



United Way
of Central West Virginia

United Way of Central WV Letter of Intent Packet

OUR MISSION – TO IMPROVE LIVES BY MOBILIZING THE CARING POWER OF OUR COMMUNITY

PROCESS

1. Submit one (1) electronic copy of the Letter of Intent (LOI) and 501(c)(3) IRS determination letter by **4 p.m. January 10, 2018**.
2. Each program may submit one Letter of Intent. A separate Letter of Intent must be completed for each program for which the organization is requesting funding.
3. At least one Outcome listed in the selected impact category must be addressed (pages 3-7).
4. Programs that use evidence-based practices will be given higher preference.
5. If this is a collaborative effort, the lead 501(c)(3) organization should complete the LOI.
6. Eligible organizations proposing projects that are the most closely aligned with United Way of Central WV's impact areas and outcomes will be invited to submit a full grant application. It is anticipated that not all organizations submitting a LOI will be invited to complete a full application. If invited, the full grant application will be due March 2, 2018.
7. Minimum grant request is \$5,000 and maximum is \$60,000. Funding is provided only for specific programs, not overall agency operations.
8. Funding decisions will be made in June 2018; funding will be provided during calendar year 2019.
9. Organizations that are awarded grants will be required to submit a six-month progress report and an end of year report on program outcomes and beneficiary data.

ELIGIBILITY TO APPLY

Do not submit a Letter of Intent unless all of the following conditions apply. The organization:

- Is an incorporated nonprofit organization and has tax-exempt status under section 501(c)(3) of the Internal Revenue Service code.
- Has a Board of Directors that is an active, representative voluntary governing body, with regular meetings and is responsible for developing its mission, determining its strategic direction and providing oversight.
- Have up-to-date, current bylaws, or guidelines, by which the organization operates.
- Can submit, when requested, a current annual audit (if applicable) performed by an independent certified public accountant in compliance with generally accepted accounting standards as applied to non-profit organizations.
- Files an IRS form 990, including schedule A or 990 EZ, or can document the circumstances under which the 990 filing is waived.
- Can provide a current budget for the entire organization.
- Serves one or more counties in United Way of the Central WV service area – Boone, Clay, Kanawha, Logan and Putnam counties.

- Has the mechanisms and capacity for regularly reporting measurable, qualitative and quantitative outcomes.
- Demonstrates reasonable efficiency in program management and adequacy of resources, both in materials and in personnel (voluntary and paid) to sustain a quality level of service.

SUBMISSION

1. Deadline for submission is 4 p.m. January 10, 2018. Late or incomplete packets will not be reviewed.
2. Submit electronically to grant@unitedwaycwv.org and include:
 - ✓ Completed Letter of Intent form
 - ✓ Organization's 501(c)(3) IRS determination letter
3. Invitations to submit a full grant application will be communicated electronically by January 31, 2018 and will be due on March 2, 2018.
4. Questions should be directed to:

Lisa Hudnall, Community Services Director
304.340.3521
lhudnall@unitedwaycwv.org

EDUCATION IMPACT AREA

In 2014-15, approximately 350 students in the UWCWV service area dropped out of high school. Dropping out of high school increases the chances that youth will be unemployed or earn significantly less than their counterparts who graduated; rely on public welfare and health services; and be involved in the criminal justice system. Research demonstrates that dropouts arise from an accumulation of various risk factors (especially attendance, behavior, and course performance) throughout children’s schooling that peak once in high school. For most students, the decision to drop out of school is the final step in a process that began years earlier, so it is important to build a system that identifies and support these students as early as possible. That is why the UWCWV is working to ensure that children and youth are: (1) Ready for school, starting with the skills they need to succeed; (2) Achieving academic success throughout elementary, middle, and high school; and (3) Supported by families/caregivers that promote healthy development and academic success.

Program Category	Program Components	Outcomes
Quality Early Childhood Education and School Readiness	Center-based early education programs that support the social, emotional, and cognitive development of pre-school-aged youth.	Children will achieve developmental milestones and will be ready to benefit from social, emotional, and cognitive development activities provided at the next level of education.
Academic Success K-12	Ongoing afterschool/out-of-school programs that promote the academic, social, and emotional development of school-aged youth throughout the school year or year round.	At-risk youth will maintain or increase their academic performance. At-risk youth will increase life skills (defined by the program).
Parent/Caregiver Development	Classroom, workshop, and home-based education programs for parents and caregivers designed to equip them to support the social, emotional, and cognitive development of their children.	Parents/caregivers will strengthen their parenting skills (defined by program). Parents/caregivers and children will have more frequent, positive interactions and communication. Parents/caregivers will actively support their children’s academic growth.
Any program in the Education Impact Area that incorporates measurable parent involvement/education/development will be given special consideration.		

HEALTH IMPACT AREA

In 2016, West Virginia ranked 43rd out of 50 states in overall health (“*Americas Health Ranking*,” United Health Foundation). Factors that had the highest negative impact on the state’s ranking included smoking, obesity, diabetes, preventable hospitalizations, and drug deaths. In the past three years, drug deaths increased 46%. It is well established that preventive medical and mental health care reduces the prevalence of disease and helps people live longer, healthier, more productive lives. That is why the UWCWV is working on health issues in the service area and focusing on the following key components that impact the health and wellbeing of the community: (1) Reducing drug and alcohol addictions; (2) Increasing access to medical and dental healthcare for the uninsured and underinsured; (3) Increasing access to mental health counseling; and (4) Increasing health and wellness programs.

Program Category	Program Components	Outcomes
Alcohol and Drug Use Disorder	Programs that address the prevention, intervention, or ongoing recovery of alcohol and drug abuse.	Reduce substance use among youth and/or adults using evidence-based substance abuse prevention programs. Reduce substance abuse among youth and/or adults. Increase youth and/or adults maintaining sobriety and self-sufficiency.
Affordable Healthcare	Programs that provide essential medical or dental care in a clinic or home-based setting for the uninsured or underinsured. This includes medical or dental care to seniors and prenatal care for women.	Uninsured and underinsured individuals will obtain essential medical and dental care. Reduce poor health outcomes resulting from smoking, obesity, diabetes, and other health issues (defined by the program).
Affordable Mental Health Counseling	Programs that provide counseling and therapeutic interventions for individuals and families by a trained counselor.	Individuals and families will receive ongoing and crisis counseling to help them increase mental wellbeing.
Health and Wellness	Ongoing prevention programs aimed at prevention of specific health conditions and overall health of individuals, families, and the community.	Individuals will engage in healthy, prevention activities (defined by the program) to increase their health and wellbeing. Reduce factors that negatively impact the health of community residents, including smoking, obesity, and diabetes.

FINANCIAL STABILITY IMPACT AREA

It is not surprising to discover that unemployment is closely tied to high rates of poverty and low per-capita income. In addition, existing evidence points to a strong relationship between employment status and both mental and physical health. Unemployment has been associated with an increase in unhealthy behaviors such as poor diet, lack of exercise, tobacco use, and excessive alcohol consumption. Unemployed workers report more chronic disease and lower levels of physical and mental health. To reduce these negative outcomes, and increase financial stability in the service area, the UWCWV is focusing on three building blocks of financial stability: (1) Accessing transportation that is tied to employment opportunities; (2) Employment readiness that helps individuals achieve the training and soft skills necessary for employment; and (3) Financial literacy skills that help individuals and families build financial security.

Program Category	Program Components	Outcomes
Employment Readiness	Programs that provide education and job training for specific employment opportunities and/or programs that provide “soft skill” pre-employment training.	<p>Individuals will complete job training programs that result in “work ready” employees.</p> <p>Individuals will learn the “soft” skills (defined by the program) needed to gain and maintain employment.</p> <p>Individuals will obtain employment.</p> <p>Individuals will maintain employment.</p>
Transportation	Programs that increase access to transportation tied to securing employment.	Individuals will have transportation to obtain job-related training or employment.
Financial Literacy	Classroom or workshop-based programs that provide skills and encourage behaviors to manage income, build assets, and solve problems related to the financial stability of individuals and families.	<p>Low-income individuals will develop financial literacy skills (defined by the program) to manage financial resources effectively.</p> <p>Low-income individuals will use knowledge and skills to manage financial resources effectively.</p>

SAFETY NET IMPACT AREA

West Virginia is one of the most impoverished states in the nation (US Census Bureau). Median household income is 22% below that of the nation and per capita income is almost 19% less than the rest of the country. Further, almost 65% of West Virginia families with a female head of household (no husband present) with related children under the age of 5 years have an income below the poverty level (compared to 40.5% for the United States).

West Virginia is on the edge of drastic change in the coming years as tens of thousands of baby boomers become senior citizens. Although this demographic shift will be happening across the country, the changing landscape is especially noteworthy for the Mountain State, which already has the second largest senior population in the nation. More than 16%—about one in every six residents—are over 65 today compared to a national average of 13.7% (*Trends and Characteristics of the Elderly Population in West Virginia*). Meanwhile, West Virginia seniors are, on the whole, some of the poorest and least healthy in the country. In 2016, nearly 9% of West Virginia seniors lived below the federal poverty level and 25% lived below 150% of the federal poverty level (US Census Bureau). This is the eighth highest senior poverty rate in the country.

These economic indicators demonstrate the need for safety net services, as many individuals and households struggle to meet their basic needs and are one tragic “event” away from homelessness and hunger. As a result, the UWCWV is focusing on addressing the following services: (1) Providing shelter services to the homeless and individuals affected by domestic violence; (2) Increasing access to healthy food options for those who are food insecure; (3) Increasing the number of seniors who are able to live in their own homes safely; (4) Assisting individuals and families affected by disaster; (5) Providing rent and utility assistance to low-income individuals and families experiencing situational financial hardships.

Program Category	Program Components	Outcomes
Domestic Violence and Child Abuse Services	Programs that provide shelter, case management, and supportive services to victims of domestic violence or child abuse and/or provide prevention services to reduce domestic violence and child abuse.	Survivors' immediate safety needs will be met. Survivors' will increase their knowledge about domestic violence. Survivors' will increase their awareness of community resources. Reduce domestic violence in the service area.
Shelter Services	Programs that provide shelter services (sleeping, warming, personal hygiene, food, case management, supportive services) to the homeless. Programs must support the transition out of homelessness as the ultimate goal.	Participants will actively engage in supportive services (defined by program) to move into permanent housing. Participants will achieve housing stability.

SAFETY NET IMPACT AREA – CONTINUED

Program Category	Program Components	Outcomes
Access to Food	Programs that provide food and/or meals to low-income individuals and/or families.	Reduce food insecurity for low-income individuals and families.
Aging in Place for Seniors	Programs that provide services to help seniors (60+) remain in their own homes and avoid higher cost levels of care.	Seniors will live independently and safely in their own homes.
Disaster Relief	Programs that respond to individual's basic needs when a disaster strikes and/or provide information and training on disaster preparedness.	<p>Individuals affected by disaster will have their immediate basic needs met.</p> <p>Individuals affected by disaster will be assisted in finding resources/services to help them achieve pre-disaster status.</p> <p>Increase community knowledge to prepare for and respond to disasters.</p>
Rent and Utility Assistance	Programs that serve families and individuals experiencing situational financial hardships with rent payments and/or utility services (water, sewer, gas, electric).	<p>Individual's immediate basic housing needs will be met.</p> <p>Individuals will be assisted in finding resources/services/programs to help them address their financial stability.</p>