

Notice of Funding Opportunity (NOFO)

for
April 1, 2020-March 31, 2022
Grant Cycle

Table of Contents	Page
Academic Success	3
Health & Wellness	4
Family Stability	6
Eligibility	8
Expectations	8
Checklist	9
Timeline	10
Scoring	11
FAQ	13



United Way of Northeast Mississippi fights for the health and wellness, education, and financial stability of every person in Northeast Mississippi. Our mission is to create opportunities to improve lives in the communities we serve.

We're undergoing a model shift from being an organization that just raises dollars for *charity* to being an organization that fights for *change*. We do this by mobilizing the caring power within your organizations by raising funds and deepen collaboration to effect positive change toward our community impact goals. We're also taking a broader and more regional approach to this work serving Chickasaw, Itawamba, Lee, Pontotoc, Prentiss, Tishomingo, and Union counties.

We call this a community impact model because we're focusing even more today on results and aligning investments to your programs that concretely address 3 focus areas:

- **Academic Success**
 - Investing in student character education, parenting skills, high quality early education, and preparation for life after graduation
- **Health & Wellness**
 - Investing in increasing health and wellness literacy, affordable outpatient services, educational resources, and resources for senior adults
- **Family Stability**
 - Investing in reducing food insecurity, soft and technical skills job training, personal finance education, increasing availability of reliable housing and helping families in crisis

Help us tell others:

- How much will you do?
- How well will you do it?
- How many people will be better off?

Where We're Investing

ACADEMIC SUCCESS

Categories	Barriers	UW Strategies	Programming Ideas	Indicators
Parental Support	<p>Inconsistent or low parenting skills limiting student academic achievement</p> <p>Generations of educational poverty</p> <p>Low value on education and goal-setting</p>	<p>Invest in parent/guardian programs that increase parenting skills and knowledge of their child's education</p>	<p>Community-based parent training offered at workplace, schools, churches and neighborhood centers (addressing conflict, setting boundaries/rules, developmental milestones)</p> <p>Programs offering exposure to events and activities at child's school</p> <p>Web-based workshops providing incentives</p>	<p># of sessions offered according to topic</p> <p># of volunteer hours involved in program</p> <p># and % of students served who reduce their discipline referrals at school</p> <p># and % of students who reduce their absences at school</p> <p># and % of parents completing program</p> <p># and % of parents attending school events</p> <p># and % of parents who have increased their knowledge in child's education and know where to get help in the future</p> <p># and % of parents who report reading or offering homework support to their child on a regular basis</p>
Social/Emotional Support	<p>Students being unable to self-regulate</p> <p>Students being unable to demonstrate age-appropriate soft skills and life skills</p>	<p>Invest in student programs that focus on collaboration, decision-making, goal setting and character education</p>	<p>School-based afterschool programs offering developing soft skills - gender-specific leadership development, character development</p> <p>Programs offering interest-specific activities including sports, outdoor experiences, dance, movement, the arts, STEM, business/industry exposure, philanthropy</p> <p>Mentoring programs targeting 6th-8th graders in partnership with churches, civic groups, university communities</p>	<p># of opportunities for parents to engage in program</p> <p># of students enrolled less than 6 months, longer than 6 months, over 1 year</p> <p># of volunteer hours involved in program</p> <p># of students who participated in social skills-related activities, leadership or civic activities, career opportunities</p> <p># and % of students who reduce their absences at school</p> <p># and % of students served who reduce their discipline referrals at school</p> <p># and % of students who increased their volunteerism and reported a positive attitude toward education</p> <p># and % of students who graduate on time</p>
Academic Support	<p>Lack of affordable and high-quality early education</p>	<p>Invest in affordable and high-quality early learning and early literacy programs</p>	<p>Programing for students with developmental delays and learning challenges</p> <p>Literacy-rich programming for early ed students</p>	<p># of students with no school experience</p> <p># of students accessing online coursework</p> <p># of staff accessing professional development/training</p> <p># of volunteer hours involved in program</p> <p># and % of students promoted to next grade level</p> <p># and % of students with improved ACT scores</p>

	Lack of awareness of mentorships, internships, career and technical pathways for job readiness	Invest in preparation for life after K-12 for traditional and non-traditional students	<p>Offering academic programming during summer months in collaboration with churches</p> <p>Utilizing digital tools to provide professional development for childcare workers and for students to take courses</p> <p>Increased Professional Development opportunities for those working with early ed population</p> <p>Programs which expose students to career options, college process, and vocational training</p> <p>Incorporating the career coaching model</p>	<p># and % of students who graduate on time</p> <p># and % of students served who reduce their discipline referrals at school</p> <p># and % of students who reduce their absences at school</p> <p># and % of students with improved or maintained Math, Science and English scores</p> <p># and % of students who reach developmental milestones</p> <p># and % of students with an MKAS score of 530 or higher</p> <p># and % of students who increased their knowledge of career options, college process and vocational opportunities</p>
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HEALTH & WELLNESS

Categories	Barriers	UW Strategies	Programming Ideas	Indicators

<p>Behavioral Health</p>	<p>The high number of untreated and repeatedly treated individuals with substance abuse disorders</p> <p>The high number of untreated individuals with behavioral health and wellness challenges</p> <p>Insufficient understanding and information on behavioral health and wellness issues</p>	<p>Invest in affordable outpatient intervention services and support services for individual and families</p> <p>Invest in education and awareness of behavioral health and wellness issues to reduce stigma and increase access to services</p> <p>Invest in increasing access to both long-term and short-term behavioral health and wellness services</p>	<p>Conducting screenings/assessments</p> <p>Establishing satellite services (workshops, session) where clients in need are already present</p> <p>Equipping agencies with updated information about available resources</p> <p>Building capacity by connecting the dots with providers, resource list, information sharing, convening resources, building data base</p> <p>Access to basic healthcare services which aid client recovery (medical, dental, smoking cessation, sex education, prescriptions)</p>	<p># of individuals screened</p> <p># of volunteer hours involved in program</p> <p># and % of individuals who maintained or improved their mental health and wellness status</p> <p># and % of individuals who maintained or improved their sobriety</p> <p># and % of individuals who maintained their functioning at school, work or home after completion</p> <p># and % of individuals who have avoided or reduced risky behavior</p>
<p>Community/Preventive Health</p>	<p>Lack of accessibility and frequency to free medical services</p> <p>The need for more support services for individuals with chronic illnesses (diabetes, heart disease)</p> <p>The need for more resources for the aging population and their caregivers</p> <p>The socioeconomic and cultural influences that affect the high number of untreated individuals</p>	<p>Invest in health and wellness services and educational resources that reach children through adults</p> <p>Invest in increasing affordable resources available to senior adults and their caregivers</p>	<p>Increasing access to care that is already there (screenings, therapies)</p> <p>Access to tools/courses that promote healthy behavior and healthy families</p> <p>Access to in-school clinics</p> <p>Access to more free clinic hours</p> <p>Increase health and wellness literacy through parental education (health and wellness benchmarks, symptoms)</p>	<p># of volunteer hours involved in program</p> <p># of individuals who attended a health and wellness education class or community health and wellness event</p> <p># and % who gained knowledge on healthy behaviors</p> <p># and % of individuals who avoided or reduced risky behavior</p> <p># and % of individuals who met or exceeded benchmarks</p> <p># and % of individuals who reported they improved their ability to stay at home</p>

			<p>Access to adult day care programming</p> <p>Programming for grandparents who are raising grandchildren (preventive care, health and wellness milestones, discipline, FAFSA, digital tools, custody/legal issues, helping with homework)</p> <p>Coordination of agency resources of providers offering providers comprehensive list of resources</p> <p>Provide transportation to appointments for the elderly</p> <p>Using the faith-based communities to convene, identify the needs in their own congregation (food insecurity, seniors, etc.)</p>	<p># and % of individuals who moved towards a healthy weight</p> <p># and % of individuals who maintained their relationship with a healthcare provider(s)</p>
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FAMILY STABILITY

Categories	Barriers	UW Strategies	Programming Ideas	Indicators
Food Insecurity	<p>Insufficient access to food pantries, hot meals and school-based weekend backpack programs</p> <p>Lack of information on healthy eating economically</p>	<p>Invest in programs that provide access to nutritious and affordable foods on a continual basis</p> <p>Invest in educational programming about a healthy eating and food preparation</p>	<p>Educational awareness on ‘stretching’ the food and healthy food preparation</p> <p>Targeting families with young children (importance of brain development in 0-5 years)</p> <p>Collaboration with church partners to reach people directly in the neighborhoods (mobile food pantries, use of church space to open monthly pantries)</p> <p>Distributing information at community events which target the elderly who are food insecure</p> <p>Online database of resources for both providers and those in need</p>	<p># of individuals provided with healthy and economical recipes for cooking</p> <p># of individuals provided with fresh fruits and vegetables</p> <p># of individuals provided with prepared meals</p> <p># of volunteer hours involved in program</p> <p># and % of individuals who reported they improved their ability to stay at home</p> <p># and % of individuals who report eating healthier foods</p>
Employment	<p>Instability in family households; families living in isolation</p> <p>A workforce with unreliable or unemployable skills</p> <p>Complacency in economic mobility</p> <p>Lack of awareness of employment opportunities</p>	<p>Invest in programs that offer job skills (soft and technical) training</p> <p>Assistance with job placement</p> <p>Career counseling for those looking for sustainable employment</p>	<p>Offering more community-based ‘life skills’ programming with incentives (schools, churches, housing complexes); explore Joint Use Agreements with city and county facilities</p> <p>Utilizing fraternities and sororities to partner with agencies to help individuals with job placement</p> <p>Partnering with industries to expose high school students to technical training opportunities</p> <p>Access to online platforms of job opportunities</p>	<p># of volunteer hours involved in program</p> <p># of partnerships formed providing educational awareness to individuals</p> <p># of students exposed to career opportunities in the region</p> <p># and % of individuals who increased their educational level</p> <p># and % of individuals who increased their wages</p> <p># and % of individuals who earned a GED, license, certificate, or other credential</p>

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			Explore a soft skills/life skills expo for high school students	# and % of individuals who gained employment # and % of individuals who gained knowledge of soft skills
Financial Literacy	Access to free and practical personal finance courses	Invest in personal financial education using evidence-based instruction	Utilize high school extracurricular programs to offer financial education Identify families early and provide them with basic budgeting information Incentivized on-site programming	# of volunteer hours involved in program # and % of individuals completing financial education classes # and % of individuals who obtain and sustain a bank account # and % of individuals who gained knowledge of how to increase their disposable income by accessing benefits or reducing costs # and % of individuals who access affordable housing and financial services
Housing	Access to temporary housing and emergency shelter for those in crisis situations A need for more transitional programming for the homeless Affordable and safe housing for low-income families	Invest in increasing availability for safe, affordable, and reliable housing Invest in programs that provide temporary housing and needed resources to individuals and families in crisis	Develop a re-entry housing program for those recently incarcerated Offering temporary housing for families in crisis Repurposing space to offer transitional housing Offer educational resources for safe housing options, financing options, and home maintenance	\$ amount or value of total assistance (shelter, utilities, rent assistance, disaster relief) # of volunteer hours involved in program # of individuals provided with case management and referral services # of sessions provided through treatment # and % of individuals who followed through with referrals

				# and % of individuals who improved their functioning at school, work, and/or home # of % of individuals who move into safe and permanent housing
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Organization Eligibility

1. Services being provided by the organization must **meet an identified need** within one of our community impact areas: Academic Success, Health/Wellness and Family Stability and provided within one or more counties in our service area: Chickasaw, Itawamba, Lee, Pontotoc, Prentiss, Tishomingo and Union.
2. Organizations should be declared tax exempt under the provisions of 501(c)3 of the Internal Revenue Code as a non-profit corporation, or have a 501(c)3 agreeing to administer funds, or is operating through a church.
3. An organization must have a definite budget, itemizing income and expense. All funds granted by UWNEMS must be spent on local program costs, operating expenditures, or local administrative costs for which the grant is awarded. Funds may not go towards capital expenditures. The organization shall operate within its original approved budget and notify UWNEMS of any budget changes during the current year that would substantially affect program services.
4. Organizations are to submit a complete copy of the most recent MS Secretary of State yearly filing. All organizations will be required to submit financial statements. Organizations with total revenue of \$250,000 to \$500,000 will be required to submit reviewed financial statements. All organizations with revenue in excess of \$500,000 will be required to submit audited statements. Regardless of budget, any organization required by federal or state law to have an audit will be asked to submit their audited statements to United Way. Only audits or reviews performed by an independent licensed C.P.A. or C.P.A. firm will be accepted. No internal audits will be accepted.

5. There should be a functioning independent Board of Directors, which meets at least quarterly, keeps meeting minutes, has a member rotation schedule, and represents the diverse elements of the community. Board members should not receive financial compensation (cash or in kind) from the program.
6. The grant request must have approval by the applicant's Board of Directors before submission.
7. The organization must comply with the United Way Non-Discrimination policy and the US Patriot Act.
8. During the application review process, Community Impact panel members will request one interview to discuss proposed program outcomes, financial management, and organizational effectiveness. Applicants are *strongly encouraged* to have the organization's director, Board president, and a staff member familiar with the program present at the interview.

Expectations of Funded Organizations

1. To conduct an annual UWNEMS fundraising campaign.
2. Provide to UWNEMS written notification prior to effective date of change of any significant program changes including activities, target population, and /or use of funds.
3. Ensure Community Impact payments are credited to the correct programs in the correct program amounts as indicated in the 2020 Notice of Funding letter.
4. Provide services within UWNEMS service area and under an impact area, as identified in grant request.
5. Use the UWNEMS logo on digital, print and marketing materials, when appropriate.
6. Participate in any appropriate event or services as provided by UWNEMS and as available.
7. Provide proofs of insurance coverage, where applicable.
8. Participate in any program evaluation processes as determined by UWNEMS to include site visits, biannual reporting (where applicable) and end of year reporting.
9. Attend biannual collaboration meetings with impact area partners.
10. Submit reports according to deadline schedule. Any late reports will require a written notification to UWNEMS Board.
11. Provide the Volunteer Hub with any volunteer opportunities available within the organization.

Application Checklist

Part 1: Organization's Documents (due by 11:59pm on August 23rd, 2019)

1. Profile
2. Mission and Main Services
3. Board of Directors Information
4. Compliance with Patriot Act and Non-Discrimination Policy
5. Type of Insurance Coverage
6. Investigations of Your Agency
7. Other: Whistleblower, Conflict of Interest, Salary Review, Board Compensation and Board Minutes, Loans, Rotation, Meetings
8. Organization Financials

- Most Recent Audited Financial Statements (\$250K-\$500K –financials reviewed by individual CPA or auditor; ≥ \$500K – audited financials) (if applicable)
- Current Certificate of Registration
- Organizational Budget
- Statement of Financial Position
- Current 501c3 (except for CREATE or Healthcare Foundation programs—not needed)
- Current IRS Form 990 (if applicable)
- Statement of Functional Expenses

Part 2: Program Information (Agencies will be notified if they are eligible to proceed to Part 2. Part 2 is due by 11:59pm on November 15, 2019)

1. Program Name
2. Grant Request Amount
3. Impact Area
4. Category
5. Program Narrative
6. Proposed Program Outcomes
7. Indicators to be Tracked
8. Proposed Geographic Reach
9. Proposed Program Budget
10. Proposed Demographics

Application and Award Timeline

July 22, 23, 25 and 30, 2019	Notice of Funding Opportunity Info Sessions
July 29, 2019	Online funding application Part 1 opens
August 23, 2019	Part 1 due electronically by 11:59pm
October 2, 2019	Organizations notified if approved for Part 2
October 4, 2019	Online funding application Part 2 opens
November 15, 2019	Part 2 due electronically by 11:59pm
January 6-17, 2020	Organization Interviews

March 9, 2020	Funding awards announced
March 16-20, 2020	Reporting Info Sessions
April 1, 2020	Funding cycle begins

Scoring Guide for Part 1 (115 points maximum)

Transparency

0-34 points	35-44 points	45-55 points
Organization lacks adequate financial transparency	Organization possesses reasonable financial transparency	Organization possesses excellent financial transparency
Transparency Info (55 points maximum)		Up to 5 points per item
Insurance [Directors & Officers (2 points), Limited Liability (2 points), Theft Coverage (1 point)]		
Policies		
Has no investigations for policy violations		
Has a Whistleblower policy		

Has a conflict of interest policy	
Has a process for reviewing salaries	
Board of Directors	
Have no loans to or from board/staff	
Meets quarterly	
Is independent	
Is on a rotation schedule	
Keeps minutes	
Directors receive no compensation	

Financial Health

0-29 points	30-44 points	45-60 points
Organization lacks adequate financial health and wellness	Organization possesses reasonable financial health and wellness	Organization possesses excellent financial health and wellness.
Financial Health (60 points maximum)		Up to 10 points per item
Program Expense Percentage (% of total functional expenses spent on programs and services)		
Administrative Expense Percentage (% of total functional expenses spent on management/general)		
Fundraising Expense (% of total functional expenses spent on fundraising)		
Fundraising Efficiency (Amount an organization spends to raise \$1)		
Working Capital Ratio (Determines how long in years an organization can sustain its level of spending using only its net available assets, as reported on the most recent 990.)		
Liabilities to Assets Ratio (Measures the ratio by % of total liabilities compared to total assets.)		

Scoring Guide for Part 2 (80 points maximum)

Program Information

0-39 points	40-59 points	60-80 points
Organization demonstrates a low likelihood of successfully implementing the proposed program	Organization demonstrates a reasonable likelihood of successfully implementing the proposed program	Organization demonstrates a high likelihood of successfully implementing the proposed program

Program Information (80 points maximum)	Up to 5 points per item
Narrative	
The program and its goals are clearly explained and consistent with the organization’s history and mission.	
There is a demonstrated community need being addressed which is aligned with UWNEMS strategies.	
Program activities/services are clearly outlined to meet needs.	
Program impact on how clients’ lives will improve is evident.	
Program staff and volunteers appear knowledgeable, skilled and relevant in delivering services/activities.	
Outcomes	
Program outcomes are meaningful and clearly explained.	
Projection of clients to be served is realistic and demonstrates an impact to the community.	
Collected data strongly corresponds to indicators.	
Measuring program results is done at appropriate times.	
Challenges in measuring indicators are clearly addressed and indicate an understanding of barriers.	
Indicators	
Proposed indicators align well with program goals and outcomes.	
Proposed indicators are aggressive yet realistic for the scope of work proposed.	
Budget	
Budget accurately reflects and supports the goals of the program.	
Budget reflects an effective use of resources.	
Budget Narrative	
Variances or additional info was clearly explained to understand program revenues and expenses.	
The program leverages resources to improve quality and quantity of services.	

Frequently Asked Questions

Will organizations have to apply for funding every year?

No, funding contracts cover two years. The funding cycle will begin April 1, 2020 and end March 31, 2022. You will receive quarterly allocations over the two-year period. UWNEMS volunteers and staff will review outcomes biannually and finances annually. Awards each year are based on funds available.

What are the 3 Impact areas?

- Academic Success
 - Investing in programs that focus on student character education, parenting skills, high quality early education and preparation for life after graduation
- Health and Wellness
 - Investing in increasing health and wellness literacy, affordable outpatient services, educational resources, and resources for senior adults
- Family Stability
 - Investing in reducing food insecurity, soft and technical skills job training, personal finance education, increasing availability of reliable housing and helping families in crisis.

Can organizations seek funding for multiple programs?

Yes, you can. You may apply for multiple programs under the same application but each program should fall under only one impact area. You will complete the organizational information just once and the program information for each of the programs you apply for.

How many times per year will organizations be required to report outcomes and financial reports?

On outcomes, twice per year (a mid-year report and an end-of-year report). On financial reports, once per year at the end of each year.

Will UWNEMS continue to allow donors to designate pledges to specific organizations?

Yes, donors can still designate to a particular agency on their pledge form.

Why is UWNEMS taking a regional approach?

We have consulted with many United Ways of our size that have used this approach successfully. Organizations would not be limited to the money solely raised in the county as our funding process was in the past. Our goal is to be able raise more money and tell a more results-driven story using data across programs to see how donor investments are making a broader impact in our region.

Who will be evaluating applications and present at agency interviews?

Applications will be reviewed by Community Impact Volunteers and Cabinet. There are volunteers from across our 7-county region who have a content expertise in academic success, health and wellness, family stability, financial practices or are knowledgeable about the needs in our region. These volunteers will also be conducting the interviews which will take place in a centralized location for all 7 counties.

How will applications be evaluated?

Programs will be evaluated using 3 general criteria: 1) financial and organizational practices are sound; 2) program goals, activities and outcomes address an identified community need; and 3) a commitment to outcomes measurement. Volunteers will use a scoring guide to assist in the decision-making process. A scoring guide is included in this packet.

Who makes the funding decisions?

Recommendations by the Community Impact volunteers and Cabinet will be made to the UWNEMS Board of Directors for approval at the March, 2020 Board meeting.

Who do I contact if I have a question about the application?

Mary Ann Plasencia at maryann@unitedwaynems.org or Melinda Tidwell at melinda@unitedwaynems.org or 841-9133.

Who should I contact if I need help with e-CImpact?

Support Specialists are available from 9 AM to 6 PM CT, Monday through Friday, excluding holidays.

Contact Support by email: support@seabrooks.com, Phone: 214-254-4697, or Live Chat.