



Brown County United Way

Neighborhood Partnership Grant

2022 NEIGHBORHOOD PARTNERSHIP GRANT (NPG) Request for Proposals

Introduction

Brown County United Way (BCUW) is pleased to announce the 2022 Neighborhood Partnership Grant (NPG). The intent of the micro-grant opportunity is to support Brown County organizations and associations to engage in community building activities, programs, or projects that strengthen the fabric of Green Bay 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.

Phase 1 NPG launched fund investment in 2019-2021 and focused on a four-neighborhood cohort, Navarino, Downtown, Whitney Park, Johannes Park Neighborhoods. This strategy aligns with our efforts to support the Howe Community School initiative and its attendance area.

Phase 2 NPG, launching spring 2022, will strategically invest in the first cohort as well as newly identified Green Bay neighborhoods (Cohort 2) within the city limits that demonstrate a significant need and have a higher concentration of households at or below the ALICE (Asset Limited Income Constrained Employed) threshold.

The ALICE Threshold is the average income that a household needs to afford the necessities defined by the Household Survival Budget for each county in Wisconsin. Households below the ALICE Threshold include both ALICE and poverty-level households. Click [here](#) for more information (please click on Brown County for specific information).

For this grant opportunity, proposed projects, programs, and/or activities must take place within the designated service areas of neighborhoods in the City of Green Bay and provide justification for need of fund investment. Applications that target one or both designated cohorts are permissible.

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 proposal and the process. This short-term investment opportunity is a companion strategy investment plan that will include longer-term investment strategies towards community development.

BCUW is seeking applications for a 1-year micro-grant investment that will begin in the spring of 2022, relating to the second level of influence referenced above. This Request for Proposal (RFP) provides prospective applicants with information to determine eligibility and alignment with BCUW priorities. This RFP includes:

- An Overview of our Community Investment Priority Areas
- Eligibility, Requirements, Justification
- Operating Guidelines
- Proposal Ideas
- Application Process
- Evaluation Criteria
- BCUW Partnership Standards and Policies

By applying, 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 NPG, BCUW will focus its resources on 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 2022 portfolio, BCUW has set aside a total of \$105,000 to fund diverse and innovative projects and activities that strengthen neighborhood assets. Of this amount, it is projected that approximately 65% of these dollars will be invested in cohort 1 and approximately 35% will be invested in cohort 2. Flexibility in these funding percentages will be at the discretion of BCUW and may be adjusted to be responsive to the proposals and needs identified. Funding will be a competitive process. The cycle will begin approximately spring, 2022 (exact dates to be announced).

These micro grants are available to eligible nonprofit organizations that target either cohort 1 or 2, or a combination of both. The intent of the micro grant is to provide funding to support a community project, program or initiative that aligns with the BCUW Impact Investment Priorities.

We believe that through our grantmaking initiatives, we are being responsive to community needs and impact driven. The process of applying for and being awarded a grant is competitive and while we can't fund every great proposal that is submitted, it is our intention to fund those that excel in innovation, collaboration, and alignment to our priorities. Our goal is to make strategic investments in programs and organizations that are working to improve and enhance the quality of life and promote a healthy, inclusive, and diverse community.

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 Cohort 1 (Navarino, Downtown, Whitney Park, and/or Joannes Park Neighborhoods and/or Cohort 2 (other Green Bay neighborhoods identified as a high-need neighborhood). Cohort 2 neighborhoods must be an ALICE neighborhood or serve individuals or families that are considered ALICE. Households below the ALICE Threshold include both ALICE and poverty-level households.
- The fiscal agent/lead applicant for all NPG proposals must be a non-profit in good standing with the IRS or an organization sponsored by a non-profit in good standing with the IRS. Non-profit status is not required for applicants collaborating on an application(s). Eligible applicant organizations must be in existence for at least two years. Proposed programs/projects/activities can be new or existing.
- Collaborative proposals: defined as two or more organizations partnering on the proposal. Collaboration involves a fiscal partnership, and/or a program component relating to the proposal.
 - One organization must serve as the applicant for grant funding and assume responsibility for oversight of program implementation, fiscal management, and reporting.
 - Define how each partner will be involved in program implementation.
 - Specify contributions. Highlight the resources, staff, facilities, and expertise each partner will provide. Include these contributions as either cash or in-kind resources in the budget narrative section of the proposal.
- Organizations that previously received a Neighborhood Partnership grant or are currently receiving United Way funding through other grant applications are eligible to apply.
- 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**. The funding amount awarded is a one-time grant award 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.
- Applications will be screened to determine eligibility to apply.
- A project performance report, demographic report, and financial statement indicating actual use are required within 30 days of project/program/activity completion and will be submitted via the BC UW grant management system (e-Cimpact).
- Grant recipients must agree to and sign BC UW's NPG program funding agreement.

Justification Requirements

The proposal must include data and justification to support the high-need identification in the proposed neighborhood(s). Proposals that meet these requirements will advance to the application phase and will be given priority review. The applicant screening process will require verification that the target neighborhood is within the identified cohort(s) and need can be justified in the application. A useful resource to support justification is the use of the [American Community Survey](#) online data repository. Here you will find county data, census, and block tract information. Additional Green Bay [maps](#) with census tract identification can be found on the City of Green Bay government website page. The application will require quantitative data for the following:

- The targeted geographic area has a significant percentage of households with annual incomes at or below the ALICE Threshold.
- Households and/or residents in the proposed neighborhood indicate a need for programs/projects/activities that support building greater equity, as related to diversity, inclusion, and belonging.
- The geographic area demonstrates a need for increased access to community resources.
- The geographic area and/or households indicate challenges as related to financial stability, safe and stable housing, physical and mental wellness.

Operating Guidelines

- Projects must be specific, small in scale, have a realistic plan and build on the assets of our local

neighborhoods. The project initiative must be carried out as described in the application.

- Recipients will use BCUW brand symbols/logos/recognition on all public relations materials and media such as flyers, websites, news releases, etc. as related to the funded project. Grant recipients are asked to share digital pictures and/or copies of news releases with BCUW.
- Grant recipients shall communicate and submit a program amendment with BCUW regarding any changes/updates in the funded program/project/activity. Approval of the amendment is required by BCUW before program changes can occur.
- 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 without written request.

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 program
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

Neighborhood Partnership Grant applications will be received directly to a specified United Way staff person via the online grant management system (e-CImpact). Related NPG information and timelines will be posted on the United Way website.

Agencies wishing to apply will be required to access the application through the BCUW grant management system. Applicants will be required to participate in a virtual orientation for access to the grant management system. Applicants not currently funded by BCUW through other granting programs will be required to register as a new agency; information will be posted as to the details regarding the new agency registration process. All applicants are required to meet all grant eligibilities to proceed with the grant application.

After reviewing the submitted grant applications, the Impact Initiative Investment Council makes funding recommendations to the Community Investment Committee. This committee reviews the recommendations and determines if proposals are funded and to what extent. Applicants will receive written notification as to whether they have been selected to receive an NPG award and the dollar amount. If necessary, funding decisions may be further reviewed and approved by the BCUW Board of Directors.

Evaluation Criteria

Proposals will compete for available funds in accordance with programmatic criteria and funding priorities. Applications are evaluated and scored with the following criteria areas:

- Needs Identification

- The proposal addresses a significant neighborhood and/or resident need as noted in this RFP. with supporting evidence.
- The proposed project 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 proposal clearly specifies how the community at large will be engaged throughout the project, i.e., planning, development, and implementation (regardless of whether it is an individual or identified collaborative proposal).
 - The collaboration eliminates or avoids duplication of effort, or gaps in services.
- 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 proposal clearly describes the need for BCUW funding and how funds will be used.
 - The budget clearly describes sustainability for the project after BCUW funding.
- Evaluation and Reporting
 - The proposal demonstrates the capacity to collect and measure outputs/outcomes.

BCUW Partnership Standards and Policies

All applicants will abide by BCUW standards and policies. Submission of an application indicates agreement/compliance of the following:

- All information provided in the 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 program directly serves the people of Green Bay, and the proposed project and/or program will serve the Phase 1 neighborhood cohort, and/or cohort 2 as outlined above. All funds will be spent within the designated geographic area specified in this application.
- My organization conducts business without discrimination regarding 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.

Allowable expenses are expenses that are directly related to the program/project/activity and may include items such as:

- Program salaries/benefits
- Personnel professional development, training, transportation related to the proposed program
- Program supplies
- Program marketing materials
- Program services that are contracted
- Program equipment
- Smaller scale capital projects that align with the impact priorities such as safety, beautification, wellness

Expenses that are not allowed are expenses that are indirect (or fixed & administrative) such as:

- Personnel costs not related to the proposed program/project/activity
- Organizational fundraising activities or events
- Facility operating costs such as utilities or rent, or larger scale capital improvements such as construction of new buildings
- Debt or existing obligations
- Organizations or programs designed to elect candidates to public office

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.org.

