

# United Way of Youngstown and the Mahoning Valley

Community Impact



United Way of Youngstown  
and the Mahoning Valley

# Our Mission

The United Way of Youngstown and the Mahoning Valley seeks to be the driving force behind sustained improvement in the lives of all our citizens, through initiatives that promote education, income, health, and community support services.

# Panel Membership

- Income: Mahoning Columbiana Training Association, Mahoning Youngstown Community Action Program, Home Savings, PNC Bank, Consumer Credit Counseling, Youngstown Neighborhood Development, Mahoning County Department of Jobs and Family Services.
- Education: Youngstown City Schools, Youngstown State University, Turning Foundation, Public Library of Youngstown and Mahoning County, and retirees representing the Mahoning County Educational Services Center and special education.
- Health: The Mahoning County Board of Health, the City of Youngstown Board of Health, Humility of Mary Health Partners, Mahoning County Mental Health Board, Access to Health Mahoning Valley, and Help Me Grow.

# Agenda

## September 22



- Welcome-Brian Kolenich
- Review of Timeline-Brian Kolenich
- Process Overview-Brian Kolenich
- Impact Strategies
  - Community Support Services-David Turner
  - Education-Rich Denamen
  - Income-Jim Gutowski
  - Health-Matt Stefanak
- Application-Brian Kolenich
- Logic Model Review-Doug Wentz
- Questions and Answers

# Community Impact Funding



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# Timeline

- **September 22, 2011** Training session, Main Library
- **September 19-October 31** – Conference calls each Monday from 10 AM-Noon. Call 330-436-2800, passcode 8255335#
- **November 4**-Proposals due at Noon
- **November 12-December 12** – Volunteer review of proposals
- **January, 2012**-Meetings as requested by the panels
- **February, 2012**-Review by the Community Impact Cabinet
- **March, 2012**-Recommendations to Executive Committee
- **March, 2012**-Notification to agencies
- **July 1, 2012**-Funding begins

# Funding Process

- Individual Program Evaluator Reviews & Scores the RFP
- Financial Volunteer Reviews & Scores the RFP
- Each Impact Panel's Consensus Discussion
- Community Impact Cabinet Review's the Results
- Funding Recommendation
- Approval by the United Way Executive Committee

# Proposal Evaluation

The Panel Volunteers will use the following criteria to make their decisions:

- How completely the proposal addresses the narrative questions on the score card
- The suitability for the strategy it addresses
- The measurable results of how effectively it meets that need (outcomes)
- The resources it takes to obtain those results (budget)

# Final Steps

- **Funding Approval Process**

The recommendations of the Panels will be reviewed by the Community Impact Cabinet and then approved by the United Way Executive Committee.

- **Communication of Funding**

Upon final approval by the United Way Executive Committee, each Organization will be mailed the award letter.

# After Funding Notification

Upon receipt of the award letter, the funded Organization will be required to execute and return:

- Letter of Certification
- Counterterrorism Compliance Form
- Program Provider Agreement

# 2012-2014 Impact Strategies

Community Support Services	Education	Income	Health
Supporting programs that provide basic or emergency services	Prepare students for academic success	Provide low to moderate income individuals and families the tools and resources to become financially stable and to accumulate assets	Improve the health of children, individuals & families through expanded access, preventative care and healthy behaviors

# Impact Area

## Community Support



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# Community Support Services:

## Supporting programs that provide Basic or Emergency Services



- Clothing-clothing for individuals and families who are experiencing an emergency or long-term financial stress
- Domestic Violence programming-safe, temporary protective housing and support services for adults and children who are victims of domestic violence
- Emergency Financial Assistance-as deemed emergency for agency assisting individual or family
- Food-for individuals and families who are experiencing an emergency or those in long-term financial stress
- Health-assistance for those experiencing short-term health and/or medical emergency or have long-term financial stressors that make healthcare cost-prohibitive
- Shelter-for those who are homeless or services for those who are at risk of becoming homeless.

# Impact Area

## Education



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# Education

## Prepare students for academic success



- **Focus Area 1:** Kindergarten Readiness
- **Focus Area 2:** Success for Students Grades K-3
- **Focus Area 3:** Success for Students Grades 4-9

# Impact Area

## Income



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# Income

## Provide the tools and resources to gain financial stability and asset accumulation

- **Focus Area 1:** Assist individuals and families to use existing programs to increase their disposable income
- **Focus Area 2:** Obtain and maintain affordable housing
- **Focus Area 3:** Help individuals and families manage finances and build assets

# Impact Area

## Health



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# Health



Improve the health of children, individuals and families through expanded access, preventative care and healthy behaviors

- **Focus Area 1:** Safe home and community
- **Focus Area 2:** Healthy Beginning
- **Focus Area 3:** Healthy eating and physical activity
- **Focus Area 4:** Access to healthcare

# Application Guidelines



- Funds will be awarded at varying levels for programs and services for individuals and families who live in Mahoning County. Approximately \$1,000,000 in funding will be awarded for proposed programming that addresses identified needs within Income, Education or Health.
- **Application Deadline: Noon November 4, 2011. Late proposals will not be accepted.**
- **Send completed applications** by e-mail to Ginny Pasha at [gpasha@ymvunitedway.org](mailto:gpasha@ymvunitedway.org) or by mail to:  
255 Watt Street, Youngstown, Ohio 44505. Applications may be delivered to the United Way offices at the above address no later than noon on November 4. Late deliveries will not be accepted.
- **Grant Awards and Program Period:** Applications will be considered for a maximum of two years, beginning July 1, 2012 and ending June 30, 2014. Programs will be funded for one year with an option for one additional year, contingent upon substantial program progress and availability of funds.

# RFP Application and Scorecard



- Seven sections
- Thirty-three questions
- A score of 85 or greater = An RFP that meets the requirements, solidly written to the requirements of the criteria
- Maximum score possible = 127.5
- Utilizes a forced-ranking for scoring

# Sections of the RFP Score Card and Application

A narrative that is a minimum of five pages and a maximum of eight pages in length

# Section 1: Agency Profile



- *Provides a snapshot of your agency, its history, mission, key programs, organizational structure and size of your workforce.*
- Seven narrative questions that go into further detail
- Score of 14 meets this sections requirements
- Score of 21 surpasses

## Section 2: Alignment to Impact Area

- *Describes how your program aligns with the selected Impact area, focus areas, strategies and indicators*
- Two questions that ask for an Impact area, a focus area and two indicators to be defined
- Score of 6 meets requirement
- Score of 9 surpasses

## Section 3: Community Partnership and Collaboration



- *Asks for those agencies or organizations that the program cooperates with in the delivery of service and in the achievement of desired outcomes*
- Identify other agencies in Mahoning County providing similar services
- Score of 5 meets requirements
- Score 7.5 surpasses

## Section 4: Agency Capability and Capacity

- *Describes the agency's ability to accomplish the work of its program through knowledge, skills, experience, and sufficient staffing*
- Five questions further define what is required in this section
- Score of 13 meets the requirements
- Score of 19.5 surpasses

# Section 5: Statement of Community Need and Impact



- *Asks for a compelling case for investment to be described, based on clear evidence of a significant need and the ability to respond to an indentified need*
- Display the data and evidence used to support the program's need or benefit through at least one data-source that corroborates the need locally
- Define the target population & unduplicated clients served
- Score of 16 meets and 24 surpasses

# Section 6: Program Description and Methodology



- *Provides a description of the program, the approach and overall outcomes that are expected.*
- Goals, objectives and outcomes are defined
- Timetables to accomplish goals
- Looks for evidence-based practices
- Describe sustainability and long-term impact
- Score of 15 meets and 22.5 surpasses

# Section 7: Evaluation and Results



- *Refers to the outputs and outcomes expected and achieved by the agency's program. Agency shares how performance is evaluated against targeted outcomes*
- Clearly defined targeted outcomes
- Past performance on proposed outcomes is required
- Logic model needs to aligns with program outcomes
- Score of 16 meets and 24 surpasses

# Scoring Options



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# Scoring Evaluator's Options



- **Not Covered**                      **0** – Totally missing
- **Unclear**                              **1 (1.5)** – *Touched upon, but not clear.* Not enough information is provided to determine the agency's answer met or could meet the narrative requirements.
- **Meets Criteria**                      **2 (3)** - *Sufficient information is provided to determine that the agency's response met the narrative requirements.*
- **Exceeds Criteria**                      **3 (4.5)** – *The agency's response goes beyond meeting the narrative requirements, with additional clarity. High level of integration, use of best practices of "role-model" approach.*

# The Narrative Descriptors

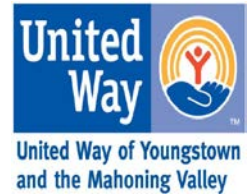
- **Identify**
  - Means a simple list is all that is necessary.
- **Describe**
  - Looks for more sufficient information, such that the program or method being described would be recognizable to another, i.e., the evaluator.
- **Explain**
  - Goes a step further, with sufficient information so the evaluator understands the usage, if not being able to apply it themselves.

# Hints to Improve Your Application and Score



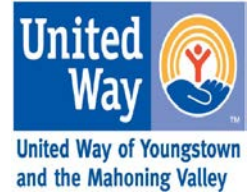
- Use of jargon and abbreviations
- Use the “narrative descriptors” in writing
- Use the “scoring options” as you write
- Have someone read and score a draft version
- Remember, alignment with the Impact Model
- Italics in the narrative questions offer direction

# Budget for Proposed Program



- Include a budget for July 1, 2012 – June 30, 2013 and a proposed budget for July 1, 2013 – June 30, 2014
- Must clearly identify the amount of funding requested and shows all income and expense items related to the program.

# Required Attachments



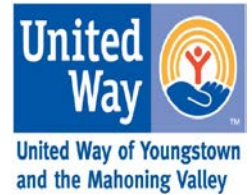
- Most recent IRS form 990
- Most recent audit including any audit management letter
- Completed logic model
- Organizational Chart
- Budgets as stated
- Checklist
- No additional attachments needed

# Logic Model



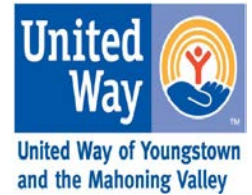
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# Logic Model



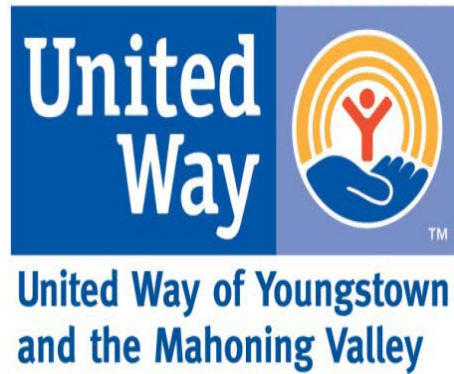
- Complete spreadsheets and answer the questions below
- Describe past performance on the outcomes that are proposed. If the proposed program is new, with no performance history, share two years of past performance of similar programs.
- Identify projected performance on proposed outcomes and indicators.
- Identify clearly defined targeted outcomes in the following format: X number of X percent of clients will improve by X number or percent.
- Describe your data collection plan. Refer to methods, instruments (surveys, interviews, tests, logs, etc.) and procedures for collecting data, and your process for analyzing the data.
- Describe how the data will be used to evaluate and improve the agency's performance.

# Sample Logic Model

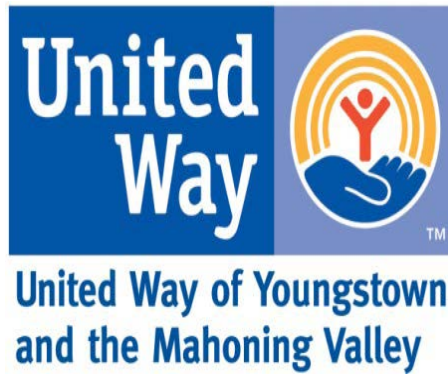


<u>Program/Project</u> <u>Anticipated</u> <u>Impacts with</u> <u>Indicators</u> The ultimate result of a program/project – pie in the sky for all customers if all resources were available.	<u>Performance</u> <u>Targets – defines</u> <u>success for the</u> <u>customer</u> <i>Establish a time frame, establish a customer baseline, quantitative measure of the change in behavior or condition and the verification method</i>	<u>Milestones</u> <u>2013</u> A significant point of achievement or development, which describes progress toward a goal. # who will achieve the target.	<u>Milestones</u> <u>2014</u> A significant point of achievement or development, which describes progress toward a goal. # who will achieve the target.

# Budget



# Checklist



# After Notification of Funding



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# For More Information



- Go to United Way of Youngstown and Mahoning Valley's Website  
[www.ymvunitedway.org](http://www.ymvunitedway.org)
- Contact Ginny Pasha at 330-746-8494 or by email at [gpasha@ymvunitedway.org](mailto:gpasha@ymvunitedway.org)
- Monday Morning Conference Calls from 10:00-Noon. Call 330-426-2800, passcode 8255335#