

UNITED WAY OF CENTRAL KENTUCKY

Creating Community



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United Way of
Central Kentucky

2023 Community Investment Grants Application Guide

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ABOUT UNITED WAY OF CENTRAL KENTUCKY

Since our inception in 2001, community leaders have come together to establish United Way of Central Kentucky as the most efficient way to identify and address critical health and human services issues in our region.

Our vision of a community where everyone is self-sufficient in the areas of Education, Financial Stability, Health, and can meet their own basic needs is primarily achieved through partnerships with agencies and programs. UWCK seeks a balance of qualitative and quantitative results and works to achieve a combination of funding that will ensure community results and achieved outcomes. All applicants must address their impact in one or more of UWCK’s Focus Areas (**Education, Financial Stability, Health, and Basic Needs**) and achieve measurable results that demonstrate this effort to be eligible for funding.

Programs seeking funding are strongly encouraged to apply for initiatives that not only serve those in crisis but implement collaborative strategies that keep individuals and families moving forward on the path to self-sufficiency.

ABOUT THE COMMUNITY INVESTMENT PROCESS

United Way of Central Kentucky saves the community thousands of dollars by consolidating nonprofit fundraising efforts, providing a clear form of accountability, and investing in programs that have the greatest potential to prevent problems from occurring in the future. UWCK's Community Investment Grants are awarded through an open, transparent, and competitive process that convenes community members to maximize the local impact of community resources. The objective is to identify the programs that can best contribute to achieving the Community's goal of reducing poverty through improved Education, Financial Stability, and Health while continuing to meet Basic Needs.

ELIGIBILITY FOR FUNDING & TYPES OF GRANTS

To be eligible to apply for a UWCK grant, a program must:

- Attend one of the annual grant training sessions to learn how to prepare a competitive application.
- Concentrate its efforts and services within the United Way of Central Kentucky region (Hardin, Breckinridge, Grayson, LaRue, and Meade Counties).
- Align with at least one of UWCK's focus areas, ideally to achieve a Community Impact priority outcome(s) under *Education, Health, Financial Stability or Basic Needs*.
- Be a 501(c)(3) nonprofit, or school district.
- Adhere to good governance standards by having an annual tax return (990/990EZ), an active Board of Directors, and an IRS determination letter verifying non-profit status. A complete annual independent audit or certification of financial controls is required based on the agency's revenue and/or funding request. See the Application for details on the audit requirement and all documentation required to accompany application.
- Abide by the additional terms of the 2022 Memorandum of Agreement for Funded Programs.
- Grant recipients should be committed to recognizing the investment of UWCK through promotional opportunities to engage the public and grow support for the partnership (**see co-branding requirement in MOA**).
- Funds are open to implement solutions to aligned community needs through Innovation Grants. These resources are available to new programs or collaborations that fill gaps in existing services.

United Way of Central Kentucky does NOT typically fund:

- Arts and culture programs
- Sports teams and recreation activities
- Capital campaigns or projects
- Environmental projects or organizations
- Direct religious activities of religious groups or organizations

While these causes are important for creating vibrant communities we can all be proud to call home, they do not fit the focus of UWCK's Community Impact work. We are happy to share our knowledge with agencies seeking resources in these areas if you would like to contact us for an individual consultation.

Types of grants awarded by UWCK:

- **Impact grants:** traditional Community Investment process outlined in this guide.
- **Innovation grants:** these awards are reviewed through the same Community Investment process but allow investment in new programs/services.

All application materials can be found at <https://www.unitedwayck.org/grant-opportunities>. Funding recommendations for all types of grants are determined by the Community Investment Team and approved by the UWCK Board of Directors.

ACHIEVING IMPACT THROUGH PROGRAM OUTCOMES

Given UWCK's enhanced emphasis on achieving results, applicants are required to implement common measurements for each program seeking funding. Progress toward these outcomes will be monitored through agency reporting. Applicants must be able to measure at least one of the results listed below and may select which option best fits their agency's practices. Recommended descriptions and more detail can be found in the Guide to Community Impact Measurement found on page 10 (*please note that there is no "Other" category option for any focus area*).

Education

Improving School Readiness

- # children receiving developmental screenings
- # children connected to ongoing supports
- # increased hours in program
- # families/caring adults engaged in child's learning
- # children under age 5 who receive a well-child checkup
- # caregivers reporting improved knowledge or skill
- *Born Learning Academies can report results using the same framework that is provided to other funders of this program*

Fostering Supportive Relationships

- # students promoted to next grade on time
- # students with improved grades
- # students with decreased unexcused absences or suspensions
- # students engaged in structured after-school activity
- # mentor/mentee relationships established
- # caring adults engaged in student's learning
- # families connected to ongoing supports

Financial Stability

Removing barriers to employment and education

- # participants gaining financial knowledge
- # participants who become “banked”
- # participants improving financial position
- # increase in average savings rate
- # participants gaining recognized skills or credentials
- # participants who become job ready
- # increase in job placement rate
- # increase in job retention rate
- # participants improving job quality
- # participants who acquire their own vehicle
- # participants securing reliable transportation source

Health

Promoting health, independence, and safety

- # individuals utilizing preventative and primary health care services
- # individuals receiving information on health benefits and access
- # individuals enrolled in health insurance, services, or benefits
- # individuals provided temporary safe shelter
- # individuals transitioned into safe, healthy, affordable housing
- # older adults or individuals with disabilities receiving services to allow them to live independently
- # individuals engaged in physical or wellness activities

Basic Needs

Providing a safety net of services to ensure basic needs are met

- # individuals receiving emergency food
- # individuals receiving support to alleviate long-term hunger
- # individuals reporting increased food security
- # individuals receiving disaster relief or recovery services
- # individuals receiving clothing, hygiene supplies, or household goods
- # individuals provided with utility assistance
- # individuals provided with rent, mortgage, or deposit assistance to prevent homelessness
- # clients receiving legal representation

2023 COMMUNITY INVESTMENT PROCESS TIMELINE

Date	Activity
February 27 th 2:00 p.m. EST Virtual	Grant training for new applicants/non-funded agencies. Applicants will be sent calendar invite with link upon notifying UWCK of interest.
February 28 th invite with 2:00 p.m. EST Virtual	Grant training for current funded partners. Calendar link will be emailed to partners.

March 7th **Short Form Application due from new applicants**

March 13th **New applicants notified by UWCK if full application is requested.**

March 31st
2:00 PM EST Deadline **All grant applications and supporting documentation due to UWCK in digital form from all applicants. Late applications will not be accepted.**

April 5th **Full applications released to Community Investment Team**

Process Outline, dates TBA:

- CIT's Financial Review Subcommittee convenes
- CIT questions and scores due to UWCK
- CIT questions sent to applicants via email
- Applicant answers due to UWCK via email
- 1st CIT meeting with presentations with applicants.
- Each applicant will have a brief opportunity to meet with
- CIT members.
- 2nd CIT meeting
- 3rd CIT meeting

May 25, 2022
11:00-1:00 EST

Special Board Meeting to finalize allocations decision

June 6th
Grantees

Applicants notified of funding decisions by June 6, 2023.

are sent letters, Award Acceptance Agreements, and MOA forms via email.

Grant year begins and payments begin to disburse for agencies who complete and return Award Acceptance Agreement via email June 15, 2022.

Reporting for Funded Programs:

Agencies will receive quarterly questions from the Community Investment Team (CIT). If UWCK funding is granted, you will be asked to provide reporting which tracks your progress toward outcomes. A report template will be provided to your agency upon receiving funding as well as report dates.

FREQUENTLY ASKED QUESTIONS

- 1. Who decides which programs receive funding?** The Community Investment process is the method by which local community representatives volunteer to evaluate the proposals from programs seeking UWCK funding. Each applicant is vetted by all members of the Community Investment Team . CIT members include donors and volunteers who live and work in our community and ultimately make a funding recommendation to UWCK's Board of Directors. CIT members are recruited from across the region to ensure representation from UWCK's service area and provide a thorough understanding of local needs. CIT members are thoroughly vetted for any conflicts of interest and may not be employed by any agency or program seeking UWCK funding. Each Community Investment Team volunteer spends an average, nearly 100 hours vetting and identifying the programs that best align with our work in Education, Financial Stability, Health, and Basic Needs, this includes the quarterly review of reporting from funded partners. Visit www.unitedway.ck for more information on the CIT process.
- 2. How are applications reviewed?** Throughout the rigorous review process, CIT members assess applications based on their quality, alignment with United Way's funding priorities, and ability to demonstrate measurable results in their respective area of focus. A representative from each applicant program has the opportunity to answer questions and make a brief in-person presentation to the CIT during the review process. Programs are evaluated for their alignment with UWCK Community Impact goals, financial and organizational management, capacity to achieve projected goals, ability to show measurable results, and the resources it takes to obtain those results. Programs funded in the past will be evaluated on additional measures including: ***compliance with annual***

Memorandum of Agreement, pursuit of supplemental funding sources, delivery of promised results, and support of the UWCK partnership.

- 3. What programs were awarded 2022-2023 grants?** Please see the list of currently funded partners out our website.
- 4. Should I still apply if we have not been previously funded or are not currently funded by United Way of Central Kentucky?** Yes! Out of respect for your time, we have streamlined our process for new applicants to allow your proposal to be vetted before submission of a full application. Current grantees, organizations that received funding in prior years, and prospective partners are all reviewed by the Community Investment Team each year.
- 5. What is the duration of funding awarded?** The majority of grants are awarded on an annual basis, with an application and participation in the Community Investment Process being required each year.
- 6. Does UWCK restrict my organization's fundraising with a Blackout Period?** As detailed in the Memorandum of Agreement (see prior funding year agreement available www.unitedwayck.org) there are several sources of supplemental revenue allowed during the period of September 1st through October 30th, including special events with UWCK co-branding, investment income, product sales, grants, and unsolicited gifts, endowments, and bequests. Solicitation of employees through group meetings for direct financial support is prohibited throughout the year. Please review the MOA prior to applying.

QUESTIONS AND TECHNICAL ASSISTANCE

UWCK staff will be available for feedback on your individual questions during the grant training meetings. Please feel free to contact the UWCK office at (270) 737-6608 if additional questions arise during the completion of your application. We will make every effort to answer any questions.

CONTACT US

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GUIDE TO COMMUNITY IMPACT MEASUREMENT

Education Priority – School Readiness: Improve school readiness for children beginning at birth

Target Population: Families with children ages 0-5

Population Indicator: Percentage of children deemed Ready for Kindergarten per the statewide Brigance screener

Funded Program Outcomes	Indicators	Preferred Data/Definitions
Ensure academic and social preparedness for kindergarten success	# of children receiving comprehensive developmental screening across all 5 domains	Children receiving comprehensive developmental screening across 5 domains as defined by the Kentucky Governor’s Office of Early Childhood. Screening tool should be one approved by the Department of Education’s Continuous Assessment Guide (see p.23 http://kidsnow.ky.gov/Improving-Early-Care/Documents/Assessment%20Guide%20(Upd2010).pdf .)
	# of children connected to ongoing supports that address learning challenges	Children connected to ongoing supports that address learning challenges. Measure refers to challenges identified in screenings as defined above. Learning challenges are identified via screening tools that can be physical, health, cognitive, behavioral, or social-emotional development. Ongoing means support continues through entire program and into kindergarten if possible.
Improve access to high-quality child development programs	Increased hours in program dosage for children	Time spent in STARS rated programs at beginning of program year/term vs. time spent at end of program year/term. Increased hours/days/weeks/months for service offered.
Increase caregiver, knowledge, skills, and engagement in child success	# of families/caring adults engaged in child’s learning	Families/adults must report a combination of: <ol style="list-style-type: none"> 1. At-home materials or activities engaged in with children 2. Knowledge-based parenting tools 3. In person interaction with teacher (home visit or at school). UWCK will ask how you determined this data but will not require any specific questions or test so long as all these categories are covered.
	# of children under age 5 who receive a well-child check-up during the program year	UWCK will ask how you determined this data but will not require any specific questions or tool.
	# of caregivers reporting improved knowledge or skill as a result of program intervention	UWCK will ask how you determined this data but will not require any specific questions or tool.

Education Priority – Supportive Relationships: Improve outcomes for at-risk students through supportive relationships Target Population: All at-risk children with a special emphasis on 5 th -9 th graders Population Indicator: College or career readiness rate		
Funded Program Outcomes	Indicators	Preferred Data/Definitions
Improve academic performance	# of students promoted to next grade on time and with satisfactory credit hours	“Satisfactory credit hours” means number of credits required by district to progress to next grade level
	# of students with improved grades	UWCK will ask how you determined this data but will not require any specific questions or tool.
	# of students with decreased unexcused absences and/or suspensions once program year/term is completed	UWCK will ask how you determined this data but will not require any specific questions or tool.
Increase involvement in positive activities	# of children engaged in structured after-school program	Students are involved in a structured after-school setting compared to when they entered the program.
	# of students with increased involvement in extra-curricular activity	Students spend additional time involved in activities outside school hours compared to when they entered the program.
Increase adult engagement in child’s success	# of mentor/mentee relationships established	It is well established that mentorship helps to positively influence young peoples’ emotional, social and academic development. Indicate the number of mentor/mentee relationships provided through your programming.
	# of caring adults engaged in student’s learning	Caring adults engaged in supporting student academically and/or emotionally. UWCK will ask how you determined this data but will not require any specific questions or tool.
	# of families connected to ongoing supports that address learning challenges	Learning challenges are identified via screening tools that can be physical, health, cognitive, behavioral, or social-emotional development. Ongoing means support must continue through entire program and into high school if possible.

Financial Stability Priority: Create pathways to financial stability through employment and education

Target Population: Children and adults

Population Indicator: Regional workforce participation rate

Funded Program Outcomes	Indicators	Preferred Data/Definitions
<p>Improve financial knowledge and management</p>	<p># of participants gaining financial knowledge</p>	<p>In order to “gain financial knowledge,” a client must attend/complete a module, class, workshop, and/or 1:1 coaching session that fully covers at least one of the five core competency areas:</p> <ol style="list-style-type: none"> 1. Earning 2. Spending 3. Credit building & borrowing 4. Saving 5. Protecting finances
	<p># of participants who become “banked”</p>	<p>“Unbanked” means that the person is not fully participating in the mainstream financial system. A client “becomes banked” when they open a new checking or savings account at a mainstream financial institution.</p>
	<p># of participants improving financial position</p>	<p>To improve financial position, clients must show progress in at least one of the following:</p> <ol style="list-style-type: none"> 1. Increase net income (income minus expenses, i.e. Paying off debts, increasing income at job, etc.) 2. Improve credit score or content of credit report- using same reporting agency to measure over time (fewer delinquencies, more active trade lines, fewer collections/judgments, improved debt to credit ratio, etc.) 3. Increase net worth- a client demonstrates a gain in the worth when the value of their assets grows in comparison to liabilities.
	<p>Average savings rate</p>	<p>Numerator: sum of total annual savings for all participants of the savings program Denominator: sum of gross annual income for all participants. “Average savings rate” is the savings rate for your agency’s program for a single program year. “Gross income” includes gross earnings from work, as well as regular income from public benefits, child support, etc.</p>
<p>Find jobs and pursue career growth</p>	<p># of participants gaining recognized skills or credentials</p>	<p>To “gain recognized skills or credentials,” a client must complete one or more of the following:</p> <ol style="list-style-type: none"> 1. Digital literacy training (computer) 2. English as a Second Language training 3. Adult literacy/math training 4. General Education Development (GED) certificate 5. High school diploma 6. Apprenticeship program 7. Occupational skills certificate or licensure 8. Associates degree (accredited) 9. Bachelor’s (accredited)

Find jobs and pursue career growth (cont.)		10. Master's Degree (accredited) 11. "Soft Skills" training
	# of participants who become job ready	In order to be considered "job ready," a client must successfully complete the agency's entire job readiness training program. Ideally, programs should incorporate standardized testing for work readiness credential to determine if participant has fully incorporated the learning provided from the program. Note: longer-term clients should only be counted the first time they complete the job readiness training or if additional training components are added at a later date. Data sources: agency case notes, attendance, pre/post tests, completion records, certificates, etc.
	Job placement rate	Numerator: unduplicated # of participants placed in jobs during the program year. Denominator: # of participants served in program that were <u>not</u> employed at program entry or lost their job during program year. "Placed in a job" means a participant obtained and maintained paid employment at the same job for a minimum of 30 days. "Paid employment" can include paid internships, subsidized employment, transitional jobs, and part-time work.
	Job retention rate	Numerator: # of participants placed during program year who retain their jobs Denominator: # of participants placed during the program year. In order to be "retained" a client must be continuously employed for 90 days, either in the same job, a comparable/better job in the same organization, or another comparable job in the community. "Comparable" means a similar or better work hours, schedule, wage, benefits, etc. "Continuously" means working all weeks at least part-time for the 90 day period.
	# of participants improving job quality	In order to "improve job quality," participants must experience one or more of the following: <ol style="list-style-type: none"> 1. Increase in wages/earnings 2. Receipt of new/improved employer-sponsored benefits (vacation/sick time, insurance, 401K, pre-tax transportation, childcare, tuition reimbursement, etc.) 3. Gains in job security: increasing hours, temporary to permanent, off probationary period, join a labor union, etc. Improvements in job quality can be made through current job or movement to new /better job as long as the participant remains continuously employed for at least 90 days.
Remove transportation barriers to education and employment	# of participants who acquire their own vehicle	"Own their own vehicle" includes all types of cars, trucks, and motor vehicles whether purchased, leased, or given in-kind.
	# of participants securing reliable transportation source	"Reliable transportation" includes car repairs, van pooling, subsidized or vouchered transportation services.

Health Priority: Improve physical and mental health of Central Kentucky residents Target Population: Children and adults Population Indicator: Percentage of individuals with improved access to healthcare		
Funded Program Outcomes	Indicators	Preferred Data/Definitions
Increase access to healthcare , including mental health services and medications	# of individuals who are uninsured, economically disadvantaged, medically underserved, or living in rural areas utilizing preventive and primary health care services and programs.	Number of unduplicated individuals who use the preventive and primary health care services as a result of program activities. Includes mental health/counseling services, rehabilitation, and affordable prescription coverage.
	# of clients to whom information on health insurance, health care access and health benefits programs is delivered.	Number of unduplicated individuals who are provided with information, as a result of the grantee's activities. If more than one method of delivery is used (i.e. a group-level interaction followed by an individual-level interaction), count the client only once.
	# of clients enrolled in health insurance, health services, and health benefits programs.	Number of unduplicated clients who were ultimately enrolled in a health insurance, health services, or health benefits program. For example, enrolling a client in health insurance and then enrolling that same client in a prescription service would count as one client.
Provide access to safe housing and independent living	# of economically disadvantaged individuals, including domestic violence and abuse victims, provided temporary safe shelter.	Number of clients provided with temporary shelter as recorded by client database or tracking form.
	# of economically disadvantaged individuals transitioned into safe, healthy, affordable housing.	Number of clients living independently in safe and stable housing as recorded by client database or tracking form.
	# of older adults or individuals with disabilities receiving services that allow them to live independently.	Number of individuals receiving companionship or in-home caretaking services. Count number of qualifying individuals as defined above who receive the service. Each individual should be counted only once. If two eligible individuals live at the same address, they should both be counted. If an eligible individual lives with someone else who is not eligible, the non-eligible individuals in the household should not be counted. Each individual should be counted only once during the program year even though most individuals are likely to need ongoing support.
Encourage healthy habits	# of adults and/or children engaged in physical or	Unduplicated number of adults or children actively participating in preventative health and wellness activities, including school or after-school programming.

	preventative activities to improve health and wellness.	
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Basic Needs Priority: Improve access to basic needs services for individuals and families Target Population: Children and adults Population Indicator: Percentage of individuals with improved access to basic needs services		
Funded Program Outcomes	Indicators	Preferred Data/Definitions
Improve food stability	# of individuals receiving emergency food from food banks, food pantries, or other nonprofit organizations.	Please note if your count of clients is duplicated or unduplicated.
	# of individuals receiving support, services, education and/or referrals to alleviate long-term hunger.	Please note if your count of clients is duplicated or unduplicated.
	# of individuals that reported increased food security for themselves and their children (household food security) as a result.	Pre/post questionnaire, post-program survey.
	# pounds of food distributed.	Distribution records.
Critical needs are met in time of crisis	# of individuals receiving disaster relief or recovery services.	Number of individuals receiving help recovering from natural or man-made disasters.
	# of individuals who received clothing, hygiene supplies, and/or household goods.	Number of individuals who received clothing and household goods as measured by client database or tracking form.
	# of individuals provided with basic utilities including water and heat.	Number of individuals provided with basic utilities including water, electricity, and heat as measured by client database or tracking form.
	# of individuals provided with rent, mortgage, or deposit assistance to prevent homelessness.	Number of clients receiving help with payments to secure or stabilize housing.
	# of clients receiving legal representation.	Unduplicated number of clients receiving legal advocacy in coping with crisis situations.