

United Way of the Eastern Panhandle
2020-2021 LIVE UNITED Grant Application Guidelines
(maximum request \$5,000)



United Way
of the Eastern Panhandle, Inc.

Any 501(c)(3) non-profit organization, including schools and government agencies, that serve the West Virginia counties of Morgan, Berkeley and Jefferson are eligible to apply for grants funded by the United Way of the Eastern Panhandle (UWEP). An organization may submit multiple applications for separate programs. However, any funded program may receive only one Community Impact or Live United grant per UWEP's fiscal year.

Key Dates

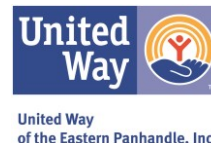
January 31, 2020	Grant Applications Published
January 31, 2020	Application Workshop
February 28, 2020	Completed Applications due by 4:00 p.m.
March 31, 2020	Presentations by Grant Applicants (as requested by Review Team)
April/May 2020 Announced	United Way Board of Directors Approves Recommendations/Grant Awards

The following items are due to the United Way by 4:00 p.m. on Friday, February 28, 2020. Application and supporting documents must be submitted through the online grants portal found at

<https://www.uwayep.org/united-way-grants> :

- 2020-2021 LIVE UNITED Grant Application
- Program Financial Data and Proposed Budget
- Most Recently Completed IRS Form 990 or Proforma 990
- Copy of 501(c)(3) Tax Exemption Letter from the IRS

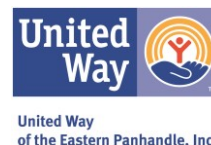
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United Way of the Eastern Panhandle is pleased to issue its 2020-2021 LIVE UNITED Grant Applications. United Way of the Eastern Panhandle is committed to creating lasting change with measurable improvements for people in need within the Eastern Panhandle. As part of that commitment, United Way of the Eastern Panhandle invests in high performing organizations that provide programs and services that align with our impact areas and focus issues. Funding is granted through a competitive application process each year.

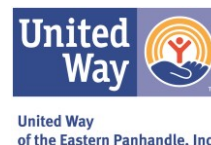
Impact Area/ Focus Issue	Targeted Goals	Programming Needs	Suggested Outcome Measures
Education/ Children in Poverty	Strengthen early childhood readiness	Building awareness of early brain development in children; supporting and initiating public and private collaborations to improve range of services for children and families; expand learning opportunities for children from birth to age 5	<ol style="list-style-type: none"> 1. Percentage of children who demonstrate age-appropriate functioning 2. Percentage of children who participate in early learning programs 3. Percentage of children who have a medical home 4. Percentage of families participating with evidence-based in-home visitation 5. Percentage of individuals educated on early brain development
	Improve K-12 academic proficiency levels in reading and math	Academic and social supports for students; out of school learning opportunities; family support and engagement; mentoring	<ol style="list-style-type: none"> 1. Percentage of students reading at or above grade level 2. Percentage of students who improved math grades 3. Percentage of students who improved attendance during the current school year 4. Percentage of students who passed to the next grade level 5. Percentage of parents/caring adults engaged with students <ol style="list-style-type: none"> a. Time spent reading to students b. Time spent helping with homework c. Attendance at parent-teacher conferences d. Number of mentoring relationships

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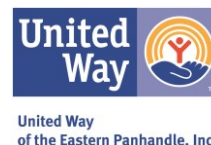
Impact Area/ Focus Issue	Targeted Goals	Programming Needs	Suggested Outcome Measures
Income/ Affordable Housing	Strengthen the financial independence of families	Helping at-risk individuals and families stabilize before they become homeless; helping individuals and families gain access to permanent housing and wrap-around services to include case management, financial literacy, budgeting, tax preparation, tenant education, credit counseling	<ol style="list-style-type: none"> 1. Percentage of families who increased savings 2. Percentage of families who obtained a financial banking product 3. Percentage of families who reduced debt 4. Percentage of families who received income supports/benefits 5. Percentage of families who improved credit 6. Percentage of families who created or maintained a budget
	Increase the capacity of affordable housing units in our region	Advocacy for increased capacity of subsidized rental units, assisted living facilities for the elderly and family crisis shelters	<ol style="list-style-type: none"> 1. Percentage of households who obtained safe shelter, supportive or transitional housing 2. Percentage of households who obtained permanent affordable housing 3. Percentage of households who remained in their homes, avoided eviction or foreclosure 4. Percentage of individuals who were educated on housing rights and responsibilities 5. Percentage of individuals who purchased a home 6. Percentage of individuals who received mortgage assistance

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Health/ Mental Health	Improve community readiness and resources to address mental health needs	Education and community collaborations that address barriers and gaps to comprehensive behavioral health services; improving access to information about available resources; decrease stigma among employers, the community, and schools; advocacy for community-based supports for persons with behavioral health problems; prevention services for substance abuse and domestic violence; support for community-based mental health programs and activities	<ol style="list-style-type: none"> 1. Percentage of employers with programs or supports for persons with behavioral health problems and/or families 2. Improvements in participant pre/post-test scores of educational interventions to include social distancing 3. Number of persons referred to services 4. Number of individuals with basic knowledge about signs and symptoms of mental health problems and availability of community services 5. Number of individuals with knowledge and desire to offer reassurance and information about available resources to persons experiencing behavioral health problems and/or their family
	Increase opportunities for adults and children to improve physical health and well-being through physical activity and nutrition.	Availability of accessible, affordable, and culturally congruent educational programs and activities to promote physical activity and healthier diets; community gardens and other collaborations to improve access to affordable healthy food; initiatives to improve built environment to promote physical activity; collaborations to identify and reduce barriers to healthier lifestyles	<ol style="list-style-type: none"> 1. Percentage of individuals who increased participation in physical fitness activities 2. Percentage of individuals who increased participation in health/nutrition education classes or activities 3. Number of individuals who utilize farmers' markets and/or mobile markets for healthy food 4. Percentage of individuals meeting the USDA recommended 5-9 daily serving requirement for fruits and vegetables 5. Percentage of individuals meeting the minimum HHS Physical Activity Guidelines (60 minutes per day for youth and 150 minutes per week for adults)

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Basic Needs (Food, Clothes, Shelter, Transportation, Crisis Health)	Provide access to critical services for families and individuals in times of need	Emergency and basic need support for individuals and families including food, clothes, shelter, transportation and crisis health	<ol style="list-style-type: none"> 1. Number of households who received emergency assistance <ol style="list-style-type: none"> a. Rental/Mortgage b. Utility 2. Number of households who received food assistance 3. Number of individuals who enrolled in food assistance programs (SNAP/WIC/Senior Farmers' Market Nutrition Programs/Child Nutrition Program) 4. Number of individuals who enrolled in medical insurance <ol style="list-style-type: none"> a. CHIP b. Medicaid/Medicare/Private Insurance 5. Number of individuals who received prescription assistance, primary medicals, dental or vision care services 6. Number of individuals who utilize an alternative place for health care, other than an emergency room