Community Impact Request for Applications
Application Guidance

Provide a concise but detailed narrative that specifically addresses each question in the application.

Need for Program

Your application should tell United Way:
- Why this problem, need, or issue is important for your organization to address.
- The research your organization did to learn about the problem, need, or issue.
- The local data or evidence that exists to document the problem, need, or issue.
- How your organization collected this data or evidence.
- If there is demand from the community or target population to address this problem, need, or issue.

What reviewers will look for in your narrative:
- The program focuses on a problem, need, or issue that is addressed in the Request for Applications (RFA).
- The applicant uses local data to demonstrate how the problem, need, or issue impacts Palm Beach County.
- Why addressing the problem, need, or issue is timely and/or urgent.

Program Target Population

Your application should tell United Way:
- Who is impacted by the problem, need, or issue.
- The defining characteristics and socio-economic demographics of your target population. Include relevant demographic data on gender, age, race/ethnicity, household income (including Federal Poverty Level and ALICE), veteran status, disability/special needs status, and zip code.
- The size of your target population, in general, in Palm Beach County.
- The geographic location (one or more cities/towns, communities, neighborhoods, etc.) where members of the target population who are served by your program are located.

What reviewers will look for in your narrative:
- A well-described target population – who is impacted by the problem, where do they live, etc.
- A program target population that aligns with the target population identified in the RFA.

Program Approach and Design

Your application should tell United Way:
- Key elements of your program – your particular way of solving the problem or addressing the need.
- The specific strategy (identified in the RFA) that your program will implement.
- How your program aligns with the strategy chosen.
- Why you think this approach is the best way to engage the target population and help them reach the intended results.
- The research your organization did to design the most effective program for serving the target population and addressing the need. Cite the specific research and include links whenever possible.
- Eligibility requirements for the program.

What reviewers will look for in your narrative:
- A program design that aligns with one specific strategy and the best practices identified in the RFA.
- Details about the key elements of the program and why the chosen approach is the best way to help the target population reach the intended results.
- Details about eligibility requirements for the program.

Community Impact Request for Applications
Application Guidance

Program Scope of Work

Your application should tell United Way:
- The clearly defined activities and services the program will provide to the target population – what will be done and how will it be done.
- The number of program participants you expect to serve during the fiscal year.
- When, where, and how often the activities and services are provided.
- Duration of services (how long program participants are able to receive program services).
- How the activities and services identified will lead to achievement of the key performance indicators.
- The desired impact program activities and services will have on the target population - i.e., how will the program change lives?

What reviewers will look for in your narrative:
- A scope of work that is comprehensive and logical given the identified need, target population, and geographic service area.
- A scope of work that can sufficiently impact the identified problem, need, or issue, and change lives.
- A scope of work that clearly demonstrates how program activities and services will lead to the desired goal and achievement of key performance indicators.
- A realistic timeline for the implementation and completion of the stated scope of work.

Program Evaluation Approach

Your application should tell United Way:
- What steps are taken to ensure the program is having the desired impact on the target population.
- How you will ensure the activities and services described in the scope of work are being delivered.
- The data you will capture to document progress towards achieving the Key Performance Indicators identified in the RFA.
- The measurement tool(s) used to collect data, such as survey instruments, attendance logs, pre- and post-tests, etc.
- The data collection process – who collects the data, how frequently it is collected and reported, and where it is stored.

What reviewers will look for in your narrative:
- A logical and comprehensive process for collecting, analyzing, and reporting data to determine progress towards achieving the key performance indicators.
- An evaluation approach that uses data to evaluate program impact.

Program Evidence of Effectiveness

Your application should tell United Way:
- If the program had previous success in addressing the needs of the target population.
- What outcomes have previously been monitored to determine if the program is accomplishing its goals.
- Results of any recent audits or evaluations that demonstrate success of the program.
- If the program has received any awards, special recognition, or been identified as a best practice approach.

What reviewers will look for in your narrative:
- Documented evidence that the program has addressed the need/improved quality of life for the target population.

Program Innovation

Your application should tell United Way:
- How your program is unique or creative in its design or approach.
- How your program is unique or creative in its scope of work.
- If your program was adapted from a program first designed for some other target population.
- How your program differs from existing programs in the geographic area.
- How your program differs from existing programs serving your target population.

What reviewers will look for in your narrative:
- A program that is unique or creative.
- A program that differs from existing programs in the geographic area.
- A program that differs from existing programs serving your target population.

Program Sustainability

Your application should tell United Way:
- How your organization will use United Way funding to leverage other resources, both monetary and non-monetary.
- The revenue needed to continue the program at the end of the proposed grant period.
- The potential funding sources you have identified to support the program at the end of the proposed grant period.
- How your organization plans to continue to serve the target population and address the identified need after the proposed grant period ends.

What reviewers will look for in your narrative:
- Well thought-out examples of how you will use United Way support to leverage other resources.
- Post-grant sustainability plans that are specific, realistic, and reasonable.
- The organization demonstrates a strong commitment to the program.

Program Anticipated Challenges

Your application should tell United Way:
- What might prevent your program from being successful.
- What barriers could make it difficult for the target population to meet the Key Performance Indicators identified in the RFA.
- How your program has successfully addressed challenges in the past.
- How your program will address any new challenges identified.

What reviewers will look for in your narrative:
- Challenges identified are relevant to the target population.
- A logical plan to address anticipated challenges and achieve the Key Performance Indicators.

Organization and Partner Capacity

Your application should tell United Way:
- Why your organization and your program partners (if applicable) are the right organizations to address the need or solve the problem.
- Why your organization and your program partners (if applicable) are the right organizations to work with the target population.

- The experience and expertise of your organization and your program partners (if applicable) in working with the target population.
- The experience and expertise of your organization and your program partners (if applicable) in successfully implementing and sustaining programs of similar scope and size.
- How the partnerships identified will help the program reach the stated goal.

What reviewers will look for in your narrative:
- Established relationships between the applicant organization and others doing similar or closely related work to address the identified problem, issue, or need.
- Letters of support from organizations partnering with the applicant organization on the proposed program.
- The applicant organization and its program partners have the experience and expertise needed to provide services to the target population.