



Brown County United Way

Neighborhood Partnership Grant

2020 NEIGHBORHOOD PARTNERSHIP GRANT (NPG) Request for Proposals, Round 2

Introduction

Brown County United Way (BCUW) is pleased to announce round two of the 2020 Neighborhood Partnership Grant (NPG). The intent of the mini-grant opportunity is to support Brown County organizations and associations to engage in community building activities, programs, or projects that strengthen the fabric of local neighborhoods. Our objective is to improve neighborhood cohesion, growth and vitality through research, community partnerships and the voices of residents – helping to ensure that neighborhoods are places where people can thrive. For this grant opportunity, proposed projects, programs, and/or activities must take place within the designated service areas of Navarino, Downtown, Whitney Park, and/or Johannes Park Neighborhoods.

Our Vision

We believe vibrant, safe and healthy neighborhoods are built on the strengths and capacities of the residents, associations, businesses and organizations located within them. Our vision is to help ensure that all neighborhood residents have ready access to strong systems of community support that will provide opportunities for economic growth, employment security, social connectedness, empowerment and self-advocacy.

BCUW has a three-tiered approach to strategic investment in the community. We believe that large-scale transformation begins with the investment of time, dollars, and organizational resources at three interconnected levels of influence:

- 1) Program Investment – investing in direct service programs and continuous quality improvement to positively impact **individuals**.
- 2) Impact Initiatives – leading and partnering on collective efforts to bring about physical and social environment change to improve **systems**.
- 3) Advocacy Solutions – seeking out the voice of the community and advocating for change at local, state, and federal levels to influence **policies**.

This approach maximizes our impact in the community and our return on investment. Creating positive change in our community takes all of us working together. We believe there is power in the collective voice and collective will of our community to improve lives and create lasting change.

Under the Impact Initiative investment approach, the NPG is a short-term investment opportunity to catalyze community building by supporting local organizations and associations to come together, form and build new relationships, strengthen existing relationships, and address a need or issue of concern at the neighborhood level. We encourage applicants to engage various neighborhood residents and collaborate with other groups, organizations, etc. in the process. This short-term investment opportunity is the first step in the larger strategic investment plan that will include longer-term investment strategies in the near future.

BCUW is seeking applications for a 1-year mini-grant investment opportunity beginning September 14, 2020, relating to the second level of influence referenced above. This Request for Proposal (RFP) provides prospective applicants with information to determine whether to apply for the BCUW mini-grant. This RFP includes:

- An Overview of our Community Investment Priority Areas
- Eligibility and Requirements

- Operating Guidelines
- Proposal Ideas
- Application Process and Key Dates
- Evaluation Criteria
- BCUW Partnership Standards and Policies

By submitting an application, your organization asserts that this RFP document has been reviewed in its entirety and that, if selected, the organization will abide by the conditions for grant funding described therein.

BCUW Impact Investment Priorities

To achieve the greatest results through our support for impact initiatives via the NPG, BCUW will focus its resources towards projects and efforts that build and enhance neighborhood vitality, such as:

- Neighborhood social capital and cohesion
- Family and residential support and development programs
- Connection to community resources and/or programs that support financial security, health and well-being
- Enhancements to communal physical spaces for beautification, safety, wellness
- Youth, family, and senior educational programs

As part of our Impact Investment funding portfolio, BCUW is requesting a second round of Neighborhood Partnership Grant proposals for a one-year grant opportunity: November 6, 2020 to November 8, 2021; to provide small grants to eligible nonprofit organizations in our designated neighborhood focus areas (Navarino, Downtown, Whitney Park, and Joannes Park). The intent of the mini- grant is to provide funding to support a community project, program or initiative that aligns with the BCUW Impact Investment Priorities.

Eligibilities and Requirements

As part of an effort to better align investments to a focused cohort of neighborhoods, grant applications will be accepted from the general human services community and neighborhood collaborations/associations. Proposed projects, programs, and/or activities must take place within the designated service areas of Navarino, Downtown, Whitney Park, and/or Joannes Park Neighborhoods.

- The fiscal agent/lead applicant for all NPG proposals must be a non-profit or an organization sponsored by a non-profit; non-profit status is not required for groups collaborating on an application(s). Eligible groups must be in existence for at least two years. Neighborhood associations that do not have non-profit status may be fiscally sponsored by the Green Bay Neighborhoods (formerly the Green Bay Neighborhood Leadership Council, which has nonprofit status), or another collaborating non-profit.
- Organizations that currently received United Way funding are eligible to apply, as well as those that do not receive funding.
- Individual or collaborative applications will be accepted. Partnership with another organization(s) requires the submitter to be the designated fiscal agent for the collaborative.
- The minimum request considered is \$1,000 and the maximum request will not exceed \$10,000. This funding amount awarded is a one-time grant award per round and concludes at the end of the one-year funding cycle.
- Proposals must detail the source(s) of in-kind donations/services or additional monetary resources.
- A project performance report and financial statement indicating actual use and the results of the funds within 30 days of completion of project/program date are required (templates will be provided by BCUW).
- Grant recipients must agree to and sign BCUW's NPG program funding agreement.

Operating Guidelines

- Projects must be specific, small in scale, have a realistic plan and build our local neighborhoods. The project/initiative must be carried out as described in your application.
- Recipients will use BCUW brand symbols/logos/etc. on all public relations materials such as flyers, websites, etc. as related to the funded project. Grant recipients are asked to share digital pictures and/or copies of news releases with BCUW.
- Funds shall be used solely for the granted purpose. Expenditures shall cease within one year after receipt of the grant unless an extension is granted by the BCUW. Funds not expended shall be returned to BCUW.
- Grant recipients shall communicate with BCUW regarding any changes/updates in the funded program/project.

Please note that all projects/activities must follow the current Brown County Public Health and CDC recommendations relating to the COVID-19 pandemic.

Project Ideas

Proposed projects, programs, and/or activities should generate community interest and volunteer participation. Below are examples of the types of projects that could qualify. This list should be used as a guide. Proposed projects are not limited to these examples:

Neighborhood beautification	Youth services and enrichment	Neighborhood art projects
Festivals and neighborhood activities	Neighborhood leadership development	Neighborhood safety programs
Neighborhood gardens, food programs	Safety programs	Senior citizen enrichment programs
Health and well-being programs	Family engagement programs/projects	Youth academic programs
Neighborhood financial education programs		

Application Process and Key Dates

Neighborhood Partnership Grant applications will be received via email directly to a specified United Way staff. The NPG application and related documents will be posted on the United Way website, on the Home page and under the Impact Initiatives tab. Applicants will be notified by email when the proposal has been successfully submitted. Applicants should use the form provided to respond to each question. Applications submitted after October 9, 2020, 4:30 pm will not be forwarded to reviewers for consideration. You are permitted one additional page for supplemental information (excess pages will not be sent to the team for review).

After reviewing the grant applications, funding recommendations are made to the Board of Directors as to which applications to fund. Applicants will receive written notification as to whether or not they have been selected to receive an NPG award and at what level. All funding decisions are contingent on final approval by the BCUW Board of Directors.

APPLICATION OPENS - Monday, September 14, 2020
APPLICATION DEADLINE - Friday, October 9, 2020 (4:30 pm)
Grant award decisions announced - Friday, October 30, 2020
Grant funds dispersed the first week of November 2020
Grantee summary report due - Friday, November 26, 2021

Evaluation Criteria

Applications are evaluated and scored with the following criteria areas:

- Needs Identification
 - The proposal clearly defines a need with supporting evidence.

- The approach will have an impact on the identified need.
- Alignment with BCUW Priorities
 - Proposal addresses how the project will advance one or more of the investment priorities noted in this RFP.
- Community Engagement and Collaboration
 - The applicant clearly specifies how they will engage the community through this project.
 - The applicant specifies plans to collaborate to achieve project objectives.
 - The collaboration eliminates or avoids duplication of effort.
- Planning and Capacity
 - The timeline and deliverables are reasonable given the funding amount.
 - There are adequate resources, staff, and/or volunteers to carry out the program/project
- Budget & Budget Narrative
 - The applicant clearly describes how funding will be utilized over the course of the project.
 - The funding will be used appropriately to achieve the project's objectives.
- Evaluation and Reporting
 - The proposal demonstrates the capacity to deliver and measure outputs/outcomes.

BCUW Partnership Standards and Policies

All applicants will abide by BCUW standards and policies. The applicant's signature indicates agreement.

- All information provided in this grant application is correct.
- My organization is a nonprofit with a 501(c)(3) designation in good standing with the Internal Revenue Service (IRS), or a community-based group or entity such as a governmental body, school district, or municipality, fiscally sponsored by a 501(c)(3) nonprofit organization in good standing with the IRS.
- My organization directly serves the people of Brown County, and the proposed project and/or program will serve the neighborhood cohort outlined above. All funds will be spent within Brown County.
- My organization conducts business without discrimination with regard to age, race, color, religion, sex, national origin, ancestry, political beliefs, disability, veteran status, marital status, sexual orientation, gender expression or identity, or any other category protected by law.

Applicant Signature

Date

For more information about the Neighborhood Partnership Grant and application materials, please visit the Brown County United Way website at: www.browncountyunitedway.org. If you have questions about the application please contact Jill Sobieck, jill@browncountyunitedway.

