2024 United Way Impact 100 Request for Proposals – Current Grantees

United Way of Greater Kansas City is seeking proposals from area nonprofit organizations that are part the community's health and human service ecosystem for inclusion in the 2024 United Way Impact 100, a network of high-impact health and human service providers supported by United Way of Greater Kansas City.

United Way of Greater Kansas City Approach to Grantmaking

United Way utilizes principles of trust-based philanthropy in its grantmaking, including 1) unrestricted funding in recognition that organizational leaders understand how to best use resources to achieve their mission, 2) low barriers to application, including a 3-page proposal narrative, no budget forms and minimal post-grant reporting, and 3) a broad-based focus that supports many types of programs and organizations within United Way's health and human service mission. At the same time, donors have come to count on United Way for a high degree of accountability and a track record of investing in the most effective and impactful organizations. To achieve this, United Way asks applicant organizations to report on their adherence to a set of nonprofit standards of accountability.

Impact 100 Funding Opportunity

Organizations selected for the Impact 100 receive a one-year, unrestricted grant in support of the organization's mission. In addition, grantee organizations become part of United Way's network, gaining exposure to United Way's community of donors and corporate partners. In weighing whether to apply for this opportunity, organizations should consider their alignment with areas of investment across the three pillars of Health, Education and Financial Stability, as described in United Way's Community Needs Index as well as selection criteria and related goals established by United Way to ensure the greatest impact across the region, described later in this document.

Key Dates and Deadlines

Key dates and deadlines related to your organization's Impact 100 proposal are noted below.

October 31	**Release of Request for Proposals** RFP and application form templates are posted on United Way's website.
November 6|8|13	**Proposal Workshops** Informational Sessions for applicant organizations will be held on November 6th from 2:30 to 4pm, November 8th from 10:00 to 11:30 am and November 13th from 2:30 to 4pm.
November 9	**Access Granted to Application Portal** Current grantees will be given access to the application portal by this date. An email with a link to the organization's application forms will be sent to the organization's designated contact.
December 14	**Proposal Submission Deadline** Impact 100 proposals are due Thursday, December 14th. The application portal closes at midnight.

United Way Impact 100 Investment Areas

United Way of Greater Kansas City invests in a wide range of health and human services that together comprise our community's social service safety net. This includes a range of service delivery modalities including direct services, systems-level interventions and policy advocacy. We also make investments in the continuum of services from crisis response and intervention to prevention and developmental approaches.

However, United Way does not fund everything in the nonprofit ecosystem. As a prospective applicant, you are encouraged to review United Way's Community Needs Index for insights into how the work of your organization aligns with United Way's health and human service focus, and to review the list below of types of organizations that fall outside of United Way's health and human service focus.

Components of a Funding Proposal and Method of Submission

Your organization's Impact 100 proposal will consist of the following components.
- Proposal Narrative – 3-page narrative that responds to specific questions about your organization and its work in the community.
- Participant Demographics Form – A one-page report of the number of people served by all of your organization's programs, broken down by demographic groups.

Submission of the proposal must be completed using the online application portal used by United Way. The registered user(s) of your organization will receive a link to the application portal on November 7th. The application portal link is unique to your organization. So, while you can share the email and link with other users within your organization, you should not share it with colleagues at other organizations.

Participant Demographic Reporting

United Way awards a single, unrestricted grant to organizations that are selected for the Impact 100. To ensure that United Way leaders understand and communicate effectively about the impact of that investment, United Way also collects a limited amount of programmatic data from applicant organizations. Specifically, you are asked to list your organization's top five programs and provide the total number of people served for each.   You are also asked to provide a brief description of each program and select up to two program categories with which the program aligns. The categories appear in a drop-down menu in the proposal narrative form.

United Way Program Categories

- Access to Healthcare and Supportive Services
- Aging and Senior Support Services
- Behavioral Health and Substance Abuse Intervention & Treatment
- Child Welfare
- Community and Family Violence Prevention and Intervention
- Early Childhood Education and Development
- Financial Stability and Employment
- Food and Nutrition Security
- Housing Security
- Services for Individuals with Disabilities
- Supports for People with Involvement in the Justice System
- Youth Development, K-12 Academic Supports and Postsecondary Pathways

Types of Organizations Not Funded by United Way

United Way does not provide grants to the following types of organizations, which are outside the core health and human service focus. This list is provided to clarify the health and human service focus of United Way's grantmaking.

- Animal welfare organizations
- Environmental organizations that do not have a human service, socioeconomic or racial equity focus
- Museums, arts and cultural organizations
- Entrepreneurship or small business, without a primary focus on low/moderate-income or disenfranchised populations
- Medical research organizations that do not provide direct healthcare services
- Journalism, news reporting and media organizations
- Organizations whose primary focus is grantmaking
- Schools—both K-12 district, charter, and private schools, as well as colleges and universities
- Religious organizations, except those offering health and human service programming that does not include religious content, limit services to those of a certain faith, or require participation in religious or spiritual activities

Questions?

For Assistance with your Impact 100 Proposal, contact:

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Impact 100 Selection Criteria

In selecting Impact 100 grantees, United Way uses two sets of criteria—one that looks at the merits of individual applicant organizations and another that considers the composition of United Way's overall portfolio of grantees.

Individual Organizational Criteria

United Way will assess individual applicant organizations based on the following selection criteria. Organizations selected for inclusion in the United Way Impact 100 will have:

- **A track record of effective service to the community** within the health and human service system in the six-county metro area (Cass, Clay, Jackson and Platte Counties in Missouri; Johnson and Wyandotte County in Kansas).
- **A mission aligned with United Way's established pillars of investment in the community**—Health, Education and Financial Stability. (Organizations should demonstrate alignment with one or more of the focus areas under Health, Education and Financial Stability.)
- **A demonstrated understanding of the community needs** and underlying conditions that the organization's programming is intended to address, as well as the unique factors affecting the specific target population served by the organization.
- **Program design that effectively supports participant outcomes**, including service delivery strategies rooted in evidence-based or promising approaches, well-qualified staff responsible for delivery of services, a system for collecting outcomes data, and evidence of successes in the achievement of those outcomes.

- **A track record of operating with a high degree of organizational accountability** and transparency with respect to governance, fiscal sustainability, financial reporting, and adherence to external standards of accountability. This includes, but is not limited to, government reporting for nonprofits or adherence to standards set by third parties, if applicable, such as governmental funding entities, certifying or accrediting bodies, national affiliates, etc.
- **A demonstrated commitment to equity and inclusion,** as evidenced by services that are accessible by a population that is racially and ethnically diverse, that may face barriers due to disability, age, differences in culture or language, gender, gender identity or sexual orientation; or that otherwise may face barriers to access because of economic status. Applicant organizations are asked to affirm that they practice nondiscrimination in service delivery and employment. United Way recognizes that not all programs serve a similarly diverse target population. However, all organizations can and should consider how their services are relevant, accessible to, and inclusive of an increasingly diverse community.
- **A clearly defined, credible and effective role with the human service ecosystem of which it is a part.** United Way is seeking to invest in organizations that have successfully found a place in the human service system that enables them to cooperate with other stakeholders through referral relationships, collaborative service delivery, and effective operation within the larger system of which the organization is part.

The Impact 100 proposal narrative was designed to assist United Way in making grantee selections based on these criteria. As needed, United Way will rely upon other data sources such as organization's financial statements and tax returns, web sites, and publicly available data sources such as Guidestar.

Overall Portfolio Criteria

In addition to the above criteria for assessing individual applicants, United Way's selection of Impact 100 grantees will also be guided by the following goals in ensuring a broad-based and inclusive portfolio of grantees that, together, improve the quality of life for all people across the region.

- **United Way strives to invest in a wide variety of strategies and approaches** to improving community conditions, including programming that responds to immediate critical needs and preventative strategies, as well as both direct-service programming and systems-level approaches.
- **United Way is committed to investing in a wide range of health and human service domains,** addressing community needs across the three pillars of Health, Education and Financial Stability. (More detail is provided in United Way's Community Needs Index.)
- **United Way will invest in all areas of the Kansas City region, including communities within the six-county metropolitan area**—Cass, Clay, Jackson and Platte Counties in Missouri, and Johnson and Wyandotte Counties in Kansas.
- **United Way supports a wide range of organizations, in terms of scope and scale**—including multicounty organizations and those with a narrow geographic focus; those with large budgets, as well as small- and medium-sized budgets; and those that provide a single service as well as those with a multi-faceted set of services.
- **United Way is committed to maximizing the impact of its investments.** This means reaching as many lives as possible through those investments. We also consider the depth of impact and recognize that some organizations serve a small number of people, but make a deep and lasting impact. We strive to strike a balance between these considerations when selecting Impact 100 grantees.

Not every organization that aligns with United Way's interest areas and effectively meets selection criteria will be able to receive funding. Organizations that are not selected for the Impact 100 will be eligible for donor-directed giving and, as such, will have the opportunity for inclusion in United Way's broader network of community partners.

Impact 100 Proposal Narrative

Respond to the following questions about your organization. Only one proposal narrative per organization may be submitted with your proposal, which should focus on the entire organization, not just one specific program. Limit your response to 3 pages (including question headers, but not question detail).

1. **Organization Name:**

2. **Budget**—Annual Operating Expenses from Most Recent Fiscal Year: $_____

3. **Mission**
   Describe the mission/purpose of your organization, in 200 words or less. NOTE: this is the only question that has a word limit, by design. We just want a brief overview of the organization, with detail coming in the subsequent questions.

4. **Brief Organization Description**
   Describe the organization in 25 words or less. This descriptor will be used in various ways to provide context alongside the organization's name in applicant/grantee lists.

5. **Geographic Focus Area**
   Describe the geographic area served by your organization. If your organization specializes in serving a specific area—such as neighborhoods, counties, or municipalities, provide an explanation of that geographic focus. (A separate section of the proposal—the participant demographics form—will collect beneficiary data by county.)

6. **Programs and Services**
   Describe the programs and/or services of your organization. Who is the target population? What specific challenges in the lives of participants are addressed by the programs? What services are provided and how do they help achieve the intended outcomes for participants?

7. **Role in the Human Service Ecosystem**
   Describe your organization's role in the human service ecosystem of which it is a part--offer organizational credentials/methodologies that are employed. How does it interact with other service providers and public institutions? What qualifies your organization to occupy this role? Tell us about your organization's successes.

8. **Equity in Program Design and Delivery**
   To the extent that your program(s) incorporate considerations of equity in their design, delivery and target population, please describe them in this section. If your organization engages community and/or program participant input on program design, describe how you achieve this.

9. **Accessibility to Service**
Describe how your organization ensures that its services are accessible to people of all backgrounds, including those who may face barriers due to income, transportation access, cultural background, physical ability, language, immigration status, or differences based on gender, gender identity and sexual orientation.

10. **Outcomes and Impact**
Describe the outcomes that your organization's programs help participants achieve. Describe the most important outcomes measured by your organization that demonstrate the organization's impact in the community.   Describe your organization's success in achieving those outcomes, including data that demonstrates its success.

11. **People Served**
Using the Organizational Demographics form, provide a count of the number of people served by your organization across all of the programs within each of the demographic categories provided in the form. Because many organizations do not collect unduplicated participant data across programs, duplicated data may be provided.

12. **List of Organization's Programs**
List below your organization's top five programs:

Program Name and Brief Description (up to 25 words)	Primary Program Category	Secondary Program Category (Optional)	Total People Served Last Year
		Total Served Last Year:	

Participant Demographic Data – Organization-Level Data Only

Report a count of program participants by geographic area, gender, race, ethnicity, income level and age group across all your organization's programs. Estimates are acceptable and, if an unduplicated count is not available, a duplicated count is acceptable. United Way is seeking an organizational view of client demographics and people served.

Participants by County	
County/Geographic Area	**# Served Last Year**
Cass County	
Clay County	
Eastern Jackson County (Jackson Cty excluding KCMO)	
Johnson County (KS)	
Kansas City portion of Jackson County	
Platte County	
Wyandotte County	
Other Counties	
TOTAL	

Participants by Gender	# Served Last Year
Female	
Male	
Other	
Gender Unknown	
Total	

Participants by Race	# Served Last Year
American Indian/Alaska Native	
Asian	
Black/African American	
Native Hawaiian/Pacific Islander	
White	
Two or More Races	
Other	
Race Unknown	
Total	

Program Participants by Ethnicity	# Served Last Year
Hispanic, Latino/Latina, Spanish Origin	
Not Hispanic, Latino/Latina, Spanish Origin	
Total	

Participants by Income Level	# Served Last Year
Low Income	
Other Income Level	
Unknown	
Total	

Participants by Age Group	# Served Last Year
0-17	
18-64	
65+	
Unknown	
Total	

If the organization does not serve individual participants, rather than report data in the form above, describe the size and/or scale of the population(s) reached through the program through non-direct service strategies.

NOTE: In the online version of this form, you will also be asked to report the Race/Ethnicity of your organization's Chief Executive Officer.