



# **Community Impact Partner Fund RFP Best Practice Session**

**November 6, 2007**





United Way  
of East Central Iowa

# Session Objective

Attendees will participate in gathering information needed to respond to the Community Impact Partner Fund RFP.



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# Community Impact Partner Fund

## Six Request For Proposals

- 1) **Early Childhood Development and Care**
- 2) **Youth Development**
- 3) **Access to Health, Mental Health and Substance Abuse Care**
- 4) **Self-Sufficiency**
- 5) **Older Adults**
- 6) **Rebuilding Lives**

# RFP: Focus Area Specifics

- Situation
- Outcome(s)
- Target Population ([www.livingwage.geog.psu.edu](http://www.livingwage.geog.psu.edu))
- Barriers
- Indicators
- Likely Programs/Activities to Receive Funding
- Sources

# RFP Process Timeline

## 1) Letters of Intent

- Due by noon on Friday Nov. 9 (electronic and a hard copy)
- Required step to engage in RFP response
- Wednesday, November 14 LOI declines/invitations to apply sent

## 2) RFP's Due: January 4, 2008 by noon

## 3) Award announcement made by May 30, 2008

# Eligibility

## Ineligible activities are:

- Direct medical services
- Mandated or institutional services

## Low priority activities include:

- Scholarships
- One-time events
- Brief intervention strategies
- Travel and lodging expenses

# Guidelines for Narrative

## Number of Proposals That May be Submitted:

- An agency may respond to more than one RFP
- Responding to all RFPs is not encouraged
- An agency may provide no more than 2 proposals under 1 focus area

# Impact Team Review

- Not all volunteers will read all proposals.
- Smaller groups of volunteers will be formed around specific RFP focus areas.
- An executive summary using the Cover Page descriptions will help volunteers understand the nature and scope of your request.

# Section A: Background and Experience of the Organization

## A.1

**General background of the organization  
including:**

- How long the agency has been in existence?
- Agency Mission

# Section A: Background and Experience of the Organization

**Questions?**

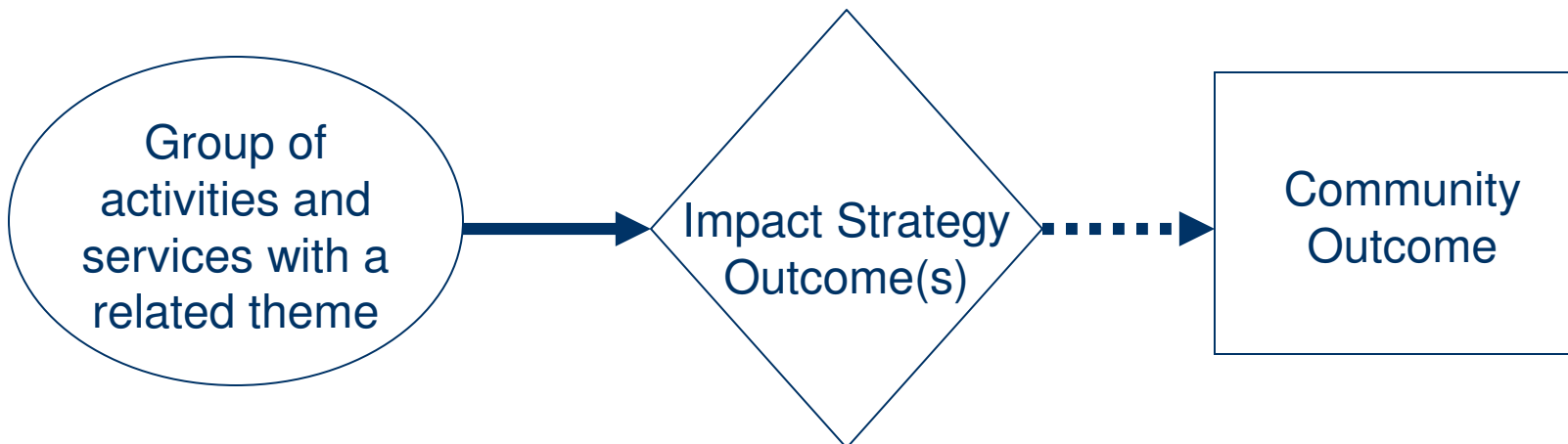
## **Section B: Impact Strategy Alignment and Design (45 points)**

### **Identify your Impact Strategy**

- Identify the services/activities that your organization provides in relationship to the RFP you have selected
- Identify what changes occur for clients
- Identify the themes you see in the changes
- Identify the theme(s) that align with one of the community outcomes
- Identify your Impact Strategy and give it a name

## Section B: Impact Strategy Alignment and Design (45 points)

### Impact Strategy Relationship to Programs and Community Outcomes



# Section B: Impact Strategy Alignment and Design (45 points)

## B. 1 Strategy Overview

Your Impact Strategy should provide an overview to answer the following questions:

1. What is the community outcome to which your strategy aligns?
2. What is the UWECEI target population to which your strategy aligns?
3. How will your proposed strategy influence the community outcome?

# Section B: Impact Strategy Alignment and Design (45 points)

## B. 2 Community Need

Example: Excerpt from Waypoint's proposal:

Families who are homeless or near-homeless are increasing. An AP article in January 10, 2007 stated that there were 744,000 homeless people in the **United States** in 2005, according to a report by the National Alliance to End Homelessness, an advocacy group.

In the most recent Iowa study on homelessness in 2005 indicated that 21,280 **Iowans** are homeless every day. The study also showed that homelessness has increased from 18,592 in 1999 to 21,280 in 2005.

The **Linn County** Homeless Data Summary Report for FY06 reflects the number of homeless persons served by Linn County programs increased by two percent—serving 4,019 homeless persons (17% men; 34% women; 49% children).

## Section B: Impact Strategy Alignment and Design (45 points)

### B. 3 Target Population

Example: Excerpt from Jane Boyd's proposal:

Our target population for the *Rites of Passage* Pilot Program is African American male youth ages 11-14 who are from the Wellington Heights, Oak Hill Jackson, and Mound View neighborhoods of Cedar Rapids. This age range is optimal for the *Rites of Passage* curriculum because it is a critical time of scholastic and social maturity...These youth are from families who earn less than a self-sufficient wage, as \$20,000 per year is the mean income in these communities. They demonstrate less academic success than other neighborhoods: at McKinley Middle School, the 8<sup>th</sup> grade GPA for African American males is 1.91 compared to an overall class GPA of 3.06.<sup>5</sup>



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# Section B: Impact Strategy Alignment and Design (45 points)

**Questions?**

# **Section B: Impact Strategy Alignment and Design (45 points)**

## **B. 4 Agency Experience/Expertise**

- **Expertise in working with population**
- **Experience with implementing proposed activities**
- **License(s) and/or Certification(s)**

# **Section B: Impact Strategy Alignment and Design (45 points)**

## **B. 5 Rationale**

- **Evidence-based practices**
- **Experience that supports strategy**
- **Include references for research cited**

# Section B: Impact Strategy Alignment and Design (45 points)

## B. 5 Rationale

Example: Excerpt from ASAC's proposal:

- Services based on TIP 22, Comprehensive Case Management for Substance Abuse Treatment, DHHS Publication No. (SMA) 98-3222 that was printed in 1998.
- The Treatment Improvement Protocols (TIPs) are best practice guidelines for the treatment of substance abuse that are developed by the Center for Substance Abuse Treatment (CSAT's) Office of Evaluation, Scientific Analysis and Synthesis.

# Section B: Impact Strategy Alignment and Design (45 points)

## B. 5 Rationale

Example: Excerpt from ASAC's proposal:

..... The BCYARP will use **Communities Mobilizing for Change on Alcohol (CMCA)**, a Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services **model program**. The CMCA intervention was based on established research that showed the importance of the social and policy environment in facilitating or impeding drinking among youth.

.....CMCA is a community-organizing program designed to reduce adolescents' (13 to 20 years of age) access to alcohol by changing community policies and practices

# Section B: Impact Strategy Alignment and Design (45 points)

## B. 5 Rationale

Example: Excerpt from Goodwill Industries proposal:

- Goodwill@Work will combine five promising practices supported by research: career counseling<sup>7</sup>, work supports<sup>8</sup>, “job readiness” services<sup>9</sup>, financial incentives for attaining and raising skills<sup>10</sup>, and WorkKeys training<sup>11</sup> provided at job site.

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<sup>7</sup> Title, Source, Date

<sup>8</sup> Title, Source, Date

<sup>9</sup> Title, Source, Date

<sup>10</sup> Title, Source, Date

# **Section B: Impact Strategy Alignment and Design (45 points)**

## **B. 6 Implementation Plan**

- **Describe continuum of services for achieving outcome(s)**
- **May include a timeline, chart to illustrate information**

# Section B: Impact Strategy Alignment and Design (45 points)

## Example of Timeline from ASAC's Proposal:

Outputs/Outcomes	July 2005 – June 2006	July 2006 – June 2007
Community Activities	Server Trainings – 37 businesses Parent Pledges – 923 Alcohol Free Graduation Party Signs – 40 Anamosa Alcohol Compliance Checks Warning Signs Distributed Merchant Pledges – 27 Billboard 7 parent nights	Server Trainings – 22 businesses Parent Pledges – 1185 Alcohol Free Graduation Party Signs – 77 Anamosa Alcohol Compliance Checks Warning Signs Distributed Billboard Sticker Shock Project Live Above the Influence posters 4 Town Hall Meetings Creation of 3 student groups against alcohol/drug use
Policy Changes	Jones County Keg Registration Passed	Minors in Bar Ordinance Passed – Olin New “Persons Under 21 on Certain Premises” Ordinance Passed - Anamosa

# Section B: Impact Strategy Alignment and Design (45 points)

## B. 7 Client Input and Involvement

- **Client Satisfaction Survey**
- **Focus Group**

## **Section B: Impact Strategy Alignment and Design (45 points)**

**Example from Young Parents Network's Proposal:**

- **Parents receiving home visits are involved in program evaluation by annually completing the Survey of Parenting Practice published by the University of Idaho College of Agricultural & Life Sciences.**
- **Parents complete an annual Program Satisfaction Survey.**
- **Parents are given opportunity to provide feedback after each quarterly activity or group session.**



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# Section B: Impact Strategy Alignment and Design (45 points)

**Questions?**



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# **Section C: Outcome Measurement and Reporting (35 points)**

**C.1 Logic Model**

**C.2 Outcome and Performance Measures**

**C.3 Past Performance**

**C.4 Data Collection and Reporting Plan**



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# Section C: Outcome Measurement and Reporting (35 points)

Questions?

## **Section D: Staffing Reporting (5 points)**

### **D.1 Staff Expertise**

- **Be brief – do not attach resumes**
- **List the work experience that directly relates to staff expertise in the impact strategy area.**

### **D.2 Volunteer Contributions**

## Section E: Partnerships and Collaborations (10 points)

### Attachment(s) E.1-E.3

- Make sure your letters are signed.
- Meaningful content –
  - shared outcomes
  - shared resources
  - shared target population

***How is the impact greater because you work together?***



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# Section F: Financials: Budgets, Cost per Unit of Service, and Demographics (30 points)

## F.1 Agency Budget

### Attachment F.1: Agency Budget Form

#### Important Changes:

YOUR agency fiscal year

Explain variance

Explain any deficit

# Section F: Financials: Budgets, Cost per Unit of Service, and Demographics (30 points)

## F.2 Impact Strategy Budget Form

### Attachment F.2: Impact Strategy Budget Form

- What is it?
- Use your narrative to offer volunteers insight into how you will apply the dollars



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## **Section F: Financials: Budgets, Cost per Unit of Service, and Demographics (30 points)**

**F.3 Cost Per Unit of Service and Scalability of Request**

**F.4 Leveraged or Matching Funds**

**F.5 Sustainability**



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# **Section F: Financials: Budgets, Cost per Unit of Service, and Demographics (30 points)**

## **F.6 Demographics**

### **Attachment F.6 Demographic Form**



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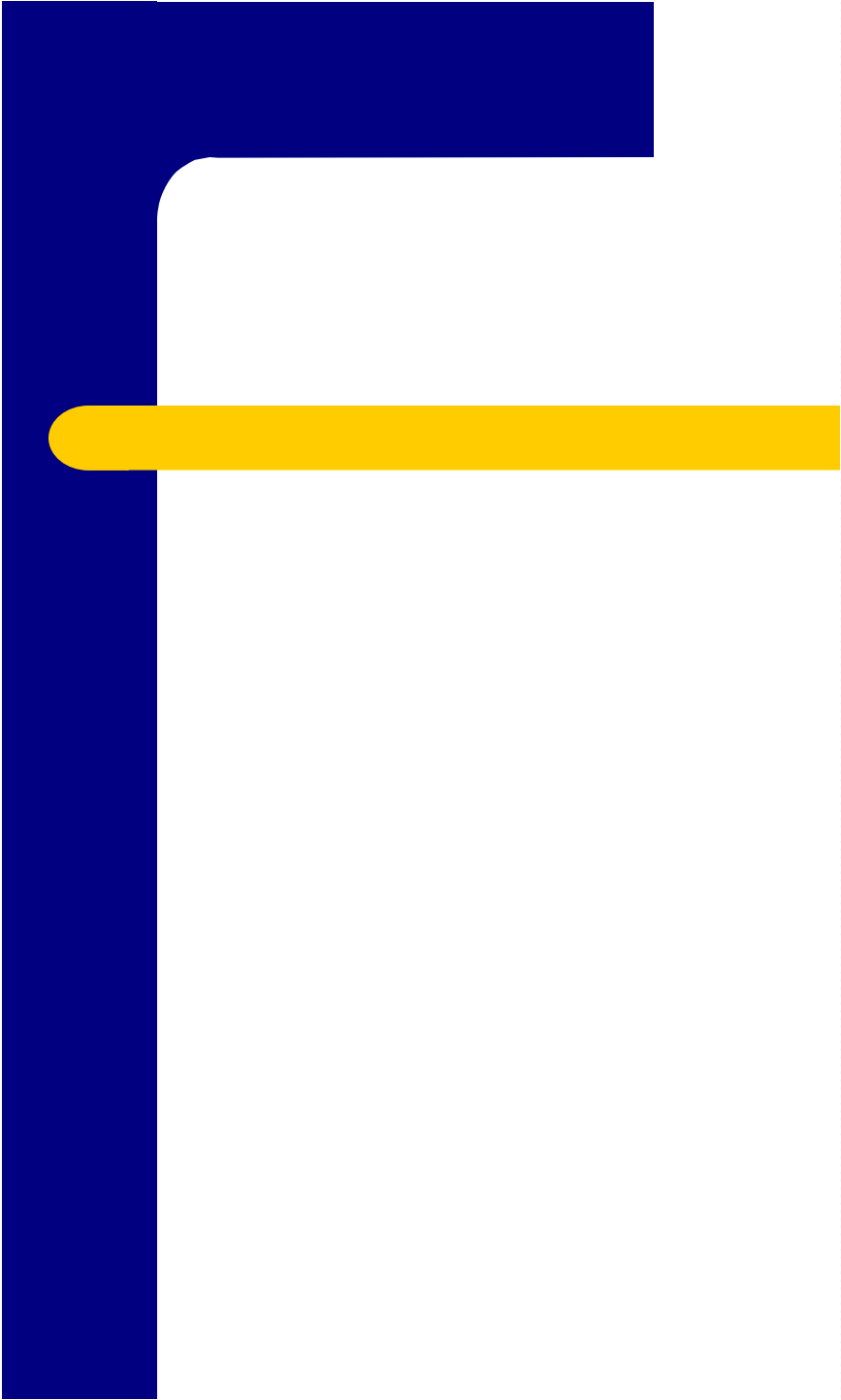
## Sections D, E and F

# Questions?

# Guidelines for Narrative

## Formatting:

- **Create a Table of Contents that clearly identifies the sections and attachments**
  
- **Organize and label the sections of your proposal using the outline format provided in the RFP. For example:**
  - B. Impact Strategy Alignment and Design
    - B.1. Strategy Overview



## Table of Contents

Section A	.....	pg 1
Background and Experience of the Organization		
Section B	.....	pg 1
Alignment with United Way's Community Outcomes		
Section C	.....	pg 4
Program Design		
Section D	.....	pg 6
Program Outcomes and Performance Measures		
Section E	.....	pg 9
Program Staffing		
Section F	.....	pg 9
Partnerships and Collaborations		
Section G	.....	pg 10
Organizational Capacity: Budgets and Demographics		
References	.....	pg 13
Attachment A	Logic Model	
Attachment B	Outcomes and Performance Measures	
Attachment C	Program Implementation Diagram	
Attachment D	Program Outcomes	
Attachment E	Key Personnel Bios	
Attachment F	Board of Directors	
Appendix I	Agency Budget	
Appendix II	Program Budget	
Appendix III	Program Demographics	

# Guidelines for Narrative

## Page Count:

- The total length of sections A through F should not exceed twenty (20) pages
- The total page count does not include requested attachments.
- Do not include any attachments not specifically requested in the RFP.



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# Submission Requirements

Double-sided pages  
One-inch margins  
8.5 x 11 inch paper  
Numbered pages

Double-spaced text  
12-point font  
Three-hole punched

**Letters of support without signatures will not be accepted**



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# Guidelines for Narrative and Submission Requirements

Questions?



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# UWECI Point of Contact

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THANK YOU FOR  
PARTICIPATING

