



United Way
of Greater New Haven

United Way of Greater New Haven Request for Proposals

Helping Families Thrive through Financial Stability

Applications due April 26, 2024 by 4:00pm EST

Applications can be submitted through [this link](#).

I. Context:

The 2023 ALICE (**A**sset, **L**imited, **I**ncome, **C**onstrained and **E**mployed) Report highlights that in Greater New Haven, 42% of households cannot meet their basic needs. The ALICE survival budget for a family of four is \$110,172, significantly higher than the Federal Poverty level of \$26,500 for a family of four.

Although unemployment rates are low, statewide reports indicate an increase in families that are underemployed. Many workers were unable to work full time due to family responsibilities, being in school or training, illness, disability, or child care challenges. In 2021, the CT underemployment rate that captures these workers was 10.7%, considerably higher than the traditional unemployment rate. The 2021 Data Haven Community Wellbeing survey found that underemployment rates differed by race and ethnicity, 13% of White, 22% of Black, and 26% Hispanic workers reported either being underemployed or working part time but said they would prefer full time.

United Way of Greater New Haven (UWGNH) is committed to helping our community reimagine a more equitable, financially stable life. To do that, we must connect all job seekers to good paying jobs with career advancement opportunities. Since 2020, UWGNH has been convening the Greater New Haven Workforce Collaborative and continues to hear from providers and job seekers the need for increased access to flexible funds. In addition, the previous two years of the Thriving Families grant demonstrated that funds to cover recruitment, training expenses, certification fees, internships and more have a positive impact on connecting our community to full-time employment.

Due to the success of the last two years, UWGNH is releasing this Request for Proposals to assist workforce development programs in recruiting, retaining and

placing underserved job applicants and prioritizing applicants who identify as BIPOC, low- income, female head of households, re-entering individuals, individuals experiencing homelessness, immigrants, and people with disabilities on a career pathway.

II. Grant Funding Goals and Strategy:

This United Way grant will provide flexible funds to existing workforce service providers that can be utilized to remove barriers for job seekers to participate and complete trainings as well as secure and retain employment. Examples include, but are not limited to, transportation, childcare expenses, stipends, technology needs, job search support, uniforms, and more.

Organizations that apply for these funds must have programs that support [ALICE and below](#) job seekers to achieve job attainment on a career pathway with demonstrated career mobility. Prioritization will be given for programs that have demonstrated the ability to successfully serve underserved communities such as but not limited to, communities of color, low-income, female head of households, re-entering individuals, individuals experiencing homelessness, immigrants, and people with disabilities.

Funding awards will range between \$5,000 and \$25,000.

III. Eligible Applicants:

- To be eligible, applicants must: Be a tax-exempt agency operating in greater New Haven:
 - Not-for-profit organization with 501(c)(3) status
 - Government agency
 - School or academic institution
 - Faith-based organization
- Have an existing employment program located in Greater New Haven designed to connect job seekers to employment.
 - For the purposes of this RFP, Greater New Haven is defined as: Bethany, Branford, East Haven, Guilford, Hamden, Madison, New Haven, North Branford, North Haven, Orange, West Haven, and Woodbridge

- Have a Non-Discrimination Policy.
- Serve the ALICE and below population.

IV. Data and Performance Measures:

Applicants seeking funding must demonstrate their ability to track common standard performance measures.

Required reporting elements will include numbers served, participant demographics (city/town of residence, age, gender, race and ethnicity), what services they received or participated in, number exited from program, number employed, wage of employment, and sector of employment.

V. Timeline:

RFP Release	March 29, 2024
Deadline for responses/applications	April 26, 2024 by 4:00pm
Notification of Awards	May 28, 2024
Grant Period	June 1, 2024 – May 31, 2025

VI. Submission:

- Submissions should be submitted through the [online platform](#)

VII. Terms and Conditions:

Once selected, grantees will be required to meet the following terms for funding:

- Regularly attend and actively participate in the Greater New Haven Workforce Collaborative to share challenges, lessons learned and successes.
- Share at least one client level story with UWGNH.
- Provide a final report at the end of the contract period with tracked measures listed above.

VIII. [Application Questions:](#)

1. Agency Name:
 - a. Grant Contact Information:

- i. First & Last Name:
 - ii. Job Title:
 - iii. E-mail Address:
 - iv. Phone Number:
 - v. Executive Director Name
 - vi. Executive Director Email
 - vii. Organization Address for primary place of business:
- b. Regional Service Area. Identify the city(ies) and town(s) where the services will be provided.

Agency Structure and Capacity

2. Please describe your agency's mission and experience in successfully implementing workforce programming.

Program Design and Outcomes

3. Please describe the following details for the program that the proposal is looking to enhance:
 - a. What population is the program intending to serve? What efforts are in place to recruit and serve job seekers from underserved communities?
 - b. What services does the program provide directly and what services does the program refer out to?
 - c. What type of job(s)/sector(s) is the program connecting job seekers to?
 - d. What strategies do you have in place to partner with employers?
 - e. How does the program and organization incorporate client voice and feedback into program design and continuous improvement?
 - f. Please describe the specific program outcomes, the targets set for each, and how the program tracks progress and the required reporting measurements listed above.
 - g. If you are a previous Thriving Families grantee, include outcomes achieved during the most recent grant year.

Use of Funds

4. How will you incorporate these funds into your program?
 - a. Select which phase(s) the requested funds will support from the following: (1) Recruitment of underserved communities, (2) Retainment of job seekers in your program, and/or (3) Placement of job seekers in employment
 - b. For each phase selected (if selected more than one) describe how funds will be spent and what outcomes you expect to achieve if you received the requested funds from this grant.

Commitments to Equity and Collaboration

5. UWGNH is [committed](#) to continued learning and action to foster an

equitable, just, and inclusive community where each of our neighbors has the opportunity to thrive. Please tell us how your agency demonstrates a commitment to advancing diversity, equity, and inclusion

6. UWGNH is also committed to building effective collaboration between and across service providers. Describe how your organization collaborates with other agencies - in providing services, referrals, advocacy, participation in collaborative groups, or in other ways.

Financial Capacity & Budget

7. Describe how the agency will ensure allocated funds are tracked and used in accordance with the grant?
8. What is your organization's total annual budget?
9. Submit a budget breakdown of the proposed use of funds, including line items for personnel, direct, and administrative expenses.

IX. Evaluation Criteria:

Applications that are submitted by the deadline will be evaluated by a diverse committee of UWGNH staff, community members, and those with lived experience in the workforce development field. Answers will be reviewed and scored based on responses to Section VII. Questions are weighted using the following breakdown of points:

Agency Capacity	15
Program Design	20
Proposed Use of Funds	30
Commitments to Equity and Collaboration	20
<u>Financial Capacity and Budget</u>	<u>15</u>
Total Possible Points	100

For any questions, please contact Kelly Fitzgerald at kfitzgerald@uwgnh.org.