

2012 Request for Proposals



United Way of Asheville
and Buncombe County

Focus Areas

The Board of Directors of United Way of Asheville and Buncombe County is pleased to announce the beginning of the 2012-13 Community Investment process. This is a competitive grant process focused on advancing the work of United Way's **Education, Income, and Health** focus areas.

- The Education, Income and Health focus areas will accept applications from programs with results that align with the Community-Level Results listed as A-R on the last four pages of this document.
- When aligning a program's result(s) with a Community-Level Result (A-R), applicants must either choose from the list of program-level results or provide an alternative result that is written with the same level of clarity as those provided.

Eligibility

All applicants must:

- Be a 501(c)(3) or public, tax-exempt health and human service organization
- Serve Buncombe County residents
- Have program results that clearly align with a Community-Level Result in the Education, Income or Health focus area
- Meet United Way's Standards of Excellence (on our website)
- Meet United Way's Contractual Obligations (on our website)

Deadlines and Timeframe

A required orientation session for all applicants will be held at United Way (50 S. French Broad Avenue) in the first floor conference rooms. Choose one of the two sessions offered.

RSVP at www.unitedwayabc.org or <http://www.surveymonkey.com/s/2012Orient>

- **Wednesday, January 4th, 2012, from 9:00 – 10:00 a.m.**
- **Thursday, January 5th, 2012, from 3:30 – 4:30 p.m.**

Letters of Intent due (new programs only)

Friday, January 20, 2012

Applications due

Thursday, March 1, 2012

Funding decision notification

May 16, 2012

Application Process

All information needed to apply for an investment from United Way will be provided at the orientation sessions referenced above.

Contact Information

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255-0696

Education Focus Area

A Children from birth to kindergarten attend high quality, affordable early care and education programs

- *High quality = 4 or 5-starred facilities*
- *Affordable = financial assistance, scholarship, use of subsidy*

Program-Level Results
Children have maintained or increased access
Children progress through developmental stages
Children are ready for kindergarten
Other

B Parents and caregivers enhance their support of the development of children from birth to kindergarten

Program-Level Results
Parents/caregivers increase knowledge of age-appropriate child development
Parents/caregivers improve parenting skills
Parents/caregivers increase involvement in preschool and kindergarten activities
Other

C Youth strengthen the social and basic life skills they need for success

Program-Level Results
Youth increase self-confidence/self esteem
Youth improve their ability to interact appropriately with others
Youth improve motivation to succeed
Other

D Parents, caregivers and the community increase their support of the academic success of all children

- *Academic success = improved attendance, improved grades, improved behavior, satisfactory EOG scores and/or promotion to the next grade/graduation*

Program Level Results
Parents/caregivers increase involvement in child's academic activities
More community members serve as mentors, tutors or advocates
Other

E Children performing below grade level increase their basic academic skills

Program-Level Results
Children improve school attendance
Children improve grades
Children are promoted to the next grade/graduate
Children retain level of academic skill through the summer
Other

F Students with disabilities or special needs have diverse educational options

Program-Level Results
Children with disabilities or special needs reach appropriate developmental milestones
Atypical learners have increased learning opportunities
Other

Income Focus Area

G People in crisis or with ongoing needs have increased access to and use of public and private services that provide basic needs assistance

- *Increase access = increasing, maintaining or preventing a reduction in the access to and use of basic needs assistance*
- *Basic needs = food and groceries, utilities, housing, clothing, and/or transportation*

Program-Level Results
Participants learn how to access services
Participants have their immediate basic needs met
Participants with ongoing needs obtain and/or maintain benefits
Other

H People increase their vocational, language and literacy skills

- *Literacy skills = reading, writing, computation, technology, and English-language*

Program-Level Results
Participants increase ability to read and/or write
Participants increase English-language proficiency
Participants increase technology/vocational skills
Participants increase educational level
Participants increase job-seeking skills
Participants secure and maintain employment for an established time period
Participants with criminal records have increased job opportunities
Other

I More workers earn a living wage

- *Living wage = at minimum, what a single individual needs to make to meet basic needs without public or private assistance. The living wage in Buncombe County in 2010 is \$11.35/hour without employer-provided health insurance, or \$9.85/hour with employer-provided health insurance.*

Program-Level Results
Employers increase the number of living wage jobs
Participants secure a living wage job and maintain employment for an established time period
Other

J People increase their capacity to move out of financial crisis

- *Financial crisis = loss of ability or imminent risk of losing ability to meet basic needs*

Program-Level Results
Participants know how to reduce costs and develop a budget
Participants reduce debt and/or monthly expenses
Participants secure adequate income to meet basic needs
Other

K People increase skills to manage financial resources and build stability

Program-Level Results
Participants improve financial literacy
Participants have a plan to manage their finances
Participants increase net worth
Other

L Low-income households have increased options for affordable and safe housing

Program-Level Results
Participants are homeless for a shorter period of time
Participants improve their home safety
Participants obtain safe, affordable, stable housing
Participants maintain safe, affordable, stable housing
Other

Health Focus Area

M People and the community increase their power to prevent violence and abuse

Program-Level Results
Participants increase knowledge of the signs and progression of violence and/or abuse
Participants have the knowledge and skills to increase safety
Participants improve ability to reconcile conflicts/crises without violence
Participants access services when they see or experience violence or abuse
Other

N People experiencing trauma from violence or abuse increase their likelihood of recovery

Program-Level Results
Participants develop and implement a personalized safety plan
Participants increase coping skills
Participants improve their ability to function after trauma
Participants increase their sense of safety
Other

- O People have increased awareness of and opportunities for wellness, prevention, and early detection

Program-Level Results
Participants increase knowledge and skills to be healthier
Participants increase understanding of their health condition(s) and risks
Participants increase knowledge about and use of community resources
Participants have increased access to wellness, prevention and early detection opportunities
Other

- P Children, families and those at risk of poor health increase their physical activity and healthy eating

Program-Level Results
Participants increase physical activity
Participants improve their eating habits
Participants' core health indicators improve
Other

- Q Seniors and people with disabilities have the support they need to remain independent and in good health

Program-Level Results
Participants increase knowledge of and access to resources
Participants increase ability to live independently
Caregivers increase skills to support senior(s) or person(s) with disabilities
Caregivers reduce their stress
Other

- R People increase their use of effective primary, behavioral and dental health care regardless of ability to pay

- o *Increase = increasing, maintaining or preventing a reduction in access to quality primary, behavioral, and dental healthcare*

Program-Level Results
Participants improve their behavioral health functioning
Participants improve their dental health
Participants maintain or improve their physical health
Participants improve their self-management of chronic health conditions
Other