



Washtenaw Responsive Basic Needs Grant Opportunity

January 9, 2024



AGENDA

TOPIC
Introductions and Housekeeping
ALICE and United Way's Impact Framework
2024 Washtenaw Responsive Basic Needs Application Overview
Evaluation Process and Scoring Rubric
Grant Timeline
Questions and Answers
SurveyMonkey Apply Overview
Questions and Answers



INTRODUCTIONS



Emily Mueller

Director, Basic Needs
SafetyNet@UnitedWaySem.org



Meaghan Gorski

Manager, Community Investments
SMA@unitedwaysem.org

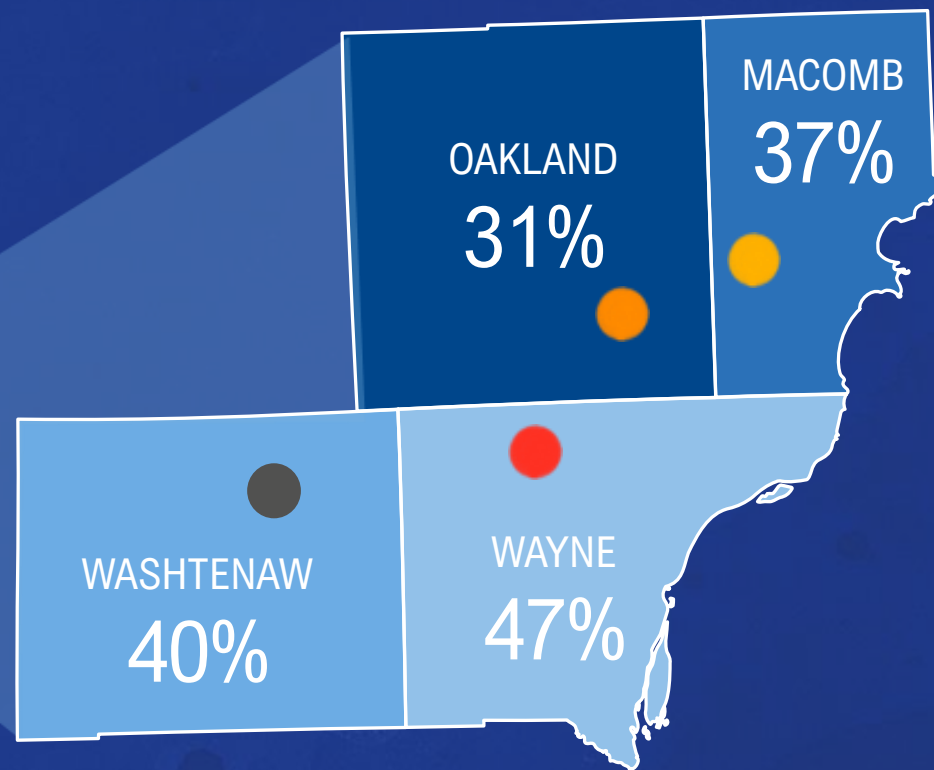


Housekeeping

- Session will be recorded. Recording will be sent out after the webinar along with FAQ document.
- Questions MUST be asked in the chat feature only.
- You may also email your questions to SafetyNet@UnitedWaySem.org
- Questions about accessing or navigating SurveyMonkey Apply should be sent to SMA@unitedwaysem.org



ALICE: 4 COUNTY BREAKDOWN



This problem affects families in every city in our region.

- **LIVONIA:**
25% of households fall below the ALICE threshold (BAT)
- **BIRMINGHAM:**
21% of households BAT
- **SHELBY TOWNSHIP:**
30% of households BAT
- **ANN ARBOR:**
43% of households BAT



EQUITABLE COMMUNITIES OF STABLE HOUSEHOLDS AND THRIVING CHILDREN



EVERY PERSON deserves equal access to the resources and supports they need to succeed in life — regardless of who they are or where they live.



ALL FAMILIES should be able to meet their basic needs like food, housing and health care — the foundations of a stable household.

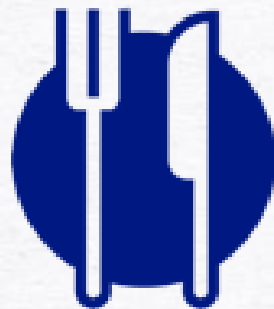


EVERY CHILD deserves a nurturing environment and a high-quality education that prepares them for success.



Washtenaw Basic Needs Grant Overview

- The Washtenaw Basic Needs grant is designed to provide **responsive flexible funding** for organizations to meet the increased demand for **emergency food, homeless services and Medicaid enrollment support** following the end to pandemic-era relief programs and greater need for these services in the winter months.



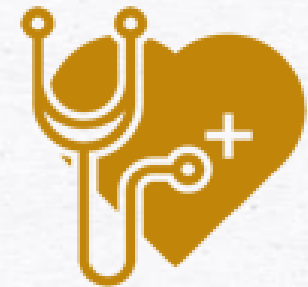
9.8% of residents face food insecurity, but nearly **4 in 10** food insecure are ineligible for nutrition programs.

Eligible Services: Food Bank, Pantry & Community Kitchen



52% of renters and **19% of homeowners** spend more than 30% of their income on housing.

Eligible Services: Emergency Shelter, Transitional Housing & Homeless Diversion/Prevention Services



12% of residents are insured through Medicaid. Through the “unwinding” process household are losing coverage, even among people still eligible.

Eligible Services: Medicaid Enrollment/Redetermination Support





Eligibility Criteria and Funding Priorities

- **Funding Range: \$15,000 – \$40,000**
- **Funding Period: 6-months (January – June 2024)**
- Competitive RFP open to new and currently funded partners
- Must be a 501(c)3 and in stable financial position
- Based in Washtenaw County AND serve Washtenaw County residents
- Organizations with established programs/services in the funding categories
- Focus on ALICE communities
- Programs/services that help people meet their food, shelter and benefit navigation needs in ways that promote access, dignity, and choice and are responsive to the specific needs of their local communities and environments.





Structure of Grant Application

There are seven sections/tasks in this RFP:

- Eligibility Screening
- Organizational Information
- Grant Contact Information
- Program Narrative
- Demographics and Geographic Reach
- Metrics
- Budget





Evaluation Process

- All applications are reviewed by a minimum of three reviewers, including United Way staff members and external volunteers.
- Recommendations are presented to leadership and board of directors for their approval.
- Investment decisions are made based on a variety of criteria, including but not limited to the scoring rubric, geographic scope, gaps in services and client population, all of which are used to identify organizations that have the capability to create the most impact both individually and collectively for Washtenaw County.
- Awards may be less than the amount for which an organization has applied. These decisions are made based on the strength of the application, proposed services, and geographic spread, among other considerations including United Way's overall budget for this RFP and the full portfolio of partners.





Scoring Rubric

- [View Scoring Rubric](#)
- Applications scored across seven categories. 51 total points possible.
- Program Narrative:
 - Alignment between acute need, services and qualifications of organization
 - Evidence that services are accessible to client population(s) and offered at convenient times
- ALICE Municipalities: Services target municipalities where the percentage of households that fall below the ALICE threshold is 40% or greater.
- Metrics: Aligned to scope of work and demonstrate careful consideration of success measures.
- Budget:
 - Consistent with scope of work & transparent
 - Evidence that funds can be fully expended within the grant period



Grant Timeline

- Application opens – January 3, 2024
- Grant Webinar – January 9, 2024
- Application Closes – January 18, 2024
- Funding Determination Notifications – Week of March 4th, 2024
- Grant Spending Period – January 1 – June 30, 2024
- Final Report – July 19, 2024
- Website – <https://unitedwaysem.org/washtenaw-basic-needs-request-for-proposals/>
- Contact – SafetyNet@UnitedWaySem.org



Questions?





SurveyMonkey Apply Overview



SurveyMonkey Apply Agenda

Creating an SurveyMonkey Apply (SMA) Account

Adding Individuals to Your Organization's Account

Completing Your Organization + Financial Information Application

Accessing and Completing Your FY 2024 Washtenaw Responsive Basic Needs Grant Application

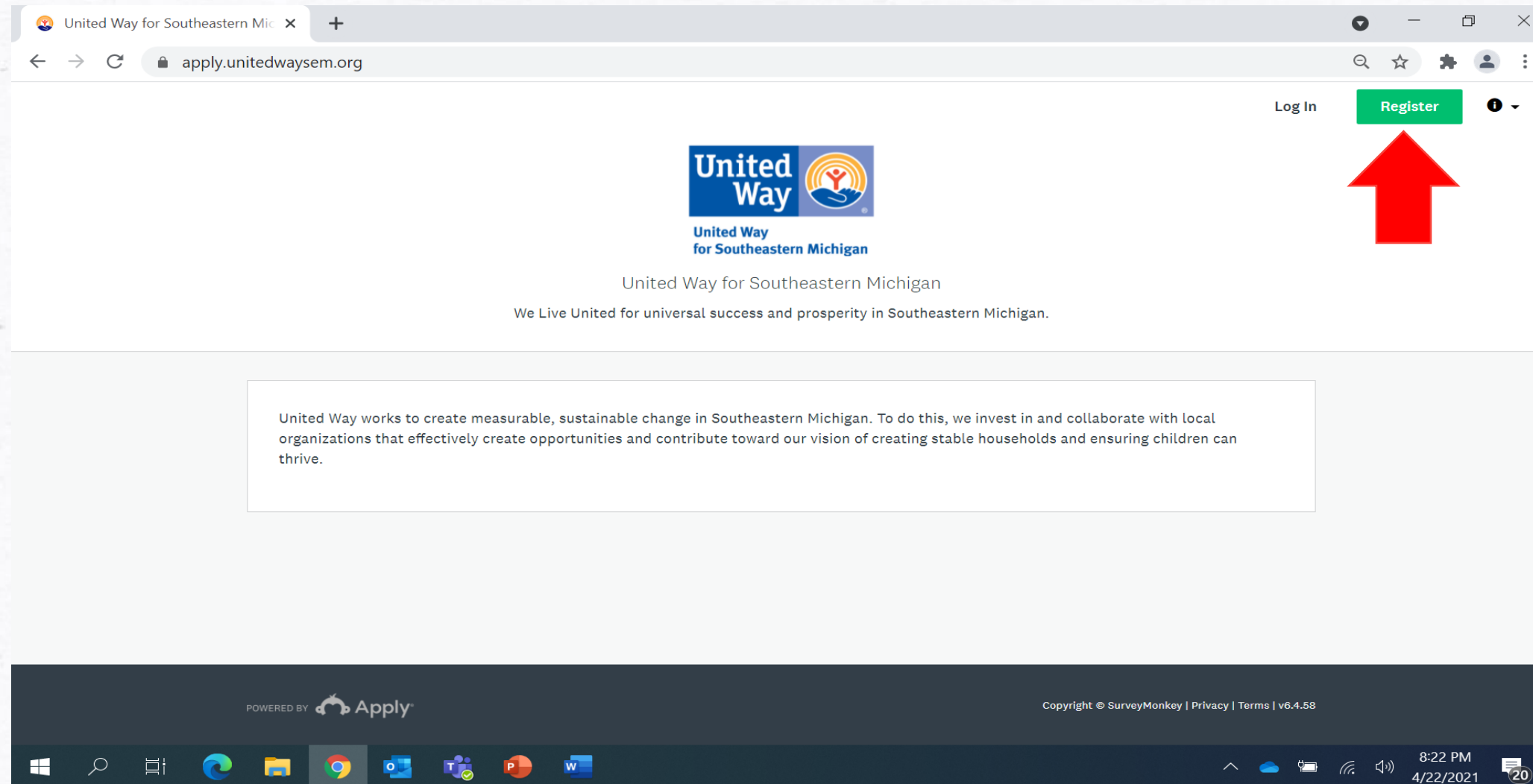
Technical Assistance



Creating a SMA Account



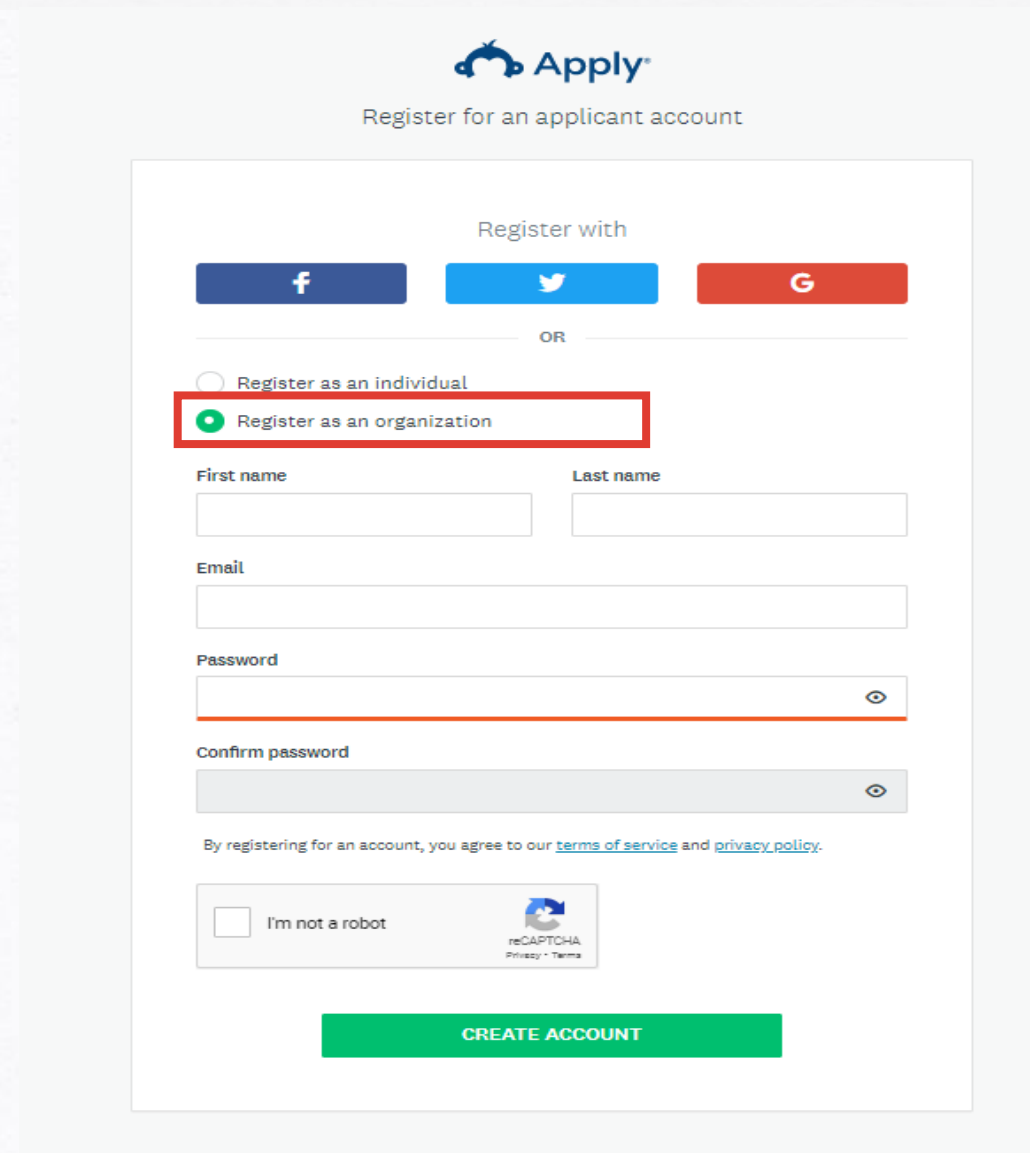
Creating a SMA Account



The screenshot shows a web browser window with the URL `apply.unitedwaysem.org`. The page features the United Way logo and the text "United Way for Southeastern Michigan" and "We Live United for universal success and prosperity in Southeastern Michigan." In the top right corner, there are "Log In" and "Register" buttons. A red arrow points to the "Register" button. Below the main content, there is a text box stating: "United Way works to create measurable, sustainable change in Southeastern Michigan. To do this, we invest in and collaborate with local organizations that effectively create opportunities and contribute toward our vision of creating stable households and ensuring children can thrive." The footer includes "POWERED BY Apply" and "Copyright © SurveyMonkey | Privacy | Terms | v6.4.58". The Windows taskbar at the bottom shows the time as 8:22 PM on 4/22/2021.



Creating a SMA Account



The screenshot shows the 'Apply' registration page. At the top, the 'Apply' logo is centered, with the text 'Register for an applicant account' below it. The registration options are: 'Register with' followed by buttons for Facebook (f), Twitter, and Google (G). Below these is an 'OR' separator. There are two radio button options: 'Register as an individual' (unselected) and 'Register as an organization' (selected and highlighted with a red box). The form fields include: 'First name' and 'Last name' (two separate input boxes), 'Email' (one input box), 'Password' (one input box with a visibility icon), and 'Confirm password' (one input box with a visibility icon). Below the fields is a line of text: 'By registering for an account, you agree to our [terms of service](#) and [privacy policy](#).' At the bottom left is a reCAPTCHA box with the text 'I'm not a robot' and a checkbox. At the bottom center is a green button labeled 'CREATE ACCOUNT'.



Creating a SMA Account

To apply for programs on behalf of an organization, we need the following information about your organization.

Organization name <input type="text"/>	
Address (optional) <input type="text"/>	
City (optional) <input type="text"/>	Country (optional) <input type="text" value="Select a country"/>
Tax country <input type="text" value="USA - EIN Number"/>	Tax number <input type="text"/>
Organization phone number (optional) <input type="text"/>	Organization email (optional) <input type="text"/>
Website (optional) <input type="text"/>	

[I'll do this later](#)



Creating a SMA Account



Welcome!

You have successfully registered for a SurveyMonkey Apply account for
United Way for Southeastern Michigan

We've sent a confirmation link to your email. You won't be able to submit applications
or complete certain tasks until your email address has been verified.

[Continue to site](#)



Creating a SMA Account

The screenshot shows a web browser window with the URL `apply.unitedwaysem.org/prog/`. The page header includes the United Way for Southeastern Michigan logo and navigation links: Pages, Programs, My Applications, and a dropdown menu for UWSEM Test Organization Test 2. A red-bordered notification box at the top states: "Your email address has not been verified! You will not be able to submit applications or complete certain tasks until you have verified your email address." A green button labeled "Send verification link" is positioned to the right of the notification. Below the notification, a message reads: "If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:" followed by a three-step list: 1) Navigate to the top left of the screen, 2) Select the small downward arrow next to your name, and 3) Click on your organization's name from the drop down menu. A white box below the list contains the text "No applications. Please choose a program from our program listings page to get started" and a green "View programs" button. The footer of the browser window shows "POWERED BY Apply" and "Copyright © SurveyMonkey | Privacy | Terms | v6.4.58". The Windows taskbar at the bottom displays the time as 8:34 PM on 4/22/2021 and shows icons for various applications.

United Way for Southeastern Michigan

Pages Programs My Applications UWSEM Test Organization Test 2

UWSEM Test Organization Test 2

⚠ Your email address has not been verified!
You will not be able to submit applications or complete certain tasks until you have verified your email address

[Send verification link](#)

If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:

- 1) Navigate to the top left of the screen
- 2) Select the small downward arrow next to your name
- 3) Click on your organization's name from the drop down menu

No applications.
Please choose a program from our program listings page to get started

[View programs](#)

POWERED BY Apply

Copyright © SurveyMonkey | Privacy | Terms | v6.4.58

8:34 PM
4/22/2021



Creating a SMA Account

Dear UWSEM Test Organization Test 2,

In order to validate your SurveyMonkey Apply account we require you to verify your email address.

Please click the link below to help us validate that it's really you and your account should be ready to go.

Thanks,
The SurveyMonkey Apply Team

[Confirm email address](https://apply.unitedwaysem.org/acc/e/43b6d625-b74f-4a92-bd91-fbe66f34947a/)

If the button is not clickable, please copy and paste this URL into your browser's address bar:

<https://apply.unitedwaysem.org/acc/e/43b6d625-b74f-4a92-bd91-fbe66f34947a/>



Thanks!

Your email address is now verified.

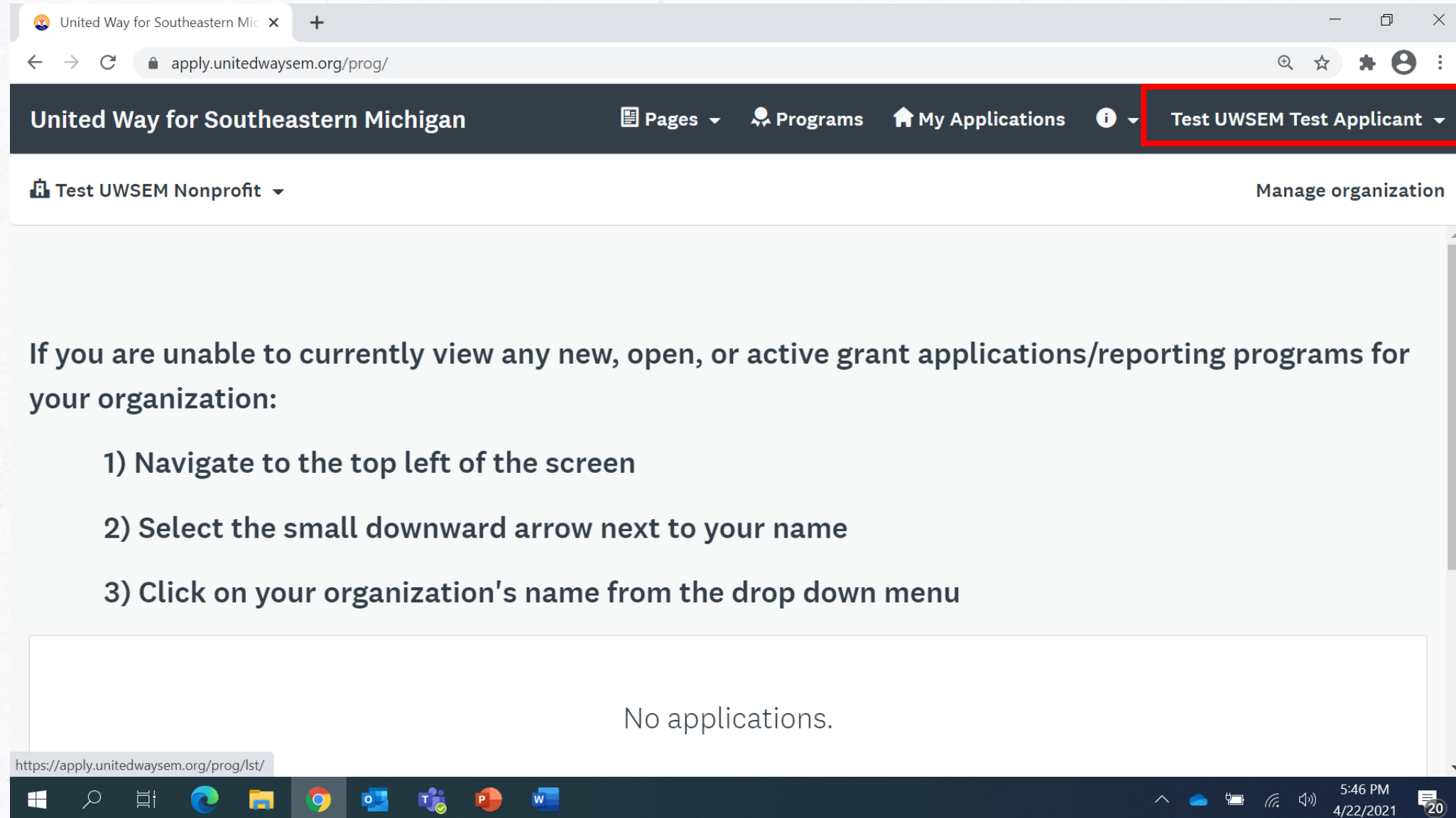
[Continue](#)



Adding Individuals to Your Organization's SMA Account



Adding Individuals to Your Organization's SMA Account



The screenshot shows a web browser window with the URL apply.unitedwaysem.org/prog/. The page header includes the United Way for Southeastern Michigan logo and navigation links: Pages, Programs, My Applications, and a dropdown menu for the user's name. The dropdown menu is open, showing the organization name "Test UWSEM Nonprofit" and a "Manage organization" link. The main content area displays the text: "If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:" followed by three numbered steps: 1) Navigate to the top left of the screen, 2) Select the small downward arrow next to your name, and 3) Click on your organization's name from the drop down menu. Below the instructions, a large empty box contains the text "No applications." The Windows taskbar at the bottom shows the time as 5:46 PM on 4/22/2021.

United Way for Southeastern Michigan

Pages Programs My Applications Test UWSEM Test Applicant

Test UWSEM Nonprofit Manage organization

If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:

- 1) Navigate to the top left of the screen
- 2) Select the small downward arrow next to your name
- 3) Click on your organization's name from the drop down menu

No applications.

https://apply.unitedwaysem.org/prog/lst/

5:46 PM 4/22/2021



Adding Individuals to Your Organization's SMA Account

United Way for Southeastern Michigan

Pages Programs My Applications Test UWSEM Test Applicant

Test UWSEM Nonprofit Manage organization

Manage Organization Profile **Members** Teams

0 Actions Add member Search...

<input type="checkbox"/>	Name	Email	Role	Teams	Last login	Signup date	Active
<input type="checkbox"/>	TT Test UWSEM Test Applicant	uwsemtestnonprofit@gmail.com	Primary administrator		Today	Feb 25 2021	✓

Page: 1 (1 - 1 of 1) 25

POWERED BY Apply Copyright © SurveyMonkey | Privacy | Terms | v6.4.58

5:50 PM 4/22/2021 20



Adding Individuals to Your Organization's SMA Account

The screenshot shows a web browser window with the URL `apply.unitedwaysem.org/org/m/`. The page title is "United Way for Southeastern Michigan". A modal window titled "Add members" is open, featuring an "Import members..." button in the top right corner. The form contains the following fields and options:

- First name**: A text input field.
- Last name**: A text input field.
- Email: (required)**: A text input field.
- Role:**
 - Non-administrator
 - Organization administrator
- Add to team
- Notify member by email that they have been added (highlighted with a red border)

At the bottom of the modal, there are two buttons: "CANCEL" and "ADD" (highlighted with a red border).



Adding Individuals to Your Organization's SMA Account

United Way for Southeastern Michigan

Dear Recovery SMA,

You have been invited to be an Applicant for the following site,
United Way for Southeastern Michigan.

Please click on the following link to complete the registration process.

Thank you,

United Way for Southeastern Michigan

Join now



Adding Individuals to Your Organization's SMA Account

United Way for Southeastern Michigan

Pages Programs My Applications Test UWSEM Test Applicant

Test UWSEM Nonprofit Manage organization

Manage Organization Profile Members Teams

0 Actions Add member Search...

<input type="checkbox"/>	Name	Email	Role	Teams	Last login	Signup date	Active
<input type="checkbox"/>	RS Recovery SMA	recoverysma@gmail.com	Administrator		Invited: 3 days ago	Today	✓
<input type="checkbox"/>	TT Test UWSEM Test Applicant	uwsemtestnonprofit@gmail.com	Primary administrator		Today	Feb 25 2021	✓

Page: 1 (1 - 2 of 2) 25

POWERED BY Apply Copyright © SurveyMonkey | Privacy | Terms | v6.4.58

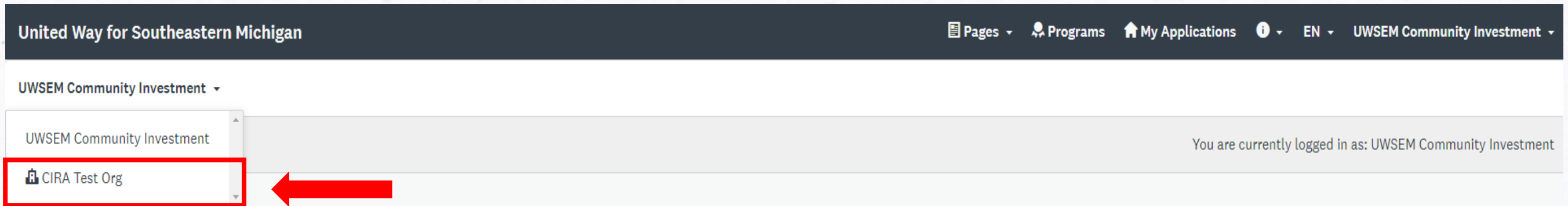
5:53 PM 4/22/2021 20



Completing Your Organization + Financial Information Application



Accessing Grant Applications: Switch to Organizational View



The screenshot shows the top navigation bar of the United Way for Southeastern Michigan application. The bar includes the organization's name on the left and navigation links for Pages, Programs, My Applications, EN, and UWSEM Community Investment on the right. Below the navigation bar, a dropdown menu is open, showing the current user's name 'UWSEM Community Investment' and a red box highlighting the option 'CIRA Test Org'. A red arrow points to this option. To the right of the dropdown, a message states 'You are currently logged in as: UWSEM Community Investment'.

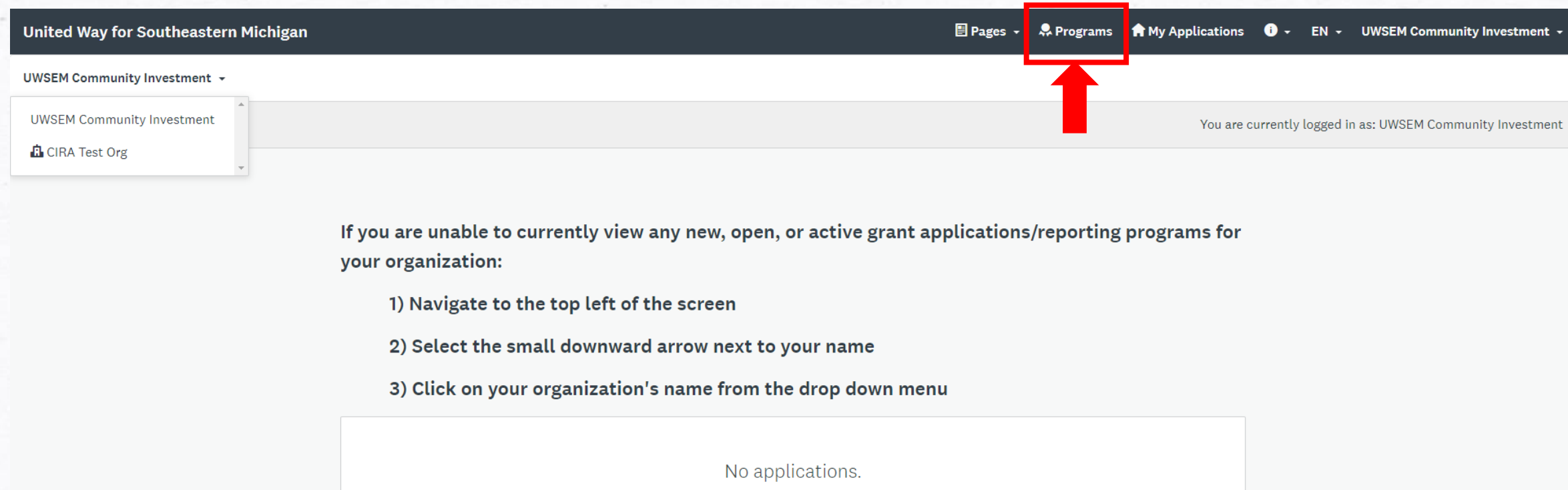
If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:

- 1) Navigate to the top left of the screen
- 2) Select the small downward arrow next to your name
- 3) Click on your organization's name from the drop down menu

No applications.



Accessing Grant Applications: Select Programs



The screenshot shows the top navigation bar of the United Way for Southeastern Michigan website. The 'Programs' menu item is highlighted with a red box, and a red arrow points to it from below. The navigation bar also includes 'Pages', 'My Applications', 'EN', and 'UWSEM Community Investment'. Below the navigation bar, a dropdown menu is open for 'UWSEM Community Investment', showing 'UWSEM Community Investment' and 'CIRA Test Org'. The main content area displays a message: 'If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:' followed by three numbered steps: 1) Navigate to the top left of the screen, 2) Select the small downward arrow next to your name, and 3) Click on your organization's name from the drop down menu. Below this message is a box containing the text 'No applications.'.

United Way for Southeastern Michigan

Pages Programs My Applications EN UWSEM Community Investment

UWSEM Community Investment

UWSEM Community Investment

CIRA Test Org

You are currently logged in as: UWSEM Community Investment

If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:

- 1) Navigate to the top left of the screen
- 2) Select the small downward arrow next to your name
- 3) Click on your organization's name from the drop down menu

No applications.



Accessing Your Application: Organization + Financial Information

United Way for Southeastern Michigan

Pages Programs My Applications EN Test Meaghan Test Gorski

Detroit 1 2 3 TEST

Return to admin You are currently logged in as: Test Meaghan Test Gorski

for Southeastern Michigan

Programs Search programs..

Organization + Financial Information

Accepting applications on Sep 1 2021 08:00 AM (EDT)

COMPLETE THIS ITEM FIRST - The first step to applying to a United Way grant opportunity: organizational overview and audited financial statements

Organizations can apply.

[See my application](#) **MORE >**



Completing Your Organizational + Financial Information Profile

United Way for Southeastern Michigan Pages Programs My Applications EN Test Meaghan Test Gorski


Detroit 1 2 3 TEST


[Return to admin](#) You are currently logged in as: Test Meaghan Test Gorski


[Back to application](#)


[Organization + Financial Information](#)



0295150230
ID: 0295150230

 START HERE: Instructions

 [Org/Fin: Organization Profile](#) >

 2021 Financial Information (optional)

 2022 Financial Information (optional)


  Org/Fin: Organization Profile
Completed Oct 5 2023 01:08 PM (EDT)

Organization Profile General Partner Information

Organization Name
Detroit 1 2 3 TEST

Website Link
(No response)

Primary Address
Line 1 3011 W. Grand Blvd

 Download
Reset
Edit



Completing Your Organizational + Financial Information Profile- Marking the Form Complete

United Way Fund-Raising Campaign

United Way Fund-Raising Campaign

Partners are encouraged but not required to conduct an annual United Way fund-raising campaign among your employees.

Is your organization interested in conducting a United Way Fund-Raising Campaign?

- Yes, our agency chooses to conduct an annual United Way fund-raising campaign among our employees each year throughout the grant cycle.
- No, our agency chooses not to run a United Way fund-raising campaign among our employees

Clear

PREVIOUS

SAVE & CONTINUE EDITING

MARK AS COMPLETE



Completing Your FY 2024 Washtenaw County Responsive Basic Needs Grant Application



Accessing Your Application: Switch to Organizational View

United Way for Southeastern Michigan

Pages Programs My Applications EN UWSEM Community Investment

UWSEM Community Investment

UWSEM Community Investment

CIRA Test Org

You are currently logged in as: UWSEM Community Investment

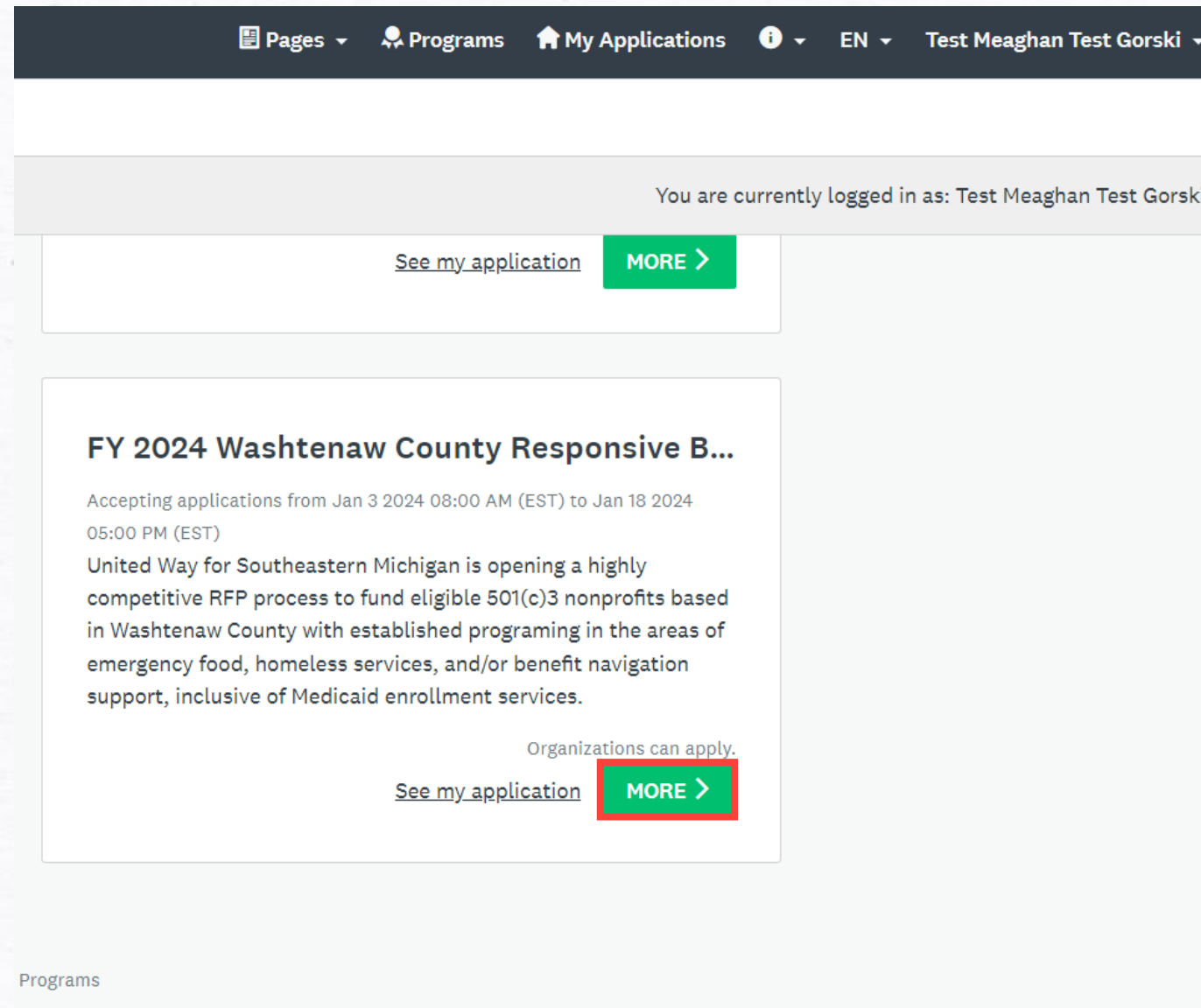
If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:

- 1) Navigate to the top left of the screen
- 2) Select the small downward arrow next to your name
- 3) Click on your organization's name from the drop down menu

No applications.



Accessing the FY 2024 Washtenaw County Responsive Basic Needs Grant Application



The screenshot shows a web application interface with a dark navigation bar at the top containing links for Pages, Programs, My Applications, a user profile icon, EN, and Test Meaghan Test Gorski. Below the navigation bar, a grey bar indicates the user is logged in as Test Meaghan Test Gorski. The main content area features a card for the 'FY 2024 Washtenaw County Responsive B...' grant. The card includes a 'See my application' link and a green 'MORE >' button. The grant details specify the application period from Jan 3 2024 08:00 AM (EST) to Jan 18 2024 05:00 PM (EST) and describe the RFP process for funding 501(c)3 nonprofits in Washtenaw County. A red box highlights the 'MORE >' button in the second card.

Pages Programs My Applications EN Test Meaghan Test Gorski

You are currently logged in as: Test Meaghan Test Gorski

[See my application](#) MORE >

FY 2024 Washtenaw County Responsive B...

Accepting applications from Jan 3 2024 08:00 AM (EST) to Jan 18 2024 05:00 PM (EST)

United Way for Southeastern Michigan is opening a highly competitive RFP process to fund eligible 501(c)3 nonprofits based in Washtenaw County with established programming in the areas of emergency food, homeless services, and/or benefit navigation support, inclusive of Medicaid enrollment services.

Organizations can apply.


[See my application](#) MORE >

Programs



Accessing Your FY 2024 Washtenaw Responsive Basic Needs Application

FY 2024 Washtenaw County Responsive Basic Needs Grant
7540808391

 AFlemingTEST
Deadline: Jan 18 2024 05:00 PM (EST)

STATUS: Application Open

0 of 1 tasks complete

START

Last edited: Dec 19 2023 09:35 AM (EST)



Accessing Your FY 2024 Washtenaw Responsive Basic Needs Application

0 of 1 tasks complete

Last edited: Dec 19 2023 09:35 AM (EST)

REVIEW **SUBMIT**

Deadline: Jan 18 2024 05:00 PM (EST)


FY 2024 Washtenaw County Res... [🔗](#) [👁️ Preview](#) [⋮](#)

7540808391

[🔒 AFlemingTEST](#) Status: Application Open

APPLICATION ACTIVITY

Your tasks

 WBN: Eligibility Questionnaire [➤](#)



Accessing Your FY 2024 Washtenaw Responsive Basic Needs Application

Instructions & Next Steps

Once you have completed this form, please select Mark as Complete below. If eligible, the remaining required tasks will be made available to you.

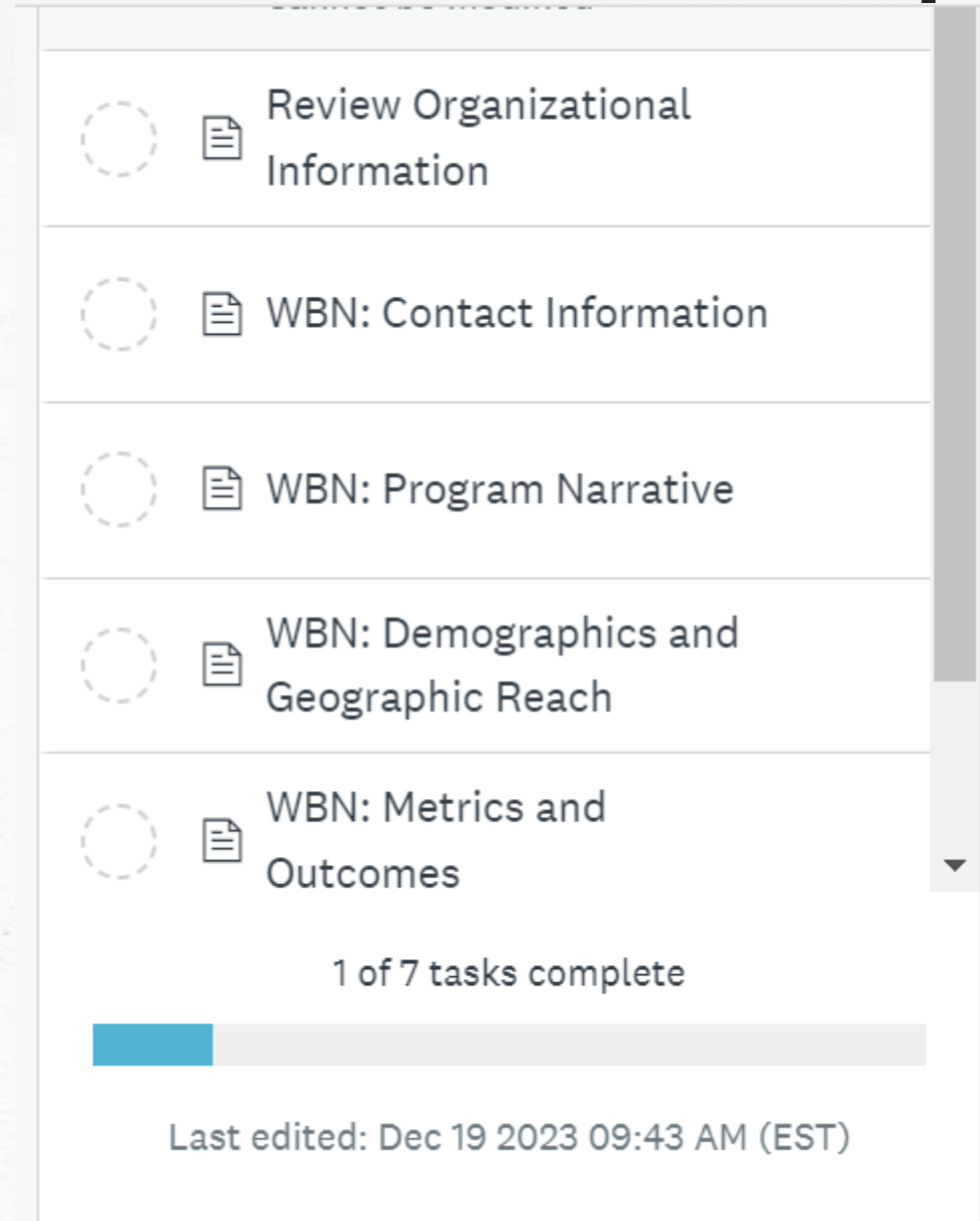
This task can not be reopened or edited once complete.

SAVE & CONTINUE EDITING

MARK AS COMPLETE



Accessing Your FY 2024 Washtenaw Responsive Basic Needs Application



Review Organizational Information

WBN: Contact Information

WBN: Program Narrative

WBN: Demographics and Geographic Reach

WBN: Metrics and Outcomes

1 of 7 tasks complete

Last edited: Dec 19 2023 09:43 AM (EST)



Submitting Your Application

ID: 7540808391 | Status: Application Open

- WBN: Eligibility Questionnaire
Cannot be modified
- Review Organizational Information
- WBN: Contact Information
- WBN: Program Narrative
- WBN: Demographics and Geographic Reach
- WBN: Metrics and Outcomes

7 of 7 tasks complete

Last edited: Dec 19 2023 09:49 AM (EST)

Submit application

Please confirm submission of your application.

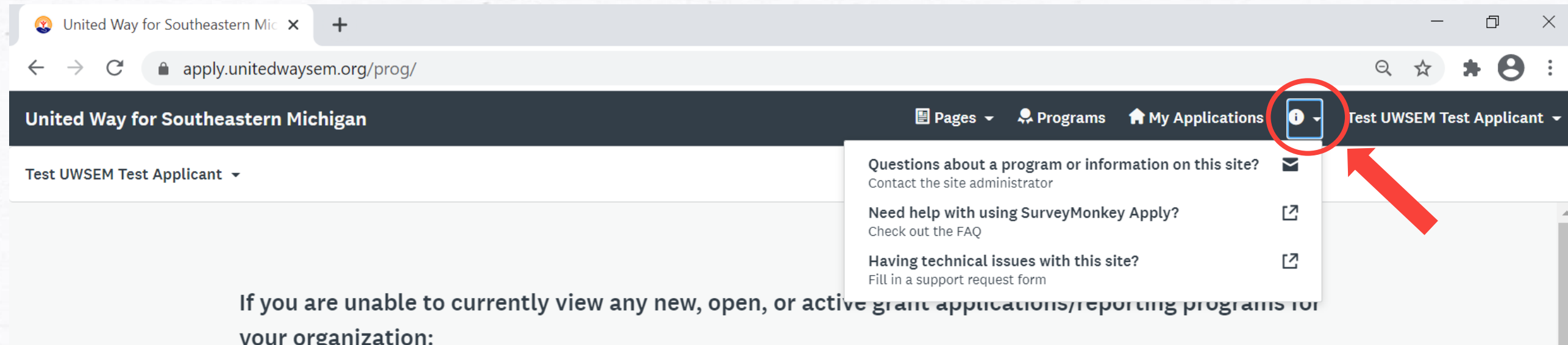
If you wish to take a look at the application before submitting, please **Review** it.



Technical Assistance



Technical Assistance



UWSEM SMA Email: SMA@unitedwaysem.org





Thank you

GIVE. ADVOCATE. VOLUNTEER.
 **UNITEDWAYSEM.ORG**

United Way 
United Way
for Southeastern Michigan