and children reading by 3rd grade are reduced (Birth through 3rd Grade)
    - Direct service providers only

- **Our Indicators** – Applicants will select **one or more** indicator per chosen result
  - **Result 1**
    - Number and percent of children who demonstrate age-appropriate communication, vocabulary and/or other early literacy skills or progress
    - Number and percent of families who demonstrate appropriate knowledge of and/or engagement in their child’s development
    - Number and percent of children who demonstrate age appropriate social-emotional skills needed to function in a school setting or progress
  - **Result 2**
    - Number and percent of students who read on grade level or demonstrate progress
    - Number and percent of families who demonstrate appropriate knowledge of and/or engagement in their child’s development
    - Number and percent of children who demonstrate age appropriate social-emotional skills needed to function in a school setting or progress
  - **Result 3**
    - Number and percent of children who receive an increased amount of nutritious food
    - Number and percent of children who receive an increased amount of support for asthma, dental, vision and hearing issues
Financial Stability Investments

• Our Three Results – Applicants will select one or more result
  • Result 1: Individuals obtain and keep employment that pays a family-sustaining wage beyond the ALICE survival threshold.
  • Result 2: Individuals keep and sustain their assets including access to benefits, safe and affordable banking, and sound financial knowledge
  • Result 3: Barriers to engaging in the workshop and creating financial stability are reduced. Direct service providers only

• Our Indicators – Applicants will select one or more indicator per chosen result
  • Result 1
    • Number and percent of Individuals placed in jobs or promoted/given a raise
    • Number and percent of Individuals earning certificates or higher education degrees
  • Result 2
    • Number and percent of Individuals who demonstrate improvement in financial behaviors
    • Number and percent of Individuals who gain access to federal benefit supports
  • Result 3
    • Number of individuals to gain access to identified legal supports
    • Number of individuals to gain access to nutritious food
Youth Success Investments

• Our **One Result** – All applicants will select this result.
  • Youth have college and career readiness skills and a clear post-secondary trajectory in middle and high school and through graduation.

• Our **Indicators** – Applicants will select **only one** indicator based on the target age of the program.
  • High School
    • Number and percent of high school aged youth who, through experiential learning, classroom training or mentoring**, demonstrate proficiency or progress in essential skills that lead to post-secondary education, steady employment and/or sustainable career pathways.
  • Middle School
    • Number and Percent of middle school aged youth who, through experiential learning, classroom training or mentoring**, demonstrate proficiency or progress in essential skills that lead to on time high school graduation.
Key Take-Aways for Early Learning, Financial Stability and Youth Success

- In addition to whatever your program measures for impact...

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Result Selection</th>
<th>Indicator Selection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Learning</td>
<td>Choose one</td>
<td>Based on selected result, choose one or more</td>
</tr>
<tr>
<td>Financial Stability</td>
<td>Choose one or more</td>
<td>Based on selected result, choose one or more</td>
</tr>
<tr>
<td>Youth Success</td>
<td>All select the same</td>
<td>Based on target age group, choose one</td>
</tr>
</tbody>
</table>

- Data requirements for application
  - LOI: Total to be served, with the appropriate results/indicators selected
  - RFP: Total to achieve each selected indicator per year of the grant
Key Take-Aways for Early Learning, Financial Stability and Youth Success

• **Measurement:** All data collected as part of a funded program will need to be measured using verified tools. Our investment guidelines contain specific examples of what this entails for each focus area. Early Learning is provided a list of pre-approved tools, while Financial Stability indicates the specific to that must be used to measure each result.
  
  • **Example:** To indicate the number of students showing growth in early literacy skills, the program would have to measure this progress using Teaching Strategies Gold, High Scope COR, Bracken School Readiness Assessment, etc.

• **Sub-Indicators:** Youth Success and Financial Stability both have required ‘sub-indicators’ that funded programs will report on to support the “flagship” indicator that their program is focused on.
  
  • **Example:** A financial stability program may choose to measure Result 1, Indicator 1: “Number and percent of Individuals placed in jobs or promoted/given a raise.” In addition to this data point, we would also ask for:
    • Number and percent of Individuals that retain or advance in job in 6 months, and in 12 months
    • Dollar amount of median wage of all participants
    • Number and percent of individuals who increased their income
    • Number and percent of Bank On checking accounts opened and in use after one year

• **Showing impact:** Reporting impact numbers will be for the whole program, not just the portion directly funded by UWS
At UWS, we prioritize our role as a collaborator and convener. Our ability to fund good work is tied directly to our ability to fundraise by telling the story of collective impact across our own programs and those with whom we partner. We believe that a community investment goes beyond dollars granted; we invest in a partnership of shared successes as well as shared learning.

### Learning Groups and Communities of Practice
- Addressing disparities in equitable representation and program outcomes

### Data Identification, Collection, Analysis and Reporting
- Resource Sharing, Technical Assistance and Facilitation

### Growing Together
OUR FUNDING PROCESS

Key dates  Application structure  Resources
Minimum Eligibility Requirements:
To ensure the viability and sustainability of the proposed programs, the applicant organization must:
- Have 501c3 status, or have an established 501c3 organization serving as fiscal agent
- Have at least one full time staff member
- Have been in operation for at least three years
- Serve any of the five counties in the Suncoast Region
- Partner organizations may apply as a collaborative venture with one serving as the fiscal sponsor of the project.

Summary of Programmatic Requirements:
- Program, regardless of the design of the intervention, must align with stated focus area results
- At least 75% of program participants residing in the areas of focus for the county or two-county region for which you are applying
- A strong focus on the ALICE population in addition to households living below the federal poverty line
- Ability to share quarterly and annual participant outcome data using verified measurement tools
- Collect information about and learn to address disparities in program outcomes

Financial Considerations:
- Programs should request what is needed – grants are expected to be between $30,000 and $150,000 annually.
The 2022 application for funding is a two-part process:

1. Applicants will submit a Letter of Intent (LOI) for each program they wish to be reviewed for funding. This is to be completed in E-Climpact, an online grant management system. LOIs will be reviewed to determine if an organization meets the qualifications necessary to be invited to complete a full application.

2. Agencies that meet eligibility criteria and that align with United Way Suncoast’s priorities will be invited to submit a full proposal (RFP) in E-Climpact.

Take the following three steps to begin your application:

**Step 1: Login or sign up to United Way Suncoast’s Grant Portal – E-Climpact**
- Use the link provided to open the agency portal page to log in or sign up. [https://agency.e-climpact.com/login.aspx?org=11435F](https://agency.e-climpact.com/login.aspx?org=11435F)
- Set up your organization account. This will include a summary, mission and key contacts. If your organization already has an account, sign in accordingly.

**Step 2: Find Open Investment Streams in the System**
- Once you have logged in or signed up, you will find all open funding streams on the left-hand tool bar.

**Step 3: Start Letter of Intent (LOI) Process on December 1, 2021 at 9:00 AM**
- All eligible organizations are welcome to submit an LOI in one or more funding stream. If you are applying in a different focus area, your agency will need to submit an LOI for each program.
<table>
<thead>
<tr>
<th>Action</th>
<th>Important Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter of Intent (LOI) for to Apply for Funding</td>
<td>Opens: December 1, 2021 \n                  Closes: December 15 at 5:00 PM</td>
</tr>
<tr>
<td>Unsuccessful LOI applicants notified</td>
<td>Week of January 24, 2022</td>
</tr>
<tr>
<td>Request for Proposal – Invite only</td>
<td>Opens: January 25 at 9:00 AM \n                  Closes: February 8 at 5:00 PM</td>
</tr>
<tr>
<td>Virtual Application Follow Ups, as needed</td>
<td>March 1 – March 10</td>
</tr>
<tr>
<td>Physical Site Visits, as needed</td>
<td>March 1 – April 14</td>
</tr>
<tr>
<td>Board Recommendations for Funding</td>
<td>May 2022</td>
</tr>
<tr>
<td>Agencies Notified</td>
<td>June 2022</td>
</tr>
<tr>
<td>Partnership Agreements and Orientation</td>
<td>June 2022</td>
</tr>
<tr>
<td>Reporting</td>
<td>Ongoing, specific dates TBA</td>
</tr>
</tbody>
</table>

**Note:** During the 2022 – 2025 grant cycle, additional funding opportunities may open up for programs not currently eligible. However, for any currently eligible program you should assume that the next opportunity to apply for funding will be January 2025.
Considerations for successful applications

• UWS has intentionally transformed its investment process from a one year grant to a three year grant to create trends and allow us to measure true impact; reduce strain on time and resources for UWS and partners; and strengthen our ability to tell stories and raise funds. Consider this lens when applying!

• While we seek unified ways to measure impact, we encourage a diversity of programs and approaches. Lean into your strengths and connections to satisfy grant requirements – don’t upend your strategy because of them.

• Our review panels will evaluate from the same framework you have been given, scoring the strength and viability of programs in the following categories:
  • Program
  • Plan
  • Place
  • People
  • Diversity, Equity and Inclusion
  • Budget
  • Results and Indicators
Funding period will be July 1, 2022 through June 30, 2025.

We invest dollars to fund programs, but also to build a community of collaborators and achieve collective impact.

This is a volunteer driven process, led by UWS field experts.

Make careful use of published resources on the UWS site

- unitedwaysuncoast.org/2022-2025-community-investment/

- You can use this one link for all necessary resources, including the full investment guidelines, list of questions asked in the LOI and RFP stages of the grant cycle, evaluation criteria, instructional videos and the portal to compose and submit your applications.

- Additional audio and visual information available here:
  - The Suncoast Snapshot video series
  - The Freedom to Rise podcast series
TOGETHER WE’RE GREATER THAN ANY CHALLENGE

Questions?
communityinvestments@uwsuncoast.org