

# CUMBERLAND COUNTY UNITED FUND

## 2024 Request for Proposals (RFP)

### For Outcome Based Programs

To invest our limited resources in services that impact Cumberland County's most pressing human service needs, the United Fund will be transitioning over the next two years to an outcome-based funding model. For the 2024 funding cycle, nonprofits will be able to select whether they want to apply for funding that requires determining and measuring outcomes, or smaller grants that do not require outcome measurement.

Those nonprofits who wish to provide clear data and evidence to support their program's impact are encouraged to complete this Outcome-Based RFP. Local services to individuals and families must align with the United Funds focused Impact Area Goals and funding Priorities. **(See Addendum 1 for complete Community Impact Areas with Funding Priorities).**

#### Health & Wellness

**\*Goal:** Children and adults in Cumberland County are physically, mentally, and emotionally healthy.

#### Education

**\*Goal:** Youth achieve academic goals and demonstrate life skills necessary to become positive, contributing members of the community.

#### Financial Stability

**\*Goal:** Individuals and families are stable, self-sufficient and no one lives in poverty.

**Organizations who are providing services that address one of United Funds Funding Priorities (as defined in Addendum I) and are committed to measuring the difference their services are making in the lives of people are encouraged to apply.**

**This is a competitive application process.**

Workshops on completing this grant application and measuring outcomes will be held on June 22 from 1:30 – 3:30 pm (CST) at Roane State Community College Cook Rd Room 106 (first classroom on the left (park in large parking lot to the left of the building looking from the street. The workshop will be repeated on June 27 from 9:00 - 11:00 am (CST) at TCAT 910 Miller Ave building 1, parking available across the street at Cornerstone Baptist Church. **You must register at [hollyneal@cumberlandunitedfund.org](mailto:hollyneal@cumberlandunitedfund.org).** Attending one of these workshop is **not** mandatory but encouraged.

**All applications are due by NOON on AUGUST 24, 2023. No late proposals will be accepted.**

**Please email completed proposal to:**

[hollyneal@cumberlandunitedfund.org](mailto:hollyneal@cumberlandunitedfund.org)

**Review Team visitations will be conducted for proposals in this category (outcome-based proposals).**

## Completing the Proposal:

1. Please read the complete RFP before beginning.
2. Answer each question by **typing on the document**. All proposals should be typed in Times New Roman with a 12-point font and 1.15 line spacing.
3. Addendum I includes the United Fund's three Impact Areas with Goals and Funding Priorities for each to use when crafting proposal answers.
4. Addendum II includes the questions SCORING CRITERIA that will be used by the reviewers when scoring each proposal question. Grant writers should be sure to include in their answers information related to the Criteria listed.
5. Please number the pages and include your non-profit name at the top of each page.

**Cumberland County United Fund**  
**2024 Grant Application – Outcome Focused Proposals**  
**Cover Sheet**

Agency Name:					
Website:					
Mailing Address:					
City:		State:		Zip:	
Physical Address:					
City:		State:		Zip:	
Agency Director:					
Email:		Phone:			
Grant Writer:					
Email:					
Agency/Proposal Contact for Review Meeting:					
Title:					

Email: <input style="width: 90%;" type="text"/>	Phone: <input style="width: 90%;" type="text"/>
<b>Amount of this request:</b> \$ <input style="width: 50%;" type="text"/>	

We certify that the information provided in this proposal is accurate and complete. We agree to comply with any required visits by the Review Team for the allocation process.

\_\_\_\_\_  
Agency Director

Date

\_\_\_\_\_  
Board Chair

Date

**SECTION I Program Information**

1. **What is the mission of your organization?**
2. **How are resources for Cumberland County allocated?**
3. **Is your organization registered and up-to-date as a 501c3?**
4. **Program Summary** – Provide a brief (1800 character maximum) summary description of the program services you provide in Cumberland County. Include the specific target population and key program/activity features. (Your summary will be used by CCUF for marketing and fundraising purposes, should your program be selected for funding.)
5. **Impact Focus Area** – Which United Fund Impact Area listed below will you be measuring the impact your services have made during the grant period? **(circle or highlight your choice below)**

**Health & Wellness**

**Education**

**Financial Stability**

6. **Funding Priorities** – Please select the Funding Priority from the Impact Area you selected in #3 above that your services will impact during the duration of the grant. (See Addendum I for listing.)

7. **Need** - From your research, what is the **need** for your program in Cumberland County? Please provide local, state, and national data relevant to the issue(s) your program addresses.
8. **Goal** - Please provide a **minimum** of one Goal for your program that relates to the Impact Area selected in #5 above.
9. **Core Services** – Briefly describe the core services you provide and how they **Specifically address the impact area selected in question #5.**
10. **Target Population** – Include a specific profile of the target population you are serving, including demographics, geographic reach, socioeconomics, and ethnicity.
11. **Length** – How long has your organization been serving this population? How long have you been operating the program that addresses the impact focus area, if this is just one of many programs you provide?
12. **Program Service Criteria** – Describe the criteria used to determine whether an individual or family is eligible to receive services from your program. Include information about any specific intake procedures or assessments completed by program staff and whether there is a fee for participation in your services.
13. **Program Outreach** – Describe your outreach and how you proactively locate individuals or families to participate in your program.
14. **Feedback** - Discuss how you gather and use program participant feedback to improve your program.
15. **Number Served** – How many unduplicated individuals did your agency serve in 2022? If your impact program is only one of many services you provide, how many unduplicated individuals did that program serve in 2022? How many do you anticipate it serving in calendar years 2023 and 2024?
16. **Collaborations** – Is this a collaborative effort? If so, explain the roles of each collaborative agency.
17. **Evaluation** – Describe the process you will use to measure the impact of your services on the participants. The impact should relate to the UF issue selected in #3 above and the Funding Priority selected in #4 above. **Please provide the outcome statement(s) you will measure. If this is an outcome you have been measuring in the past, how long have you been measuring it and what has been the impact?**

The Budget Information Section follows. Please complete and email it in a separate file from the above narrative section.

**Cumberland County United Fund 2024 Request for Proposals**  
**BUDGET INFORMATION**

**\*Instructions: This information should be emailed and submitted in a separate file from the proposal narrative but is due at the same time. \***

**Agency Name:**

**Total Agency Budget:**

**Total Budget for this Program in Cumberland County:**

**How many individuals will you serve through this budget?**

**Anticipated amount of dollars from agency fundraisers in 2024 (please list):**

**Please list the top 3 revenue sources for this program during the last budget year:**

**Amount requesting from the United Fund:**

Does your agency conduct an annual audit?

Please scan and attach a copy of your IRS Form 990 for your most recent fiscal year end. If your organization is not required to file a 990, please complete an IRS Form 990-EZ and email with the above budget information.

## United Fund 2024 Requests for Proposals (RFP) – Outcome Based

### Addendum I

### Community Impact Areas

#### HEALTH AND WELLNESS

**Goal I:** Children and adults in Cumberland County are physically, mentally, and emotionally healthy.

#### Funding Priorities

- Reducing rates of substance abuse through prevention, education, and treatment.
- Increasing awareness and access to mental health services
- Removing barriers to ensure vulnerable individuals have access to services that support their basic needs.2
- Supporting access for aging adults to physical, medical, and social support.

#### EDUCATION

**Goal II:** Youth achieve academic goals and demonstrate life skills necessary to become positive, contributing members of the community.

#### Funding Priorities

##### Services supporting:

- School readiness
- Early grade reading
- Middle school success
- High school graduation

## FINANCIAL STABILITY

**Goal III:** Individuals and families are stable, self-sufficient and no one lives in poverty.

### Funding Priorities

- Supporting family-sustaining employment and financial stability
- Supporting household stability

## United Fund 2024 Request for Proposals (RFP) – Outcome Based

### Addendum II

### Scoring Criteria

The following provides information that will be used by proposal reviewers for scoring each question of the RFP. To receive the top score for each question, proposal writers should ensure their answers address the content indicated below.

#### Section I.-Program Information

**Question I.1 - Mission**

The mission is clear and serves people in need.

**Question I.2 - Resources**

Resource allocation is explained clearly

**Question I.3 - 501©3**

Organization is a 501©3 and up-to date

**Question I. 4 – Program Summary**

There is a clear and concise description of the program, issues it will address, and who it serves.

**Question I. 5 – Focus Area**

One Impact Focus area was selected.

**Question I.6 – Funding Priority**

One Funding Priority was selected.

**Question I. 7 – Need**

There is numerous documented information that the need the program is addressing is critical and the number of local individuals who could directly benefit from the program is included.



<b>Question I. 8 – Goal</b>	At least one goal is included that specifically addresses the selected focus issue.
<b>Question I. 9 – Core Services</b>	The description of the core services is clear and specifically addresses how the services relate to the focus issue and target population.
<b>Question I. 10 – Target Population</b>	<p>There is a concise and thorough description of the target population that includes demographics, geographic reach, socioeconomics and needs.</p> <p>The program is designed to target a UF priority Focus Area population.</p> <p>There is information on trends associated with the target population as it relates to the issue being addressed.</p>
<b>Question I. 11 – Length</b>	Due to past experience serving this population, there is strong confidence that the agency can successfully serve the target population.
<b>Question I. 12 – Program Service Criteria</b>	<p>Eligibility criteria is specific, well-defined and allows for easy determination of eligibility. The criteria indicate does not discriminate within the target population and is inclusive.</p> <p>Intake procedures completed by program staff are clearly explained.</p>
<b>Question I. 13 – Program Outreach</b>	There is a clear plan for identifying and increasing participation levels of the target population into the program.
<b>Question I. 14 – Feedback</b>	Program participant feedback is collected and utilized to improve program services.
<b>Question I. 15 – Number Served</b>	An unduplicated count was provided for 2022 and there is confidence that the numbers were arrived at correctly. A reasonable anticipated number was provided for 2023 and 2024.

**Question I. 16 – Collaborations**

The program collaborates with other support services to improve service delivery, sustainability, efficiency and/or effectiveness. The roles of each are described.

**Question I. 17– Outcome Measurement**

There is a formal data collection process to measure program impact on participants that includes specific tools (surveys, pre/posts tests, etc.), specific times, and frequency as to when evaluation components (data collection) will be conducted.

The evaluation process includes collecting data directly related to a United Fund Impact Area and a Funding Priority.