



**United Way of North Central Florida  
2009-2011 Community Investment  
Stage 2 Request for Proposals**

Programs, Services, and Activities to Impact the Community

*Success By 6  
Children and Families  
Human Needs  
Health and Wellness*

December 15, 2008

**Proposals submitted by facsimile or received after the deadline will NOT be considered for funding. Addendums received after the deadline will not be considered as part of this application.**

**The original proposal and five (5) hard copy packets of the cover letter and Sections 1-13, along with five (5) compact discs for the electronic files of Sections 14-22, should be delivered to the addressee below by February 13, 2008, 5:00 p.m.**

United Way of North Central Florida  
Community Investment RFP  
6031 NW 1<sup>st</sup> Place  
Gainesville, Florida 32607-2025  
Attention: Jennifer Tragash

**Questions should be addressed to  
Jennifer Tragash at (352) 333-0857 or [jtragash@unitedwayncfl.org](mailto:jtragash@unitedwayncfl.org)**

## **I. Overview**

United Way of North Central Florida has set bold goals for our community in the areas of education, income and health. For instance, our 10-year goals in the area of education are to increase the number of children who are ready for school when they enter kindergarten and increase the number of youth who graduate from high school. To meet these and other goals, we must partner with other agencies, organizations, educational institutions, government and individuals who share our vision.

United Way and its Impact Partners work together to create lasting change by focusing on our community's key issues, developing programs to address them and measuring the results.

## **II. Merging the Success By 6 and Community Investment Request for Proposals Processes**

The mission of United Way is to improve the lives of individuals by mobilizing collaborative efforts to create sustained changes in community conditions. The 2009-2011 Request for Proposals (RFP) process represents another significant step along the path of providing a measurable and sustainable impact upon individuals and families in North Central Florida.

Following careful research and deliberations by the Community Investment Committee, the United Way Board of Directors decided to merge the Community Investment and Success By 6 grant processes. In an effort to promote sustained community impact, United Way has moved from one-year grants to a two-year funding cycle. United Way now is seeking program funding proposals for the 2009-2011 Community Investment funding cycle.

With this shift towards focused and sustained community change, there is a continued necessity to clearly and accurately benchmark current community conditions. In addition, we must measure the short-term, intermediate and long-term changes in these conditions brought about by United Way and its Impact Partners. As such, a requirement for reporting measurable outcomes will continue for all programs receiving funding from United Way.

## **III. Impact Areas and Identified Strategies, Funding Priorities and Eligibility**

The Board of Directors has aligned all United Way resources, both financial and non-financial, around education, income, and health to include the four Impact Areas of Success By 6, Children and Families, Human Needs and Health and Wellness. United Way is seeking proposals from qualified organizations for programs and services to address the Impact Areas through specific strategies outlined below. Grants will be awarded to those programs that most clearly align with the Impact Areas and identified strategies and are found most likely to achieve priority outcomes. Criteria will include the quality of services offered, the population to be served, the quality of outcome and performance measurement systems, organizational capacity in terms of both administrative and financial resources, sustainability of the program, the scope of partnerships and collaborations represented in the responses to the RFP and demonstrated history of excellence in program performance.

## Eligibility for Funding

Organizations must be current United Way of North Central Florida Impact Partners in order to be eligible to apply for a Community Investment grant. The United Way Impact Partner Agreement defines the basic level of expectations for organizations receiving United Way funding. Community Investment grants are to provide services only in the following counties: Alachua, Bradford, Dixie, Gilchrist, Levy and Union.

The Impact Areas and strategies described below outline the type of programs eligible to apply for funding in the 2009-2011 Community Investment funding cycle. Agencies may submit applications for programs in more than one Impact Area; however, an individual program may apply in *only one* impact area.

## Impact Areas and Specific Strategies

### **Success By 6: 36 percent of the allocable pool is available for these programs**

Programs, services, and activities that help children birth to six prepare for success in school.

Specific strategies include:

- Child Care/Child Care Provider Training
- Parenting Skills and Supports through In-Home Visitation Models that provide:
  - Child Abuse and Neglect Prevention services and/or
  - Family Literacy services (both child and adult) as defined by federal legislation and supported by the National Center for Family Literacy, and
  - Parenting Education classes (center-based, community-based or in-home) using research-based curriculum.

Priority consideration will be given to programs that demonstrate an ability to address all three of the areas of education, income and health through parent and family support models, programs, activities, services, or initiatives and systems that link parents and families of young children with needed community resources.

### **Children and Families: 35 percent of the allocable pool is available for these programs**

Programs that support providing education, literacy, child care, parenting, child abuse/neglect prevention or intervention, and afterschool, summer, or mentoring activities to children, parents, and caregivers. Specific strategies include:

- Child Care/Child Care Provider Training
- Parenting Skills and Supports
- Child Abuse and Neglect
- Afterschool, Summer and Mentoring Activities

**Human Needs: 21 percent of the allocable pool is available for these programs**

Programs that support job training, job placement or enhancing self-sufficiency of individuals with developmental disabilities or elderly individuals and programs that support meeting basic human needs related to food, clothing, shelter, and safety, such as food or clothing distribution, sheltering of the homeless or those at risk for harm, or providing emergency relief. Specific strategies include:

- Job Training or Placement
- In-Home Support
- Life Skills Training and Support
- Transportation
- Interim or Transitional Housing
- Food and Clothing Distribution
- Emergency Relief

**Health and Wellness: 8 percent of the allocable pool is available for these programs**

Programs that support providing health education, health care, or substance abuse prevention, intervention and/or treatment for children or adults in an effort to keep people healthy and as a way to promote healthy lifestyles. Specific strategies include:

- Basic Health Care and Education for Children or Adults
- Substance Abuse Prevention, Intervention and Treatment

**United Way does not fund through this process:**

- Contracted external evaluation of programs, services or activities by private evaluation specialists
- Programs, activities or services conducted on a one-time basis such as fairs, print information, stand-alone meetings, exhibitions or trade events

*Availability of grant funding is contingent upon annual campaign pledges and contributions and may change at any time.*

**IV. Stage 2 of the Application Process: Instructions for Applying**

Applicants invited to participate in the Stage 2: Full Proposal process must turn in an application for Stage 2 that is consistent with program funded in 2008-2009 **or** the concepts and budget presented in Stage 1: Brief Proposal. Applicants submitting a Stage 2 proposal are required to attend one Technical Assistance Training designed to assist organizations with the application for Stage 2: Full Proposal.

**V. Important Dates to Remember**

The process involved in soliciting proposals, evaluating proposals and selecting the grantees is a multi-step process. This process is highlighted by the following milestones:

December 15, 2008

Release of Stage 2: Full Proposal RFP and application



**STAGE 2: FULL PROPOSAL APPLICANTS MUST ATTEND ONE OF THE TWO TECHNICAL ASSISTANCE TRAININGS LISTED BELOW**

- |                   |  |
|-------------------|--|
| January 13, 2009  | Technical Assistance Training for Stage 2: Full Proposal Applicants, 9:00-11:30 a.m., United Way Conference Room |
| January 14, 2009  | Technical Assistance Training for Stage 2: Full Proposal Applicants, 2:30-5:00 p.m., United Way Conference Room  |
| February 13, 2009 | Stage 2: Full Proposals due by 5:00 p.m.   |

**LATE PROPOSALS WILL NOT BE ACCEPTED**

- |                         |  |
|-------------------------|--|
| March 2- April 30, 2009 | Evaluation of proposals, site visits and program presentations to volunteer panels |
| May 19, 2009            | United Way Board Meeting to review volunteer funding recommendations               |
| May 22, 2009            | Award letters mailed   |
| June 12, 2009           | Signed award letters due by 5:00 p.m.  |
| June 26, 2009           | Signed Impact Partner Agreements due by 5:00 p.m.                                  |
| July 1, 2009            | Community Investment program services begin  |

**VI. Contact Person**

This RFP is being issued by United Way of North Central Florida and its Board of Directors. Funding for 2009-2011 will only be awarded to programs of United Way's current Impact Partners.

The individual below may be contacted with any questions regarding this RFP:

***Jennifer Tragash***  
jtragash@unitedwayncfl.org  
(352) 333-0857

United Way of North Central Florida  
6031 NW 1<sup>st</sup> Place  
Gainesville, Florida 32607-2025  
(352) 331-2800

## VII. Grant Review Criteria

This RFP is designed to secure proposals from collaborative programs and service providers which will contribute directly to measurable and sustainable positive community impact. It is United Way's intent to receive the highest quality of proposals. Proposals will be judged on the quality of activities/services offered, as well as on the evaluation of activities/services provided.

For more information regarding developing a methodology to track services and their effect on service recipients, please refer to the outcome measurement training materials posted on the Agency Resource page of United Way's website, or speak with the United Way contact person listed in Section VI.

Each proposal will be reviewed by a committee of volunteers using the United Way Reviewer Criteria Score Sheet. The volunteer committee will make funding recommendations in consideration of the relative merits of each proposal. Points are distributed between the following criteria.

### **Application Components**

Points will be awarded based on the extent to which the organization has included all items requested and for following required formatting conditions as outlined in Section VIII.

### **Agency Responsiveness and Relations**

Points will be awarded based upon criteria including attendance at required meetings, responsiveness to United Way requests and inquiries and participation in United Way's annual campaign via internal staff/board campaigns.

### **Program Application and Volunteer Site Visit**

Points will be awarded based upon the applicant's statement of need and program narrative, alignment of the budget with program goals and activities, diversity of funding sources, agency's ability to leverage funds, collaborations with other organizations and programs, and clarity and detail of information presented in the logic model. Points will also be awarded based on the applicant's description of the impact the program will have on the community served.

The volunteer committee will be concerned not only with the quality of the proposed program but the ability of the applicant organization to carry out the proposal including evaluation tools and methods. The applicant's explanation and soundness of the plan to administer and measure the program outcomes is a consideration under this criterion. Grantees must demonstrate the capacity for performance evaluation and provide evaluation plans that encompass the required logic model components, including inputs, activities, outputs, outcomes, indicators, measurement approach, sampling strategy, frequency of data collection, resources to be assigned to support the evaluation plan and a reporting mechanism for dissemination of performance measures. ***Each proposal must clearly outline how the grantee will measure the short-term outcomes of the program activities/services offered.***

## Program Presentation

This meeting will allow for agencies to provide a brief presentation and respond to any comments made by the volunteers who evaluated their program's application and site visit. It will also serve as a final question & answer period for the full panel of volunteers in that impact area.

## VIII. Formatting Requirements

Complete Stage 2: Full Proposal applications will include one double-sided, signed original and five double-sided hard copy packets of the cover letter and Sections 1-13 on plain white, letter-sized paper with black lettering. Font size should be 12 point Times New Roman or Arial. The original proposal packet and five copies are to be three-holed punched and binder-clipped. Five compact discs for the electronic files of Sections 14-22 must also be submitted. If the applicant chooses, Section 14: Annual Report may be submitted as part of the hard copy packet instead of in electronic form. Specific instructions for completing all sections are included in the application. The submitted proposal **MUST** follow the format described in the application. Hard copy packets and compact discs must be submitted for each program applying for funding.

### Application Contents

#### To be provided in hard copy form:

##### **One-page Cover Letter of Interest signed & dated by CEO/COO**

- Section 1: Signed Organizational Profile
- Section 2: Application Checklist
- Section 3: Program Narrative
- Section 4: Program Logic Model
- Section 5: 2008/2009 Grant Information (*if funded by United Way in 2008-2009*)
- Section 6: Success Story
- Section 7: Program Budget Rationale
- Section 8: Budget Directions & Template
- Section 9: Funding Sources
- Section 10: Program Participant Service Levels
- Section 11: Staff Salaries
- Section 12: Signed Anti-Terrorism Compliance Form
- Section 13: Certification of Debarment, Suspension, Ineligibility and Voluntary Exclusion

#### To be provided on compact disc:

- Section 14: Annual Report (*may provide hard copy instead*)
- Section 15: Audit
- Section 16: Board of Directors Meeting Minutes
- Section 17: Board of Directors Roster
- Section 18: Financial Statements
- Section 19: IRS Form 990 (Part A only)
- Section 20: Organizational By-laws
- Section 21: Organizational Chart
- Section 22: Reserve Policy

## **IX. Reporting Requirements**

The performance of the grantees will be assessed and documented throughout the life of the contract and any subsequent contracts. Formal performance documentation will be submitted by grantees on a semi-annual basis and upon completion of the program funding cycle. These reports will document grantee progress in meeting proposed outputs and outcomes. These reports will be reviewed by a group of volunteers who are charged with ensuring the highest level of program performance for Community Investment grants. Funding of United Way grants in future years will be contingent upon submission of the final outcome measurement report due on August 31, 2011. In addition, all United Way of North Central Florida affiliation agreement standards and conditions must be met.

### **Specific Success By 6 Reporting Requirements**

Programs selected to receive Success By 6 grants will be required to collect additional Success By 6 data. This data collection will involve using a specific Success By 6 pre- and-post test instrument and analyzing program collaboration. United Way is sensitive to the fact that this data collection will require additional time for the grantees and is committed to provide the needed technical assistance.

United Way also has plans to collect long-term data on the families and children served by Success By 6 programs. 2009-2011 grantees will be asked to help with this data collection in a manner similar to past years, but will not be responsible for leading this process.

### **Specific 32609 Zip Code Reporting Requirements**

Programs selected to receive grants may be required to collect additional data relevant to the 32609 zip code area of Gainesville. This data collection may involve analyzing program collaboration. United Way is sensitive to the fact that this data collection will require additional time for the grantees and is committed to provide the needed technical assistance. United Way also has plans to collect long-term data on the individuals and families served in the 32609 zip code area.

## **X. Other Elements and Requirements**

### **Terms of the Agreement**

The contracts resulting from this RFP will be in effect between **July 1, 2009, and June 30, 2011**. Funding is awarded on a two-year basis and is contingent upon annual campaign pledges and contributions. It is subsequent to change at any time. All funds awarded will be disbursed by electronic funds transfer.

### **Default**

Failure by a grantee to perform according to the terms of this RFP or to produce the contract deliverables at the appropriate dates and times shall be cause for finding the organization in default of the contract or agreement and grounds for withholding future payments.

### **Acceptance of Proposals**

The Stage 2: Full Proposal packet, copies, and CDs must be received by United Way at 6031 NW 1<sup>st</sup> Place, Gainesville, Florida 32607 by 5:00 p.m. on February 13, 2009. Proposals may be sent by

U.S. mail, Express Mail or hand delivered. Proposals submitted by any other manner will be automatically rejected without review or consideration. Proposals must follow the format specifically outlined under “Formatting Requirements” in Section VIII.

### **Protests**

Any RFP respondent who wishes to protest the content in this solicitation or the final award decisions may do so in writing to the Chair of the Board of Directors, United Way, 6031 NW 1st Place, Gainesville, Florida, 32607-2025, by June 12, 2009. Protests will be reviewed by the appropriate community volunteer entity and the Chair of the United Way Board. A written response will be sent to the protester within 30 days of receipt of the initial written protest.

### **Limitations on Contacting United Way Staff or Volunteer Grant Review Team Members**

RFP respondents are prohibited from contacting United Way board members and volunteer grant review committee members. Violation of this limitation will result in the automatic disqualification of the respondent and accompanying proposal.

### **Special Accommodations**

No person with a qualified disability shall be denied equal access and effective communication regarding this Community Investment RFP. If accommodations are needed because of a disability, please notify the designated United Way Contact Person.

### **Allowable Costs**

Allowable costs under the terms of this RFP may include, but are not necessarily limited to, costs associated with:

- Personnel salaries and fringe benefits directly related to program
- Program related travel
- Direct program costs, such as supplies, postage, copying, telephone and educational materials
- Direct program service provision
- Program evaluation and performance measurement

### **Non-Allowable Costs**

Some costs are not allowed under the terms of this RFP. These costs include, but are not necessarily limited to:

- Penalties on borrowed funds or statutory violations or penalties for late payment or non-payment of taxes
- Out-of-state travel
- Organizational affiliations
- Deferred payments to employees as part of a fringe benefit package
- Severance pay or unearned leave
- Staff overtime pay

### **Unauthorized Aliens**

United Way of North Central Florida shall consider the employment by any grantee or contractor of unauthorized aliens a violation of section 274 A (E) of the Immigration and Nationalization Act.

Such violations shall be cause for immediate and unilateral cancellation of this contract or agreement.

**Standard Contract**

United Way of North Central Florida's standard Impact Partner Agreement contains all administrative, financial and non-programmatic terms and conditions mandated by federal or state statutes and United Way of North Central Florida policies. Use of this contract is mandatory as it contains the basic clauses required in all contracts. The terms and conditions contained in this standard contract are non-negotiable.