2021 Letter of Interest Invitation
Community Impact Grant Funding
United Way of Southern Nevada

Letters of Interest Due Date: Friday, April 2, 2021

LOI Contact: Aaron Krolikowski, Interim Vice President, Community Impact (aaronk@uwsn.org)

Request for Letters of Interest – In Brief

The United Way of Southern Nevada (UWSN) is currently seeking Letters of Interest (LOI) for a 2021 community impact grants process. This document provides prospective applicants with information to determine whether to apply for funding from United Way of Southern Nevada.

The overview includes eligibility requirements; key dates; how to apply for funds; an overview of the priority funding areas (Student Success, Workforce Development, and Community Support); recommended performance measures; an overview of the evaluation process and criteria; and the UWSN grantee responsibilities and expectations.

The United Way of Southern Nevada's grantmaking process is governed by policies and procedures approved by the UWSN Board of Directors. By submitting a Letter of Interest, your organization asserts that the document has been reviewed in its entirety and that, if selected, the organization will abide by the conditions for funding set forth therein.

The UWSN Board of Directors has elected to share this funding opportunity as an open call for projects, without placing a limit on the size of the fund or the size of grants. We anticipate receiving practical and thoughtful proposals that align with the current landscape of community needs, as well as with current and/or anticipated organizational capacity.

Section 1: Application Eligibility, Timeline, and Submission Guidelines

In order to successfully participate in this process and apply for funding from United Way of Southern Nevada, your organization and program must meet the following eligibility criteria:

- Must provide services in Southern Nevada (Clark, Nye, Esmeralda, Lincoln Counties)
- Must demonstrate clear impact on UWSN funding priorities and objectives (see below)
- Must be a nonprofit organization, public charity, or supporting organization (501c3, 509a1, 509a2, 509a3)
- Must be incorporated in the State of Nevada
- Must provide a complete and correct application (see application checklist in appendix)
- Applicants invited to accept funding from UWSN must provide audited financial statements; if no audited statements are available, UWSN will work with applicants on a strategy to obtain them.

Request for Proposals – Process Timeline

- March 12, 2021   Announcement of LOI Opportunity
- April 2, 2021   Letters of Interest (LOI) Due to UWSN
- April 5-30, 2021   Proposal Interviews with Applicant Leadership & Project Team
- May 31, 2021   LOI Applicants Notified of Outcome / Organizations Invited to Submit Full Proposal

Guidelines for Submitting Applications

Letters of Interest (LOI) should be submitted to aaronk@uwsn.org by 5:00pm on the due date:

- Letters of Interest (LOI) are due on **Friday April 2, 2021**

Application submission emails (LOI & attachments) should include a subject line that states "LOI: Organization Name; Name of Program."

Submit one (1) electronic copy of the proposal package by the deadline (LOI: 4/2/21) to aaronk@uwsn.org; the proposal can be submitted as one .pdf file or as separate documents with the signed cover page scanned.

Applicants must submit their questions in writing (via email) to Aaron Krolikowski (AaronK@uwsn.org) with a copy to Terri Rencher (TerriR@uwsn.org) no later than 48 hours before the deadline.

Additional attachments and materials will not be considered. Do not submit additional materials beyond what is described in this LOI document, unless specifically requested to do so by Aaron Krolikowski, Interim Vice President of Community Impact or Terri Rencher, Chief Operating Officer at UWSN.

Section 2: UWSN Funding Priorities and Objectives

United Way of Southern Nevada prioritizes funding programs that fall into one of three categories: Student Success, Workforce Development, and Community Support. Applicants may only submit one application per funding cycle, and the proposed program or project must align with one of these three funding categories.

The UWSN Board of Directors welcomes applications focused on emergency assistance for residents of Southern Nevada, emergency operations requests from Southern Nevada nonprofit organizations, multi-year program funding requests from organizations working toward equity and inclusion, requests focused on nonprofit capacity-building, and requests for one-time project funding.

Regardless of the type of request submitted, proposals must be directly related to the priority funding issues of Student Success, Workforce Development, or Community Support.

Student Success
At United Way of Southern Nevada, we are helping children succeed by investing in programs, directing volunteers, and raising funds. We help funds go farther to prepare children for a successful future. Before school even starts, we help parents become their child's first teacher with in-home training and lessons to prepare children for school. We support the provision of pre-kindergarten scholarships to help children get a strong foundation for kindergarten. We help elementary, middle, and high school students get tutoring and homework help so they can graduate high school. And we empower students with programs that inspire and motivate them to build successful lives.

Together, our goals include:

- ↑ % in preschool enrollment
- ↑ % improvement in early childhood assessments
- ↑ % of students reading proficiently
- ↑ % of students promoted to the next grade
- ↑ % of students graduating high school
- ↑ % of students (18-24) with post-secondary education and experience

Student Success recommended program and services:
Early Childhood Education, Parent Education, Teacher Training, Academic Advising, Tutoring & Homework Help, FAFSA / Financial Aid, Health Care Services, Leadership and Mentorship, Course Planning Assistance, College Visits

Student Success recommended program outcomes:
- % of children enrolled in pre-kindergarten
- % of children ready for school
- % of students promoted to next grade level
- % of students on track to graduate
- % of students graduating high school
- % of students enrolled in college or vocational training programs
- % of students graduating college or receiving a career credential

Workforce Development

At United Way of Southern Nevada, we focus on connecting volunteers, raising funds, and investing in programs that support people working to build their own pathways out of poverty. We help funds go farther to give people the opportunity to create a better life. We support programs that help people get ready for employment through job readiness training, job placement services, building work experience, and learn from mentors who have achieved success. We work to understand and address the challenges that keep people from finding, keeping, and getting back into employment.

Together, our goals include:
- ↑ % of adults (25+) with high school diploma or equivalent
- ↑ % of adults with an Associate's degree or higher
- ↑ % of adults in full-time work

Workforce Development recommended programs and services:
Career Skills Training, Job Preparation / Placement, General Work Experience, Vocational / Career Planning, Leadership & Mentorship

Workforce Development recommended program outcomes:
- % obtain recognized credential
- % gain work experience
- % gain full-time employment
- % experience career advancement

Community Support

At United Way of Southern Nevada, we help to build strong, resilient, and healthy communities by investing in programs, directing volunteers, and raising funds. We help funds go farther to help Southern Nevadans handle life's challenges and connect to the community we call home. We support programs that help people build pathways out of poverty. We help connect people to resources so that they have the support that they need to get a good job and succeed in life and strengthen the community organizations that help make this possible.

Together, our goals include:
- ↓ % of families in poverty in Southern Nevada
- ↓ % of low-income families in Southern Nevada

Community Support recommended programs and services:
Service Navigation, Tax Credit Programs, Housing & Rehousing, Transportation Support, Language Access, Digital Connectivity, Special Populations* Support

Community Support recommended program outcomes:
- % participants increase savings
- % participants no longer in poverty
- % no longer considered low-income (200% FPL)
- % participants connected to programs/services via digital access, transportation support, or language access

***Special Populations** include people in low-income communities or areas of concentrated poverty, refugees and immigrants, persons with disabilities, veterans and military families, new or long-term unemployed people, victims and/or survivors of human trafficking, people who do not speak English as a primary language.

Section 3: Letter of Interest (LOI) Requirements

This funding initiative is a two-stage process, which includes a Letter of Interest (LOI) and project interviews with leadership and staff from a select number of applicants.

Letters of Interest (3 page maximum & attachments)
LOI Cover Page Requirements (1 page maximum)
The Letter of Interest (LOI) should include a cover page with the following information:
- Organization Name
- Program Name (if different from organization name)
- Executive Director / CEO / President Name, Title, and Signature
- Organization Address
- Contact Phone Number
- Contact Email Address
- Organization Website
- IRS-Designated Organization Type
- Does your organization have audited financial statements? Yes or No (If Yes, please attach to LOI)
- Statement on Financial Deficit in Past Three Years
- Estimated Project Cost / Funding Request
- UWSN Funding Priority Area (Student Success, Workforce Development, Community Support)
- Organization Mission
- Organizational statement on Diversity, Equity, and Inclusion (please note if your organization does not have one)
- Program / Service / Project Summary (2-3 Sentences Maximum)

LOI Narrative and Attachments (2 page maximum)
The Letter of Interest (LOI) should include the following information:
- Project Goals, Objectives, and Intended Outcomes
- Project Summary (Key Activities and Outputs)
- Past Program / Service / Project Successes and Achievements
- Organizational approach to Diversity, Equity, and Inclusion (including language access considerations)

LOI Attachments (no maximum)
To submit a complete Letter of Interest (LOI), you must submit the following attachments:
- IRS Tax-Exempt Letter
- Program/Project Logic Model
- Proposed Program Budget Request
- Most Recent Audited Financial Statements (if available)
- Most Recent Form 990
- List of Current Board of Directors
- Articles of Incorporation (State of Nevada)

Letters of Interest will be reviewed by the UWSN in a timely manner. Organizations will be notified in writing of the outcome of the LOI review process. A selected number of organizations will be invited to project interviews regarding their proposal. Please note that organizations that do not currently have audited financial statements are still encouraged to submit a LOI for consideration by UWSN. Obtaining audited financial statements will become part of the project plan if an organization is selected for funding.

Section 4: Grantee Responsibilities and Expectations

Organizations operating programs and services that are selected for funding will be required to submit quarterly reports to UWSN, engage with UWSN Marketing initiatives, and regularly communicate volunteer opportunities to UWSN.

UWSN will provide a reporting template that must be submitted each quarter. Funding disbursements are conditional on the submission of quarterly reports. These reports include information on program status, program staffing, program outputs, program outcomes, client stories and photos, volunteer opportunities, media recognition, implementation challenges, and lessons learned from implementation. UWSN may also require your participation in bi-annual client-level impact, feedback, and outcome surveys.

UWSN program funding is often the result of generous undesignated contributions from donors at workplaces throughout Southern Nevada, corporate grants, and private philanthropic contributions. The more donors appreciate how their contributions support programs funded through this process, the more likely they are to continue to support our collective work.

Successful applicants will be required to complete a Program Funding Agreement. The funding agreement describes current and future activities that will enable UWSN to continue raising funds and distributing them in the Southern Nevada community. Your organization will be required to provide information on their efforts to recognize the funding relationship with the UWSN, including but not limited to the following opportunities:

- ❑ The United Way logo is displayed or an acknowledgement that the organization receives UW funding is communicated within your promotional items used for the program including but not limited to website, annual report, flyers, news releases, event programs, newsletters, ancillary products, and program-specific banners or posters.

- ❑ Conduct a United Way Annual Campaign at your workplace.

- ❑ Promote the partnership with United Way through social media, website, newsletters, special communications to donors, or at your own workplace campaign to generate charitable giving in support of community well-being.

- ❑ Provide agency speakers for the United Way Annual Campaign and as requested for other events.

Additional opportunities to engage with United Way may include:

- ❑ Ongoing or Occasional volunteer opportunities

- ❑ Day of Caring project

- ❑ Register and promote volunteer opportunities on Volunteer Connect (volunteer.uwsn.org)

- ❑ Participate in seasonal fundraising campaigns

- ❑ Host Agency Tours and Presentations

Appendices:

Application Submission Checklist

Letters of Intent (4/2/21)	Requirement
LOI Cover Page (1 page max)	❑ Organization Name ❑ Program Name (if different from organization name) ❑ Executive Director / CEO / President Name, Title, and Signature ❑ Organization Address ❑ Contact Phone Number ❑ Contact Email Address ❑ Organization Website ❑ IRS-Designated Organization Type ❑ Audited Financial Statements? Yes / No ❑ Statement on Financial Deficit in Past Three Years ❑ Estimated Project Cost / Funding Request ❑ UWSN Funding Priority Area ❑ Organization Mission ❑ Program / Service / Project Summary (2-3 Sentences Maximum)
LOI Narrative (2 page max)	❑ Project Goals, Objectives, and Intended Outcomes ❑ Project Summary (Key Activities and Outputs) ❑ Past Program / Service / Project Successes and Achievements ❑ Approach to Diversity, Equity, and Inclusion
LOI Attachments (no max)	❑ IRS Tax-Exempt Letter ❑ Program/Project Logic Model ❑ Proposed Program Budget Request ❑ Most Recent Audited Financial Statements (if applicable) ❑ Most Recent Form 990 ❑ List of Current Board of Directors ❑ Articles of Incorporation (State of Nevada)

Sample Budget Template

For Program Income, please list only funding sources directly supporting the proposed program/project and mark status accordingly (Approved, Pending, or To Be Requested). Please specify how much income you expect from each source in each year of the funding period.

For Program Expenses, please list all direct program expenses related to your project. In the Budget Justification, please provide one sentence as to why each expense item is relevant to carry out your program/project. Please specify how the requested funds will be distributed throughout the funding process.

Note: Expense/Income line items may be omitted or changed to accommodate your budget. Please limit entire budget form to 2 pages.

PROGRAM INCOME			
Funding Source	**Annual Revenue**	**Status** (Approved, Pending, To Be Requested)	**Notes**
United Way (this request)	$ 0		
	$ 0	.	
	$ 0	.	
	$ 0	.	
	$ 0	.	
TOTAL PROGRAM INCOME:	**$ 0**		

PROGRAM EXPENSES			
Expense Item	**Annual Expenses**	**UWSN Request**	**Budget Justification** (One sentence as to why each expense item is relevant to carry out your program/project. For salary, indicate position title and duties.)
Salary (list each staff position as a separate expense item)	$ 0	$ 0	
Salary	$ 0	$ 0	
Salary	$ 0	$ 0	
Employee Benefits, Payroll Taxes, etc.	$ 0	$ 0	
Professional Fees	$ 0	$ 0	
Supplies	$ 0	$ 0	
Telephone	$ 0	$ 0	
Postage	$ 0	$ 0	
Occupancy	$ 0	$ 0	
Equipment	$ 0	$ 0	
Printing/Publications	$ 0	$ 0	
Travel	$ 0	$ 0	
Marketing	$ 0	$ 0	
Other:	$ 0	$ 0	
Other:	$ 0	$ 0	
TOTAL PROGRAM EXPENSES:	**$ 0**	**$ 0**	

UWSN LOI Scoring Rubric

Requirement	0 – Not Provided	1 – Does Not Meet Requirement	2 – Meets Requirement	3 – Exceeds Requirement
LOI Cover Page	*Not Provided*	*Incomplete Information*	*Complete Information*	
Project Goals, Objectives, and Intended Outcomes	*Not Provided*	*Project goals, objectives, and outcomes not clearly described*	*Clear description of project goals, objectives, and outcomes*	*Compelling description of project goals, objectives, and outcomes*
Project Summary (Key Activities and Outputs)	*Not Provided*	*Project activities and outputs not clearly described*	*Clear description of project activities and outputs*	*Compelling description of project activities and outputs*
Past Program / Service / Project Successes and Achievements	*Not Provided*	*Past program success not clearly described or presented*	*Clear description of past program successes*	*Compelling description of past program successes*
Approach to Diversity, Equity, and Inclusion	*Not Provided*	*Approach to DEI not clearly described*	*Clear description of organization approach to DEI in work*	*Compelling approach to DEI, including language access efforts*
IRS Tax Exempt Letter	*Not Provided*		*Provided*	
Most Recent Form 990	*Not Provided*		*Provided*	
List of Current Board of Directors	*Not Provided*		*Provided*	
Articles of Incorporation	*Not Provided*		*Provided*	
Proposed Program Budget Request	*Not Provided*		*Provided*	
Audited Financial Statements (if applicable)	*Not Provided*		*Provided*	
Program / Project Logic Model	*Not Provided*	*Program logic model is not clearly presented*	*Clear presentation of program logic model with all elements included*	*Compelling presentation of logic model with all elements included*

UWSN Community Impact Logic Model

Link to UWSN Community Impact Logic Model:

https://tinyurl.com/UWSN-LogicModel
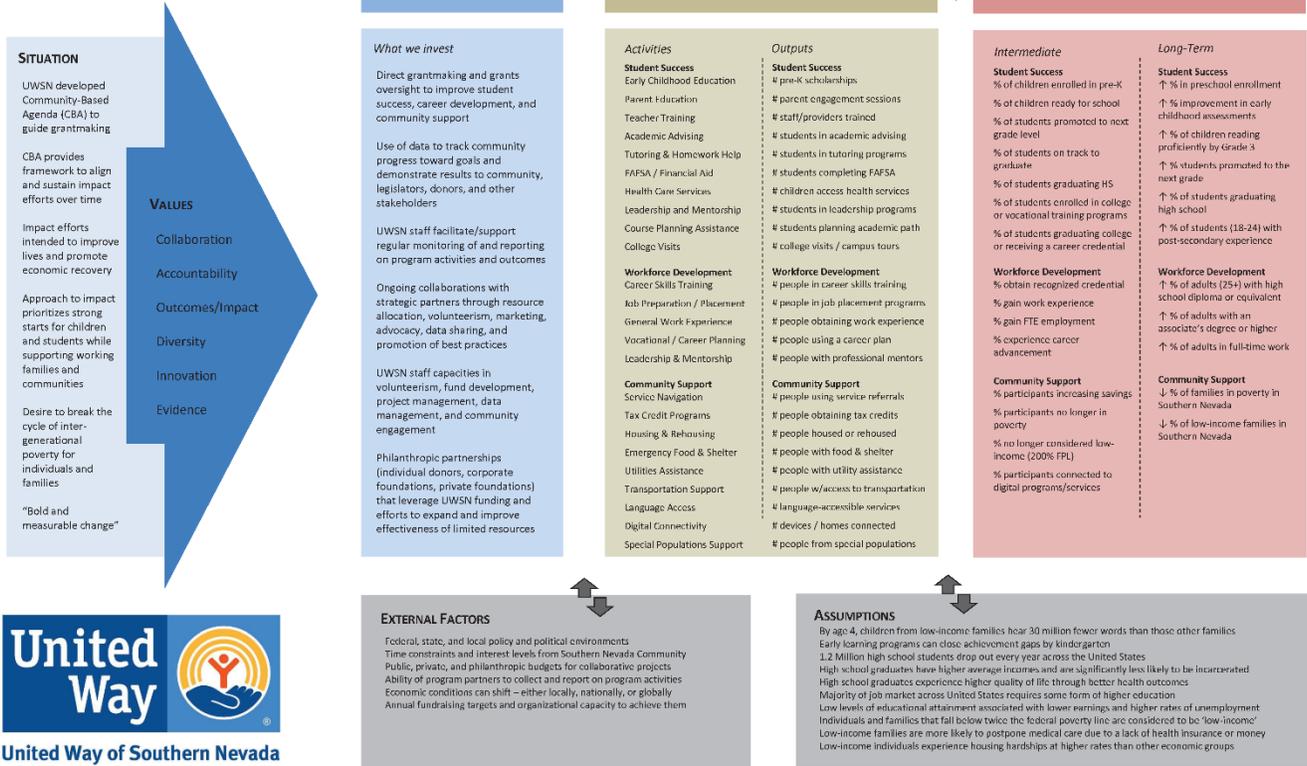
Fillable Logic Model Template

Link to Fillable PDF Template:

https://tinyurl.com/UWSN-LogicModel-Fillable

Program Name:
Organization:

SITUATION	VALUES

INPUTS	ACTIVITIES & OUTPUTS	OUTCOMES & IMPACT
What we invest	Activities / Outputs	Intermediate / Long-Term

EXTERNAL FACTORS	ASSUMPTIONS