



# Washtenaw Racial Equity Fund Grant Opportunity

January 9, 2024



# INTRODUCTIONS



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# AGENDA

- **Introductions**
- **Racial Equity Fund Overview**
  - Key Details
  - Eligibility Criteria
  - Scoring Rubric
  - Evaluation Process
  
- **Survey Monkey Apply Overview**
  - Key Details
  - Creating an SMA Account
  - Adding Individuals to your Account
  - Completing Your Org/Fin Information
  - Completing your Application



# What is the Racial Equity Fund?

- The United Way for Southeastern Michigan has secured **\$200,000** to support **Black, Indigenous, and People of Color (BIPOC)-led organizations** through the MacKenzie Scott Fund.
- The **Racial Equity Fund (REF)** is designed to provide financial support for these organizations and their programs and projects that work toward eliminating racial disparities in pursuit of a more equitable and just community for all.
- Informed by community-led workgroup in 2021 & 2023
  - Capacity building & sustainability; unrestricted grant dollars
  - Workgroup impact affecting UWSEM enterprise-wide



RACIAL  
EQUITY  
FUND

**United Way for Southeastern Michigan**

# The Racial Equity Fund: 2024

- \$200,000 Million available in flexible, unrestricted funding
- Organizations must have BIPOC executive leadership
- Organizations must be based in and serve residents of Washtenaw County
- Organizations should respond to and mitigate the effects of racial inequities and/or build power and infrastructure in communities of color across Washtenaw County



RACIAL  
EQUITY  
FUND

**United Way for Southeastern Michigan**



# The Racial Equity Fund: Eligibility Criteria

- **Funding Range: \$10,000 - \$50,000**
- **Funding Period: 12-months (January - December 2024)**
- Competitive RFP open to new partners
- Must be a 501(c)3 or working with a fiduciary that is a 501(c)(3)
- Based in Washtenaw County AND serve Washtenaw County residents
- Organizations must have BIPOC executive leadership
- Organizations with established programs/services in the funding categories

# The Racial Equity Fund: Funding Priorities

- Basic needs, health and/or crisis
  - Living Wage
  - Food Security
  - Housing
  - Racial Health Disparities
  - Mass Incarceration
- Economic Mobility
  - Programing to support BIPOC-owned businesses
  - Employment/skilled trade
- Environmental Justice
  - Climate Change
  - Pollution
  - Clean Water, Food, & Air
- Diversity, Equity, & Inclusion
  - Rest, rejuvenation, & healing for nonprofit leaders & staff
  - DEI Skill-Building
- Open Category



# The Racial Equity Fund: Scoring Rubric

[View Scoring Rubric](#)

- Applications scored across seven categories. 100 total points possible.
- Program Narrative: Addressing Racial Inequities
- Program Narrative: Success & Impact
- Milestones
- Metrics
- Community Voice
- Budget
- Overall Application Integrity



# The Racial Equity Fund: 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 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.

# The Racial Equity Fund: Key Details

- Application Opened: Jan 3
- Applicant Webinar: Jan 9; 1 - 2PM
- Application Closes: Jan 18 5PM
- Website: <https://tinyurl.com/REF2024>
- Contact:  
RacialEquityFund@unitedwaysem.org



RACIAL  
EQUITY  
FUND

**United Way for Southeastern Michigan**

# Questions?



# SurveyMonkey Apply Overview



# SurveyMonkey Apply Agenda

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Creating an SurveyMonkey Apply (SMA) Account

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Adding Individuals to Your Organization's SMA Account

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Completing Your Organization + Financial Information Application

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Accessing and Completing Your FY 2024 Washtenaw County Racial Equity Fund Grant Application

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Technical Assistance

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# 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

 Apply<sup>®</sup>  
Register for an applicant account

Register with

OR

Register as an individual

Register as an organization

First name


Last name

Email

Password

Confirm password

By registering for an account, you agree to our [terms of service](#) and [privacy policy](#).

I'm not a robot 





# Creating a SMA Account

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

<b>Organization name</b> <input type="text"/>	
<b>Address (optional)</b> <input type="text"/>	
<b>City (optional)</b> <input type="text"/>	<b>Country (optional)</b> Select a country ▼
<b>Tax country</b> USA - EIN Number ▼	<b>Tax number</b> <input type="text"/>
<b>Organization phone number (optional)</b> <input type="text"/>	<b>Organization email (optional)</b> <input type="text"/>
<b>Website (optional)</b> <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 organization name and navigation links for Pages, Programs, My Applications, and a dropdown menu for the current organization, 'UWSEM Test Organization Test 2'. A yellow warning box with a red border 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 message. Below this, instructions are provided for users unable to view applications: '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'. A central box displays 'No applications. Please choose a program from our program listings page to get started' with a green 'View programs' button. The footer contains 'POWERED BY Apply', copyright information, and the system tray showing the time as 8:34 PM on 4/22/2021.

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

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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.

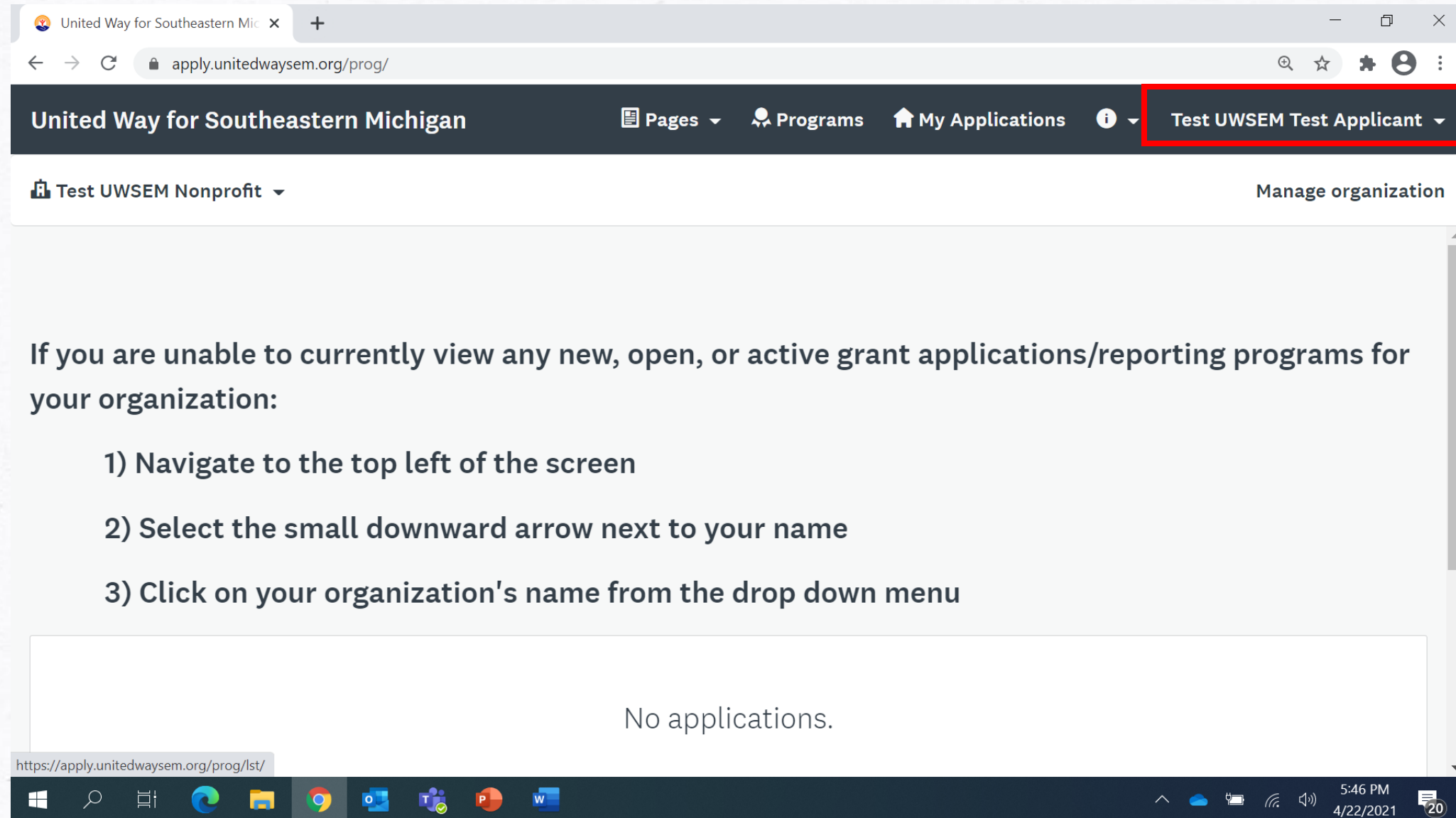
[Continue](#)



# 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/](https://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 'Test UWSEM Test Applicant' (highlighted with a red box). Below the header, there is a section for 'Test UWSEM Nonprofit' with a 'Manage organization' link. The main content area contains the following text:

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

Below the instructions, there is a large empty box with the text 'No applications.' centered inside it. The browser's address bar shows the URL <https://apply.unitedwaysem.org/prog/lst/>. The Windows taskbar at the bottom shows the time as 5:46 PM on 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

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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". The main content area is a modal window titled "Add members" with a close button (X) in the top right corner. The modal 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 top right of the modal is a button labeled "Import members...". At the bottom right are two buttons: "CANCEL" and "ADD".





# 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

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5:53 PM 4/22/2021 20



# Completing Your Organization + Financial Information Application



# Accessing Grant Applications: 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

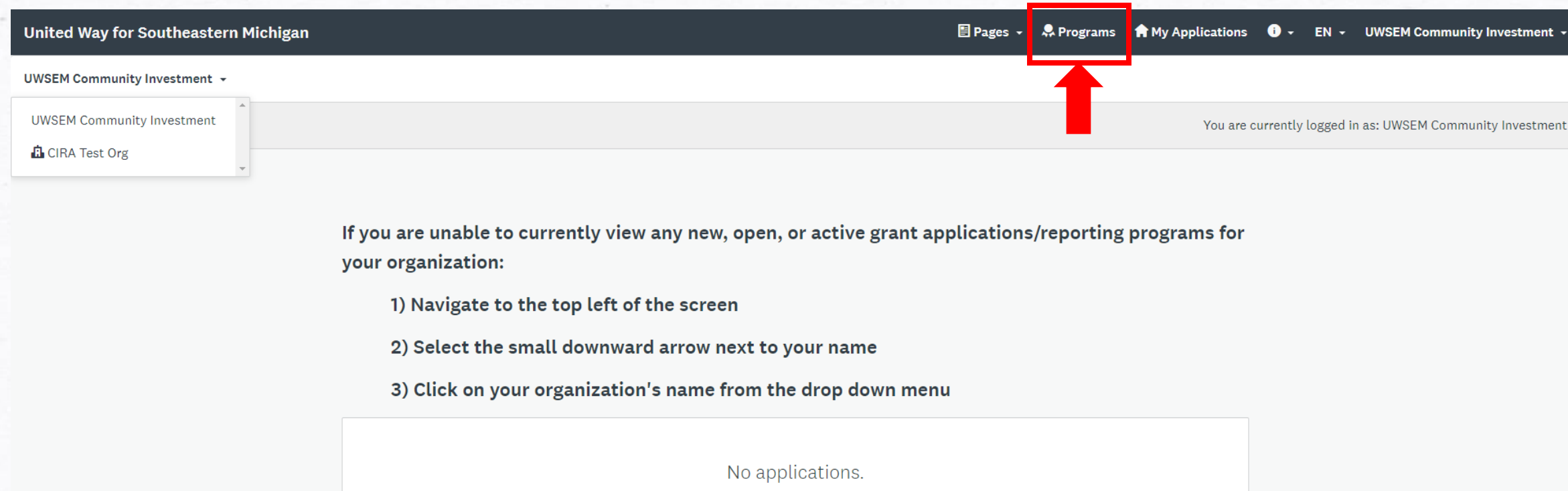
If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:

- 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 Grant Applications: Select Programs



The screenshot shows the top navigation bar of the United Way for Southeastern Michigan web application. The navigation bar includes the following items from left to right: 'United Way for Southeastern Michigan', 'Pages', 'Programs' (highlighted with a red box and a red arrow pointing to it), 'My Applications', 'EN', and 'UWSEM Community Investment'. Below the navigation bar, there is a dropdown menu for 'UWSEM Community Investment' with two options: 'UWSEM Community Investment' and 'CIRA Test Org'. To the right of the dropdown menu, it says 'You are currently logged in as: UWSEM Community Investment'. Below the navigation bar, there is a message: 'If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:'. Below this message, there are 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 steps, there is a box that says '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 Racial Equity Fund Grant Application



# Accessing Your Application: 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 several menu items on the right: Pages, Programs, My Applications, a user profile icon, EN, and UWSEM Community Investment. Below the navigation bar, a dropdown menu is open for the user profile icon, showing the current user 'UWSEM Community Investment' and a selection for 'CIRA Test Org'. A red box highlights the 'CIRA Test Org' option, and a red arrow points to it from the right. In the top right corner of the page content area, it says '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 Racial Equity Fund Application

**United Way for Southeastern Michigan**

 Detroit 123 TEST ▾

[← Return to admin](#)

### FY 2024 Washtenaw County Racial Equity...

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

The Racial Equity Fund will provide financial support and technical assistance to BIPOC-led organizations through microgrants. The fund is designed to empower BIPOC-led organizations to provide programs and projects that work toward eliminating racial disparities in pursuit of more equitable and just communities across Southeastern Michigan.


Organizations can apply.

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



# Accessing Your FY 2024 Washtenaw Racial Equity Fund Application

FY 2024 Washtenaw County Racial Equity Fund  
**1410650839**

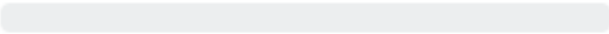
 AFlemingTEST

---

**STATUS:** Application Open

---

0 of 1 tasks complete



**START**

Last edited: Dec 21 2023 09:43 AM (EST)



# Accessing Your FY 2024 Washtenaw Racial Equity Fund Application

0 of 1 tasks complete

Last edited: Dec 21 2023 09:43 AM (EST)

**REVIEW**      **SUBMIT**

---

**AFlemingTEST**

---

**AF** Alexis Fleming  
Ajfleming13@yahoo.com  
[View & edit](#)


FY 2024 Washtenaw County Raci... [↗](#)      [Preview](#)      [⋮](#)

**1410650839**

**AFlemingTEST**      Status: Application Open

**APPLICATION**      ACTIVITY

## Your tasks

 [WREF: Eligibility Questionnaire](#) [>](#)



# Accessing Your FY 2024 Washtenaw Racial Equity Fund 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

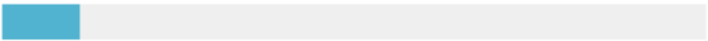


# Accessing Your FY 2024 Washtenaw Racial Equity Fund Application

[FY 2024 Washtenaw County Racial Eq...](#)  
**1410650839**  
ID: 1410650839 | Status: Application Open

-   Review Organizational Information
-   WREF: Contact Information
-   WREF: BIPOC Executive Leadership
-   WREF: Demographics and Geographic Reach
-   WREF: Program Narrative
-   WREF: Milestones and Metrics

1 of 9 tasks complete



# Submitting Your Application

- ✓ WREF: Eligibility Questionnaire  
Cannot be modified
- ✓ Review Organizational Information
- ✓ WREF: Contact Information
- ✓ WREF: BIPOC Executive Leadership
- ✓ WREF: Demographics and Geographic Reach
- ✓ WREF: Program Narrative

9 of 9 tasks complete

Last edited: Dec 21 2023 11:02 AM (EST)

REVIEW SUBMIT

## Submit application

Please confirm submission of your application.

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

CANCEL REVIEW SUBMIT

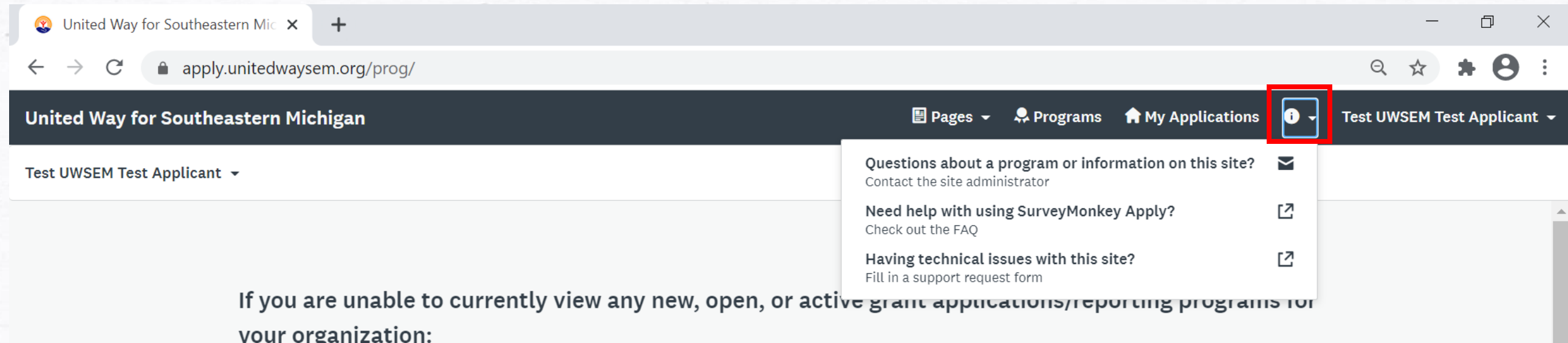




# Technical Assistance



# Technical Assistance



The screenshot shows a web browser window with the URL [apply.unitedwaysem.org/prog/](http://apply.unitedwaysem.org/prog/). The page header includes the United Way for Southeastern Michigan logo and navigation links for Pages, Programs, My Applications, and Test UWSEM Test Applicant. A dropdown menu is open under the Test UWSEM Test Applicant link, containing three items:

- Questions about a program or information on this site? Contact the site administrator
- Need help with using SurveyMonkey Apply? Check out the FAQ
- Having technical issues with this site? Fill in a support request form

Below the dropdown menu, the text reads: "If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:"

**UWSEM SMA Email: [SMA@unitedwaysem.org](mailto:SMA@unitedwaysem.org)**





*Thank you*

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

