



Neighborhood Partnership Grant

Request for Proposals 2025

ANNOUNCEMENT

Brown County United Way (BCUW) is pleased to announce the 2025 Neighborhood Partnership Grant (NPG) funding opportunity. BCUW is seeking individual and collaborative proposals for 1-year grants to begin in spring 2025.

PURPOSE

NPGs are intended to catalyze community building by supporting local organizations and associations to come together, build new relationships, strengthen existing relationships, and address a need or issue of concern at the neighborhood level.

We encourage applicants to engage neighborhood residents and collaborate with other groups, organizations, etc. in the proposal and in program implementation. The proposals should generate community interest and volunteer participation. Projects must be specific, small in scale, have a realistic plan, and build on the assets of the local neighborhood(s). BCUW intends to fund diverse and innovative programs, projects, and activities that strengthen neighborhood assets.

FAST FACTS

- Application period: September 16, 2024 – October 31, 2024.
- Applications are due October 31, 2024, 11:59 p.m.
- Grants must be completed within the one-year funding cycle (March 15, 2025 – March 15, 2026).
- Requests must be between \$1,000-\$10,000.
- New and previously funded grantees are eligible to apply.
- Program/project/activity must take place within identified cohorts and serve Brown County residents. Applications that target one or more cohorts are permissible.
- Proposal must focus on individuals and/ households that are at or below the ALICE® Threshold

STRATEGIC INVESTMENT

BCUW is strategically investing in place-based approaches that build and strengthen the overall well-being within a targeted location. These locations have been chosen based on the [United for ALICE](#), (Asset Limited Constrained Employed) data that is quantifying and describing households across that nation and locally that are struggling financially. These investments hope to bring additional supports and resources into neighborhoods and

communities of need. The following communities are some of the highest need areas in our county. These areas have a higher concentration of households at or below the ALICE Threshold and poverty-level households (click on Brown County for specific information).

- City of Green Bay, 42% (Cohort 1 & 2)
- Village of Denmark, 42%
- Village of Ashwaubenon, 38%
- Village of Pulaski, 35%
- Village of Bellevue, 34%

TARGETED COHORTS

Cohort 1: Navarino, Downtown, Whitney Park, Joannes Park neighborhoods (located within City of Green Bay, which has a 42% ALICE/Poverty rate).

This strategy aligns with our collaboration with the Green Bay Area Public School District in the Community School Initiative and the focus on BCUW City East Center residents in this area. Your proposal may target 1 or more neighborhoods within the cohort.

Cohort 2: Any [Green Bay neighborhood at or below 80% of the average median income](#), or higher ALICE population.

Your proposal may target 1 or more neighborhoods within the cohort.

Cohort 3: Village of Denmark, which has a 42% ALICE/Poverty rate. This strategy aligns with our organizational goal to impact Brown County residents living at or below the ALICE® Threshold. Your proposal may target 1 or more neighborhoods within the cohort.

Cohort 4: Village of Ashwaubenon, which has a 38% ALICE/Poverty rate. This strategy aligns with our organizational goal to impact Brown County residents living at or below the ALICE® Threshold. Your proposal may target 1 or more neighborhoods within the cohort.

Cohort 5: Village of Pulaski, which has a 35% ALICE/Poverty rate. This strategy aligns with our organizational goal to impact Brown County residents living at or below the ALICE® Threshold. Your proposal may target 1 or more neighborhoods within the cohort.

Cohort 6: Village of Bellevue, which has a 34% ALICE/Poverty rate. This strategy aligns with our organizational goal to impact Brown County residents living at or below the ALICE® Threshold. Your proposal may target 1 or more neighborhoods within the cohort.

BCUW IMPACT AGENDA

The intent of NPGs is to provide funding to support innovative and impactful programs/projects/activities that align with BCUW Community Impact Agenda Investment Priorities: Education, Health, Financial Opportunity (Economic Mobility), and Connection. The work is built on the foundation of Diversity, Equity, Inclusion, and Belonging (DEI-B) for all and is at the heart of everything we do at BCUW. Our expectation is that all grantees commit to serving the whole community without discrimination and ensure that programs/projects/activities specifically focus on efforts that serve minority populations.

COMMUNITY INDICATORS

Proposals must include a focus on the following indicators:

Increasing Access: Provides services developed to support the health, education, financial and connection of our community and create pathways for continual wellness throughout an individual's lifetime and in the community.

Ensuring Equity: Ensures individuals and groups are provided the support for services specific to their identified needs.

Reducing Stigma: Addresses the historical and systematic negative impacts of discrimination that cause individuals and groups to forgo health, education, financial treatment, interventions, and individual and/or community connection. Works to provide education and opportunity for stigma reduction and systematic change.

BCUW COMMUNITY IMPACT PRIORITIES

The intent of funding is to provide support for a community project, program or activity that aligns BCUW Impact Areas:

- **Health:** mental, physical, emotional, and social well-being for all in our community.
 - Examples: Beautification projects, mental health programming, screenings, navigation
- **Education:** pursuit and development of skills and information at all ages and stages of life.
 - Examples: Literacy, GED, early childhood, senior, family programming, enrichment classes
- **Financial (Economic Mobility):** realization of personal potential through available resources that allow individuals and groups to prosper in an economic system.
 - Examples: Budget classes, career development, community legal aid programs
- **Connection: a sense of belonging, social support, self-advocacy, and empowerment:**
 - Examples: cultural events, socials that foster individual connection, and/or neighborhood identity, playgroups, civic engagement and leadership programs that foster collective identity

The process of applying for and being awarded a grant is competitive and while we can't fund every proposal that is submitted, it is our intention to fund those that excel in innovation, collaboration, and alignment to our priorities. Our goal is to make strategic investments in programs and organizations that are working to improve and enhance quality of life and promote a healthy, inclusive, and diverse community.

* Priority will be given to new programs/projects/activities and applicants that have not received prior NPG funding. Proposals should demonstrate collaboration with community partners and be innovative.

REQUIREMENTS

Organizations must meet eligibility standards to be considered for funding, including financial strength and program/project/initiative design, impact, and budget.

Proposal must adhere to the following requirements:

- Proposals must take place within Brown County, WI.
- Proposed projects, programs, and/or activities must take place within a minimum of one cohort (more than one is acceptable).
- The minimum request considered is \$1,000 and the maximum request will not exceed \$10,000.
- All funds will be spent within the designated geographic area specified in this application.
- Individual or collaborative applications will be accepted. Collaborative proposals must have a shared commitment through development, implementation, and shared financial contributions.
- A brief project report, including a financial report is required shortly after the project/program/activity completion and will be submitted via the BCUW grant management system (e-Cimpact), and through an in-person meeting. Collection of demographic information will be collected via survey methods.

- All grantees will be invited to participate in BCUW led collaborative granting meetings during the cycle.

APPLICATION PROCESS AND TIMELINES

Applications are submitted via the online grant management system (e-CImpact). The link to access the grant management system is located on the BCUW website. Related NPG information and timelines are posted on the United Way website. Please note:

- Applicants not currently funded by BCUW through other granting programs will be required to register as a new agency; information will be posted as to the details regarding the new agency registration process.
- Organizations will be screened for eligibility at the onset of the application process. If the organizational eligibilities are met, applicants will proceed to complete the application process and submit according to the deadline outlined. If an organization does not meet the eligibility requirements, an applicant may submit a proposal in the next funding cycle.
- Applicant deadlines are final, no late applications will be accepted.

September 16, 2024 – October 31, 2024: Application period is open.

September 23, October 2, 10: Open Q/A session, via zoom (times and links on website).

- Applicants may join the virtual meeting to ask questions about the RFP, application process, and general questions about the grant. Specific grant proposal questions should be directed to Jill Sobieck, jill@browncountyunitedway.org for an individual consultation.

Application Deadline: October 31, 2024, 11:59pm. October

and November 2023: Applicant in person “Meet and Greet”

- Applicants are encouraged and invited to meet in person with the BCUW review council to share proposal highlights and answer questions. Invitations to meet will be scheduled after applicant submission. Meetings will be scheduled for 20-30 minutes. If unavailable, applicants may record proposal highlights (must be in MP4 or MOV format, and no more than 10 minutes). Those needing to submit a recording may contact, Jill, jill@browncountyunitedway.org

December 2024- January 2025: BCUW review/recommendation process.

February (date tbd): Applicants are notified of approval status and funding amounts.

March 15, 2024 – March 15, 2025: Funding cycle.

April: Grantee orientation will be scheduled (date tbd).

May 1, 2025: Report due, via the grant management system. In-person meetings will be scheduled during May with individual grantees.

EVALUATION CRITERIA

Proposals will compete for available funds in accordance with programmatic criteria and funding priorities. Applications are evaluated and scored with the following criteria areas:

- Needs Identification
 - Proposal addresses and impacts a neighborhood and/or resident need as noted in this RFP.
- Alignment with BCUW Impact Areas and Indicators
 - Proposal addresses how the project will advance one or more of the investment areas and indicators as noted in this RFP.

- Community Engagement
 - The proposal specifies how the community at large have opportunities for engagement
- Planning and Capacity

- The timeline is reasonable given the funding amount.
- There are adequate resources, staff, volunteers to carry out the program/project/activity.
- Budget & Budget Narrative
 - The proposal clearly describes the need for BCUW funding and how funds will be used.
 - The proposal clearly describes sustainability for the project after BCUW funding.
- Evaluation and Reporting
 - The applicant has the capacity to collect and measure outputs/outcomes.

BCUW Partnership Standards and Policies

All applicants will abide by [BCUW Standards and Practices](#). Submission of an application indicates agreement and compliance of the following:

- The organization is a nonprofit with a 501(c)(3) designation or other tax-exempt entity such as a governmental body, school district, municipality, or a community-based group in good standing with the Internal Revenue Service and or the Wisconsin Department of Financial Institutions.
- Funds will be used solely for the granted purpose. Grantees will communicate and submit a program amendment with BCUW regarding any changes/updates in the funded program/project/activity. Approval of the amendment is required by BCUW before program changes can occur.
- Any grant funding that is awarded and unspent by the close of the grant cycle will be returned promptly, without written request, to BCUW.
- Grantees will use BCUW brand symbols/logos/recognition on all public relations materials and media such as flyers, websites, news releases, social media as related to the funded project. Grantees are asked to share digital pictures and/or copies of news releases with BCUW.
- The organization conducts business without discrimination regarding age, race, ethnicity, religion, national origin, ancestry, political beliefs, disability, veteran status, marital status, sexual orientation, gender expression or identity, or any other category protected by law.

Allowable expenses are expenses that are directly related to the program/project/activity and may include items such as:

- Program salaries/benefits
- Personnel professional development, training, transportation related to the proposed program
- Program supplies
- Program marketing materials
- Smaller scale capital projects that align with the impact priorities such as safety, beautification, wellness

Expenses that are not allowed are expenses that are indirect (or fixed & administrative) such as:

- Personnel costs not related to the proposed program/project/activity

- Supplanting of existing personnel salaries/expenses related to the program/project/activity
- Organizational fundraising activities or events
- Facility operating costs such as utilities or rent, or larger scale capital improvements such as construction of new buildings
- Debt or existing obligations
- Organizations, programs, activities related to politics or designed to elect candidates to public office

By applying, your organization confirms that this RFP document has been reviewed in its entirety and that, if selected, the organization will abide by the conditions for grant funding described therein.

If you have questions about the application, please contact Jill Sobieck, jill@browncountyunitedway.org

