



United Way
of Greater New Haven

United Way of Greater New Haven Request for Proposals Helping Families Thrive through Financial Stability Grant Opportunity 2025

Grant Applications are due by Friday, April 25th, 2025 by 4:00pm EST

Applications can be submitted through this link.

I. Context:

The 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. The 2024 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 has grown to \$114,132, significantly higher than the Federal Poverty level of \$27,750 for a family of four. With the possibility of reduced government support, it is more critical than ever that all job seekers can increase their skills to achieve competitive employment with family sustaining wages.

Since 2020, UWGNH has been convening the Greater New Haven Workforce Collaborative with the effort to strengthen and grow a local workforce development ecosystem to meet the needs of all job seekers. We continue to hear from providers and job seekers about the need for increased access to information about what programs are available, training resources, access to employers and flexible funds. In addition, the previous three 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.

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 training as well as secure and retain employment through their first year on the job. Examples include, but are not limited to, recruitment costs, 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 \$30,000.

III. Eligible Applicants:

- a. To be eligible, applicants must: Be a tax-exempt agency operating in greater New Haven:
 - i. Not-for-profit organization with 501(c)(3) status
 - ii. Government agency
 - iii. School or academic institution
 - iv. Faith-based organization
- b. Have an existing employment program located in Greater New Haven designed to connect job seekers to employment.
 - i. 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
- c. Have a Non-Discrimination Policy.
- d. 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), household size and income, 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 21 st , 2025
Grant Information Session	April 2 nd , 2025
Deadline for responses/applications	4PM April 25 th , 2025
Notification of Awards	May 22 nd , 2025
Grant Period	June 1 st – May 31 st , 2026

[Click here](#) to register for the Grant Information Session on Wednesday, 4/2/2025 from 2-3PM

VI. Application Submission:

All submissions should be submitted through the [online application portal](#).

- a. Application questions can be found starting on page 5 of this document. Applicants are encouraged to draft responses utilizing this section of the RFP. Final submissions must be submitted via the link above.

VII. Terms and Conditions:

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

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

VIII. 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 IX. Please note, additional materials may be requested

following submission or review. Questions are weighted using the following breakdown of points:

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

For any questions, please contact Latrice Allen at llallen@uwgnh.org



United Way
of Greater New Haven

United Way of Greater New Haven Thriving Families Grant Opportunity 2025

IX. Application Questions:

Agency Information

1. Agency Legal Name:
 - a. Grant Contact Information:
 - I. First and Last Name
 - II. Job Title
 - III. Phone Number
 - IV. Email Address
2. Organization Address for primary place of business
3. Are you authorized to sign contracts on behalf of your agency?
 - a. If no, please provide the name, email, job title of who is authorized to sign
4. Is this agency a subsidiary or part of a larger organization? If yes, please provide the legal name of that organization
5. Service Area. Identify the city(ies) and town(s) where the services will be provided.

Agency Structure and Capacity

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

Program Design and Outcomes

7. 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

- 8. 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 and Retention of job seekers in employment
 - b. For each phase selected (if selected more than one) describe how funds will be spent and the expenses correlate to the outcomes you expect to achieve if you received the requested funds from this grant.

Commitments to Opportunity and Collaboration

- 9. UWGNH is [committed](#) to continued learning and action to foster a 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 opportunities for the population that you serve.
- 10. 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

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

GOOGLE CHROME TRANSLATION

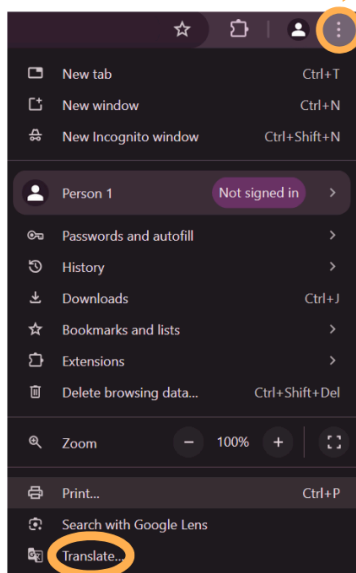
for United Way of Greater New Haven Funding Opportunity Applicants

United Way of Greater New Haven utilizes Formstack to create online application forms for all funding opportunities. Utilizing the web browser Google Chrome, applicants can translate our online applications and respond to United Way funding opportunities in their preferred language. Instructions on how to do so can be found below. Please be aware that utilizing this process shares your data with Google, as translation is done via Google Translate.

If you already have the web browser Google Chrome, and your language is set to one other than English, Google Translate may send a pop-up window prompting you to translate the form. In that case, you will not need to complete the following steps.

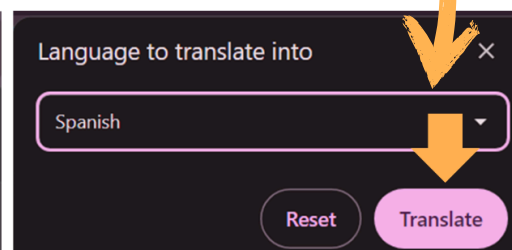
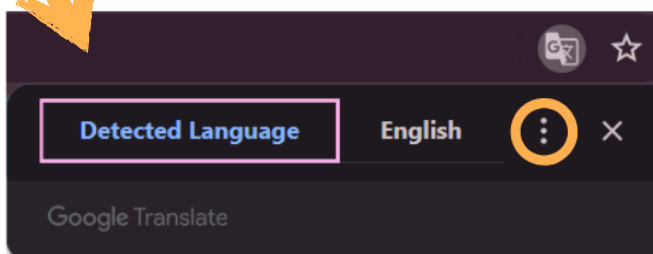
Awarded funding?

If an applicant is awarded funding, all future documentation will be distributed and completed in English. Additional supports may be available dependent upon the funding opportunity.



STEPS

- 1 Download and install the web browser Google Chrome if you do not already have access to it. Instructions for how to do so for different computer types can be found [here](#). (To translate web browser download instructions, scroll to the bottom of the page and select another language from the 'Language' button.)
- 2 Open a new window in Google Chrome, and navigate to the online United Way of Greater New Haven application. The link to the application can be found on our website and in the application preview.
- 3 Once the application is open in Google Chrome, select the three dots at the top, right-hand corner to open Google Chrome's menu. Scroll down and select 'Translate.'
- 4 Google Chrome will show you the language it is detecting on the page in the window that pops up. Select the three dots in the top, right-hand corner of the window and scroll until you select your preferred language.
- 5 Once you have selected the language you want the form translated into, click 'Translate.' The application form should show in your preferred language. You will now be able to read and respond to the form in the language you are most comfortable in.



May look different

If you have Google Chrome's Google Translate settings turned on to translate for a specific language, steps 4 and 5 may appear different. You may be shown the language the page is in in the top right corner, with the option to click your preferred language next to it. The page will then be translated.

HERRAMIENTA DE TRADUCCIÓN DE GOOGLE CHROME

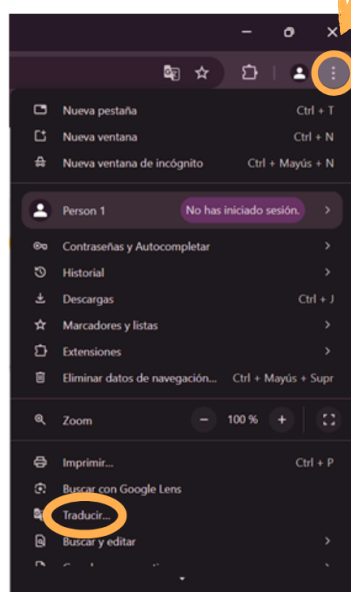
para los solicitantes de oportunidades de financiación de United Way of Greater New Haven

United Way of Greater New Haven utiliza Formstack plataforma para crear formularios de solicitud en línea para todas las oportunidades de financiamiento. Utilizando el navegador web Google Chrome, los solicitantes pueden traducir nuestras solicitudes en línea y responder a las oportunidades de financiación de United Way of Greater New Haven en su idioma preferido. Las instrucciones sobre cómo hacerlo se pueden encontrar a continuación. Tenga en cuenta que el uso de este proceso comparte sus datos con Google, ya que la traducción se realiza a través de la herramienta de traducción Google Translate.

Si ya tienes el navegador web Google Chrome y tu idioma está configurado en uno que no sea el inglés, es posible que el Traductor de Google envíe una ventana emergente pidiéndote que traduzcas el formulario. En ese caso, no será necesario que complete los siguientes pasos.

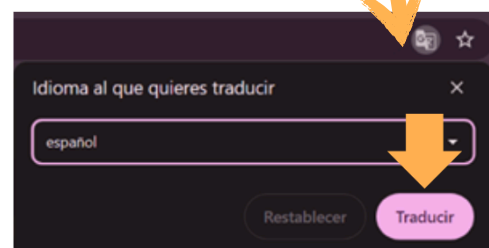
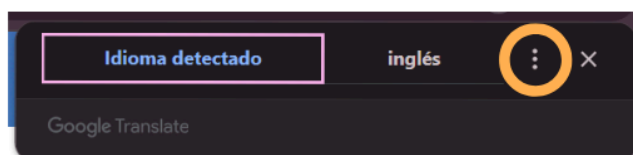
¿Ha recibido financiación?

Si a un solicitante se le otorga financiamiento, toda la documentación futura se distribuirá y completará en inglés. Es posible que haya apoyos adicionales disponibles dependiendo de la oportunidad de financiamiento.



P A S O S

- 1 Descargue e instale el navegador web Google Chrome si aún no tiene acceso a él. Las instrucciones sobre cómo hacerlo para diferentes tipos de computadoras se pueden encontrar aquí. (Para traducir las instrucciones de descarga del navegador web, desplácese hasta la parte inferior de la página y seleccione otro idioma en el botón 'Idioma')
- 2 Abra una nueva ventana en Google Chrome y navegue hasta la aplicación en línea United Way of Greater New Haven. El enlace a la aplicación se puede encontrar en nuestro sitio web y en la vista previa de la aplicación.
- 3 Una vez que la aplicación esté abierta en Google Chrome, seleccione los tres puntos en la esquina superior derecha para abrir el menú de Google Chrome. Desplácese hacia abajo y seleccione 'Traducir.'
- 4 Google Chrome le mostrará el idioma que está detectando en la página en la ventana que aparece. Seleccione los tres puntos en la esquina superior derecha de la ventana y desplácese hasta que seleccione su idioma preferido.
- 5 Una vez que haya seleccionado el idioma al que desea traducir el formulario, haga clic en 'Traducir.' El formulario de solicitud debe aparecer en su idioma preferido. Ahora podrá leer y responder el formulario en el idioma en el que se sienta más cómodo.



Puede parecer
diferente

Si tienes activada la configuración de Google Translate de Google Chrome para traducir a una idioma específico, los pasos 4 y 5 pueden parecer diferentes. Es posible que se le muestre el idioma en el que se encuentra la página en la esquina superior derecha, con la opción de hacer clic en su idioma preferido junto a él. A continuación, se traducirá la página.