

# 2023 RFP\* Application Guide & Rubric



United Way  
of the Greater Triangle

\*Request for Proposals

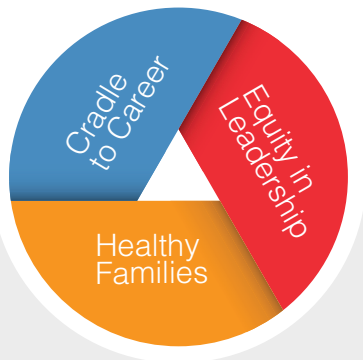
## Setting the Stage

For 135 years, United Ways across the country have served those crushed under the weight of impoverished environments. That service has looked, felt, and sounded like charity: direct social services in response to existing, immediate needs. Yet the issues have not gone away; they have gotten worse and that's especially true for Black and Brown communities.

*The next 135 years demand something different.*

We believe in:

- An acknowledgment that the burden of poverty does not rest on the shoulders of the impoverished but on the systems with which they interact and the people that hold those systems up.
- An orientation to justice where we look for solutions that attack the root causes and don't just deal with the effects of poverty.
- A re-imagining of philanthropy where authentic partnerships with marginalized communities mean they retain the right to design the solutions for their lives rather than have approaches imposed on them.
- An anti-racist community.



Guided by these beliefs and our values of Equity, Excellence, Dedication, Responsiveness, and Integrity, our Community Impact Strategy rests in three core pillars: **Cradle to Career, Healthy Families, and Equity in Leadership.**

## Pillar 1: Cradle to Career

Priority:

*Investing in nonprofit partners supporting children and families from birth to and through the workforce.*

Intended Outcomes:

- Parents have the skills to positively support the learning development of their children.
- Children enter kindergarten ready to learn and succeed.
- Children and adults have the reading skills to be successful in the classroom or job market.
- Young people have the support and tools to manage their emotions and make positive decisions.
- Adults find, maintain, or grow in livable wage jobs because they have increased their skills and reduced barriers.
- Young people have the education and credentials for their next stage of life, whether college or career.

## Pillar 2: Healthy Families

Priority:

*Investing in nonprofit organizations providing children and families with the housing, nutrition, health, and safety support needed to stabilize and overcome the trauma of poverty*

Intended Outcomes:

- Food insecure people have adequate and nutritious meals.
- Families find homes that are safe and affordable.
- Children and adults, through treatment and environments, can move beyond traumatic stress towards healing.

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## Pillar 3: Equity in Leadership

Many of the solutions we seek will come from the minds and experiences of the communities we serve and the leaders that represent them. Creating pathways that lead to resources and decision-making tables for these communities is a focus for United Way of the Greater Triangle.

Through the Equity in Leadership investment pillar, we will:

- Empower under-resourced and under-represented nonprofit leaders by investing unrestricted dollars in organizations with leaders who are Black, Latinx, and/or Woman.
- Amplify their voices, visibility, and stories via UWGT's diverse networks, audiences, and engagement opportunities.
- Prepare the Triangle for the full inclusion of people of color by building the capacity of the local nonprofit ecosystem to be anti-racist.

## Timeline and Workflow of the RFP Process

FALL/WINTER  
2022

Community Investment Committee made up of local nonprofit representatives, corporate partners, UWGT Board Members, and community members meet to discuss priorities, address strategic questions, and develop the 2023 RFP Application and Rubric.

JANUARY 9  
2023

RFP application and rubric available in full on UWGT's website and for completion on *Submittable*.

- *Submittable* allows for photos, videos, and other uploads, live collaboration among team members (within and outside of the organization) and has an autosave feature.
- Office hours will be available via Zoom four times a week for the entirety of the application period.

MARCH 10  
2023

RFP application closes

MARCH 13-31  
2023

Community readers evaluate applications based on the rubric provided within *Submittable*

- 500+ community readers will evaluate applications. Each application will be read a minimum of 3 times by different community readers.
- Community readers will be asked to identify organizations they are associated with to prevent bias from impacting their evaluation.
- Community readers will work with the UWGT Community Impact team for training on our priorities, how to score the application, and using *Submittable*.
- Office hours will also be available for community readers.  
Mondays: 10:00-11:00 AM , 2:00-3:00 PM  
Thursdays: 1:00-2:00 PM  
Fridays: 9:30-10:30 AM

APRIL  
2023

UWGT's Community Investment Committee meets to evaluate application scores and build a fair, responsive, and equitable funding portfolio.

EARLY MAY  
2023

Funding decisions are announced

- There will be an opportunity for organizations to solicit feedback on the decision-making process.

JULY  
2023

Funding begins

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## Funding Application and Rubric

Below you will find the list of application questions along with how they will be used for evaluation.

Within these sections and questions, you will see information *in italics* which gives insight into how this information is used and/or context for the question.

1. Organizational information
2. Funding Request
3. Your Work
4. Community Insights
5. Work with the Community
6. Collaborative-Only Questions
7. Exploratory Questions

***For the following questions, audio, video, or text uploads can be accepted for any question, please see Submittable application for details.***

### 1. Organizational Information

*This section will not be evaluated by our community readers. The information gathered here helps us to maintain our priorities for funding by allowing us to measure diversity and equity in funding, track our portfolio makeup over time, and communicate this information in broad and transparent ways. This information will be used by the Community Investment Committee to build a comprehensive, responsive, equitable, and impactful funding portfolio.*

- Organization Name
- Organization Website
- Organization Mission Statement
- Organization Logo
- Executive Director Name
- Executive Director E-mail Address
- Executive Director Headshot
- Executive Director Race/Ethnicity
- Executive Director Gender Identity
- Is The Executive Director Also The Founder?
- Grant Contact Name
- Grant Contact E-Mail Address
- Board Demographics: % Of Each Race, % Of Each Gender
- Staff Leadership Demographics: % Of Each Race, % Of Each Gender
- Current Fiscal Year Budget (Expenses)

## 2. Funding Request

*This section will not be directly evaluated by the community readers. This information allows us to ensure we are providing impactful funding across our four-county region (Durham, Orange, Johnston, and Wake) with a healthy mix of funding levels and collaboratives + single agency grants.*

**For which grant size are you applying?**  
\$10K, \$25K, \$50K, \$100K, \$150K

**Are you applying as a collaborative?**  
Yes/No

**Where will this funding have impact?**  
**Select all that apply:**  
Orange, Durham, Wake, Johnston

**How many individuals do you expect to be impacted by this funding?**

**Which outcomes are best aligned with your work that will be associated with this funding?**

- Parents have the skills to positively support the learning development of their children.
- Children enter kindergarten ready to learn and succeed.
- Children and adults have the reading skills to be successful in the classroom or job market.
- Young people have the support and tools to manage their emotions and make positive decisions.
- Adults find, maintain, or grow in livable wage jobs because they have increased their skills and reduced barriers.
- Young people have the education and credentials for their next stage of life, whether college or career.
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## 3. Your Work

Application Questions:  
(500 word limit each)

### How does your work explicitly promote social mobility and eradicate poverty?

*We are explicitly asking for the connection between the work you do in community and our mission to eradicate poverty and increase social mobility through the power of partnerships. There does need to be a clear connection for funding.*

### What engagement opportunities are available through your agency and how do you provide experiences for the community to deepen their understanding of your work?

*The 2 questions above are key to our impact in the region. We are in relationship with many corporate partners and individual donors across our four-county region. A key component to our work and impact is connecting our communities with engagement opportunities where they can deepen their understanding of needs and issues in our community along with how they can be a part of the solution.*

Rubric Question:

### How aligned is this work with UWGT's mission to eradicate poverty and increase social mobility through the power of partnerships?

1 pt – There is no alignment to UWGT's mission.

5 pts – There is some alignment to UWGT's mission but does not make an explicit connection between the work and the mission. This feels like a reach or is tangential to UWGT's work.

10 pts – This organization and their work is directly aligned with UWGT's and would enhance the impact of the funding portfolio. All aspects of alignment are seen, including community engagement opportunities.

## 4. Community Insights

Application Questions:  
(250 word limit each)

### Using demographics and statistical data, what are the characteristics of the clients you are serving (race, gender, income, age, etc.)

*This section of questions seeks to demonstrate an understanding of the makeup of the communities you are working within. We believe that using data to understand those you work with will allow organizations to be responsive in their services provided.*

### What are the strengths of your community?

*We believe in using an asset-based mindset when looking into solutions to the issues our communities are working through. By identifying strengths, we shift the mindset of our work and humanize the folks benefiting from this work.*

### What do you wish people knew about your community?

*So often there are misconceptions about individuals utilizing services and programs that advance a false narrative about our most vulnerable communities. This question allows us to gain a deep understanding into those misconceptions and allows for our readers to dispel some of the myths they have been told to believe.*

Rubric Question:

### How well does the application show an understanding of the community they are serving?

1 pt – The application shows no true understanding of the community and does not have data about those they serve.

5 pts – The application shows some understanding of the community they are working with, can speak to strengths of the community, and has basic, disaggregated data.

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10 pts – The application shows deep understanding of the community, including misconceptions and strengths, while using highly disaggregated and effective data.

## 5. Work with the Community

Application Questions:  
(250 word limit each)

**How would you describe the work of your organization and your impact in community?**

**Why is this work so important for your community?**

*In these questions we are seeking clarity around the work you do, how you know you are being successful, and the relationship you have with the community you are serving to understand the importance of this work for their inevitable success.*

**How are those with lived experience integrated into decision making?**

*We also believe that those closest to the pain should be centered in the solutions to those issues. Here we are trying to understand how you use this information to drive improvements and delivery of your programs.*

**What partners in the community do you work with?**

*We understand that the goals we are all working towards are bold and ambitious. We also recognize that these goals require us to work with partners to provide holistic support, share best practices, and come together to solve complex issues. We place a strong value on organizations working with other partners to deepen their impact.*

Rubric Question:

**How impactful is the application in doing important work in the community?**

1 pt – The applicant has minimal to no community partners and the work they are performing is not important to the community they are serving. There are no formal partnerships.

5 pts – The applicant shows some alignment between community need and how their work is having positive impacts on their community. There are some formal and informal partnerships, though the work could be supported by additional partners.

10 pts – The applicant shows deep understanding of community needs and how their work is directly and positively working with community to address these needs. The applicant has several to many strong partnerships to enhance the impact of the work in community.

## 6. Collaborative-Only Questions

*This section of the application and evaluation are only completed and evaluated for applications seeking collaborative funding. If you are a single agency applying for funding or not sharing funding dollars with other agencies, you will not complete this section.*

Application Questions:  
(250 word limit each)

**What is the overarching goal of the collaborative and how do you plan to achieve this goal?**

*We are seeking to understand what the purpose of this collaborative is, the overarching goal of agencies, and how you all will work towards this goal.*

**What does the collaborative do to benefit systems-change work opposed to independent agency work?**

*What is the purpose of this collaborative and how is the thought-partnership present going to shift systems for long-term success?*

**Who are the partners receiving funding and what are their roles?**

*We believe it is important, as funders, to understand how these dollars will be shared in community and to ensure equitable shares of funding amongst partners based on capacity, participation, etc.*

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**Who are the partners involved that are not receiving funding and what are their roles?**

**Are there public-sector, school districts, or private-for-profit organizations involved? If so, who are they and what is their role?**

Rubric Question

**Does the application provide a clear common goal including importance of partnerships and systems-level change?**

1pt – There is no clear common goal, and it is unclear how each partner supports that goal.

5 pts – The application articulates a goal that reflects the importance of the collaborative-funded partners. The impact metrics are based on individual agency success, not a collective collaborative.

10 pts – The applicant clearly articulates a goal with an understanding of how to create change that reflects the importance of the partners. The goal is more than the individual measures of an organizations success and will lead to systems-level change.

## 6. Exploratory Questions

(250 word limit total)

*These questions will not be evaluated nor seen by the community readers.*

**Why do you want to be funded by UWGT?**

**Why do you want to be in relationship with UWGT?**

## 7. Subjective Questions

*The questions below will be answered by community readers to allow the space for their thoughts on the application and to highlight excitement and concerns about the funding request. These responses will only be available to the Community Investment Committee and can be shared during the feedback solicitation process.*

**Would you recommend this organization for funding?**

Yes/No

**Why or why not?**

**What excites you most about this application?**

**What concerns you most about this application?**