

Dear Community Partners,

United Way of Greater Cleveland's Community Hub for Basic Needs has developed a Request for Ideas based on pre-determined goals with measurable outcomes and impact. The Hub will focus on addressing the here and now needs of children, working adults and seniors living in poverty. The framework for making our investments going forward is organized in three strategic areas: *Thriving Families*, *Housing Stability* and *Healthy Communities*.

- *Thriving Families*: United Way seeks to ensure that children are prepared for kindergarten and that youth and adults are connected to jobs with career pathways. For this round of funding, within this strategy, United Way invites proposals that address *early childhood education* and *workforce readiness program(s)*.
- *Housing Stability*: United Way seeks to ensure Greater Clevelanders have – or are on a pathway to – safe, stable, and healthy housing and are able to access resources to meet their basic needs. For this round of funding, within this strategy, United Way invites proposals that address *emergency shelter program(s)*.
- *Healthy Communities*: United Way seeks to ensure that people, especially seniors, are nourished with food and social contact in ways that help them maintain their independence. For this round of funding, within this strategy, United Way invites proposals that collectively address **food** and **social isolation program(s)**.

The grantmaking process will begin on March 3, 2021 and conclude in Fall 2021 with funding beginning January 2022. A brief timeline follows:

2021

- March 3 – Issue Request for Ideas
- March 9 – Request for Ideas Center for Excellence Technical Assistance Session
- March 31 – Request for Ideas due 5 pm
- May 4 – Full proposals invited
- June 1 – Full proposals due 5 pm
- July – Virtual site visits invited
- August/September – Public Engagement Campaign
- October – Funding Announcement

2022

- January – Funding begins

A copy of the Request for Ideas is attached to this letter. Ideas **must** be submitted via [survey monkey](#) *Any submissions not received in survey monkey will not be considered.* Proposals will be scored, and the highest scoring proposals will advance to a full proposal request. A select group will be invited to submit a virtual site visit. The virtual site visit may be used in campaign videos. The public engagement campaign will be announced at the annual meeting on September 10, 2021 and funding announcements will be made in October 2021.

If you have questions about the process or the Request for Ideas, register for the Center for Excellence Technical Assistance Session on Tuesday March 9, 2021 2:00 - 3:30 pm. [Register Here](#) or review the **Frequently Asked Questions** on United Way's website.

Sincerely,



August A. Napoli
President and CEO



Nancy Mendez
VP, Community Investments and 211 HelpLink

United Way of Greater Cleveland Request for Ideas

Please complete Request for Ideas using [survey monkey](#)

United Way of Greater Cleveland is soliciting ideas from qualified organizations innovating in the Investment Strategies of Thriving Families, Housing Stability, and Healthy Communities. Organizations are encouraged to address compelling needs in our community within the Investment Strategies outlined below.

As part of its on-going streamlined investments, United Way will only accept one application/idea per organization. Organizations are encouraged to propose their most innovative, impactful idea to address one of the Investment Strategy below. Ideas may be a program that is already running, is just beginning, or the startup of a new program.

Please note new and existing United Way grantee partners must apply through this competitive grant process. In addition, UWGC will not fund 100% of a program's operational costs.

Ideas must solve for a problem in the here & now, address an Strategy, and be an innovative approach to the identified Strategy.

The response to the RFI consists of your answers to a brief set of questions that describe an innovative approach to address the here-and-now needs within a selected Investment Strategy. Such challenges may have arisen from, been exacerbated by, or are in response to the changed environment due to the COVID-19 pandemic. Ideas may include any facet(s) of the three Investment Strategy. While you may collaborate with other nonprofits, United Way of Greater Cleveland will fund individual agencies for Ideas.

Request for **Ideas**

Organizations interested in being considered for this opportunity must send a project narrative using the form attached to this document describing the following. Only applications using this form will be considered. (5,000 characters maximum)

Program **Budget**

Please note the maximum grant amount is \$500,000 over a two-year period (or \$250,000/year). No grant of less than \$200,000 over two years will be considered (or \$100,000/year). United Way will also not impose an administrative or operational cap on proposals. Please be clear about what is needed in those categories and why.

- Provide a high-level budget request for the Idea.
- Provide a budget description that addresses each line item of the budget.

INVESTMENT STRATEGY FRAMEWORK

United Way is focusing on interventions that will support community members during crisis and move them towards stability. United Way is looking for new, innovative and/or proven programs and ideas for children and families, working age adults, and seniors in our communities targeting the broad strategic goals below.

Thriving Families Investment Strategy: United Way seeks to ensure that children are prepared for kindergarten and that youth and adults are connected to jobs with career pathways.

INVESTMENT GOALS

- Prepare children 0-5 to enter kindergarten ready to learn. Examples may include support early childhood education, home visiting to promote cognitive, language, and/or literacy development in children 0-5, and others.
- Prepare youth and adults for jobs connected to a career pathway. Examples may include career exploration, job training, workforce development programs, and others.

Housing Stability Investment Strategy: United Way seeks to ensure Greater Clevelander's have – or are on a pathway to – safe, stable, and healthy housing and are able to access resources to meet their basic needs.

INVESTMENT GOAL

- When individuals and families experience homelessness, ensure it is brief and nonrecurring by providing services that lead to stability and permanent housing. Examples may include permanent supportive housing, housing location services, and others.

Healthy Communities Investment Strategy: United Way seeks to ensure that people, especially seniors, are nourished with food and social contact in ways that help them maintain their independence.

INVESTMENT GOAL

- Empower seniors to maintain independent living by supporting healthy eating and a reduction in social isolation. Examples may include food distribution programs (home-delivered meals or congregate settings) that promote socialization and reduce isolation and loneliness, and others.

REQUEST FOR IDEAS PROJECT NARRATIVE AND BUDGET

Answer the following questions in narrative form. Your submission may not exceed 5,000 characters. *We strongly recommend you draft the narrative outside of the survey and copy and paste the final submission.*

- Describe the challenge you seek to address, the population(s) who will benefit, and the geographic scope of the concept.
- Describe your innovative solution. How does this solution contribute to ensuring the here & now needs are met in the identified Investment Area?
- How are you creating a racial equity culture in your organization and how is it embodied through your work and specifically with this solution?
- How was this need identified in the community by your organization? Why is your organization the one to provide a solution? How is your organization positioned to facilitate this solution?
- How would funding from United Way impact your organization's ability to facilitate this solution? What type of support would you need to move into a full proposal?
- What are your anticipated outcomes for this solution?

Provide a line-item budget. Example provided in Request for Ideas FAQs on United Way of Greater Cleveland website.

Provide a project budget narrative. Include the total cost of the program/project and any additional secured funding. (1,000 characters maximum).