



Community Access and Response Fund Applicant Webinar

February 21, 2025



We will start on our agenda at 10:05AM, please use this time to make sure you are muted, sign in, and take a moment to yourself.

Housekeeping

- Please keep yourself on mute.
- Type questions into the chat box.
- You may also email your questions to partnernetworks@unitedwaysem.org
- Questions about accessing or navigating SurveyMonkey Apply should be sent to SMA@unitedwaysem.org.
- Stay informed visit: <https://unitedwaysem.org/our-partners/grants-hub/proposal-opportunities/>
- Grant Management Portal: <https://apply.unitedwaysem.org/>

Sign In

- Type your full name & organization into the chat box.
- Include your email address.



Jeff Miles

Vice President, Community Impact



Emily Mueller

Director, Community Investments



Meaghan Gorski

Director, Grants Management

Agenda

Topic	Presenter
Welcome & Housekeeping	
United Way's Impact Framework	
Fund Overview	
Structure of Application	
Evaluation Process & Scoring Rubric	
Grant Timeline	
Questions and Answers	
SurveyMonkey Apply Overview	
Questions and Answers	



United Way's Impact Framework

Jeff Miles

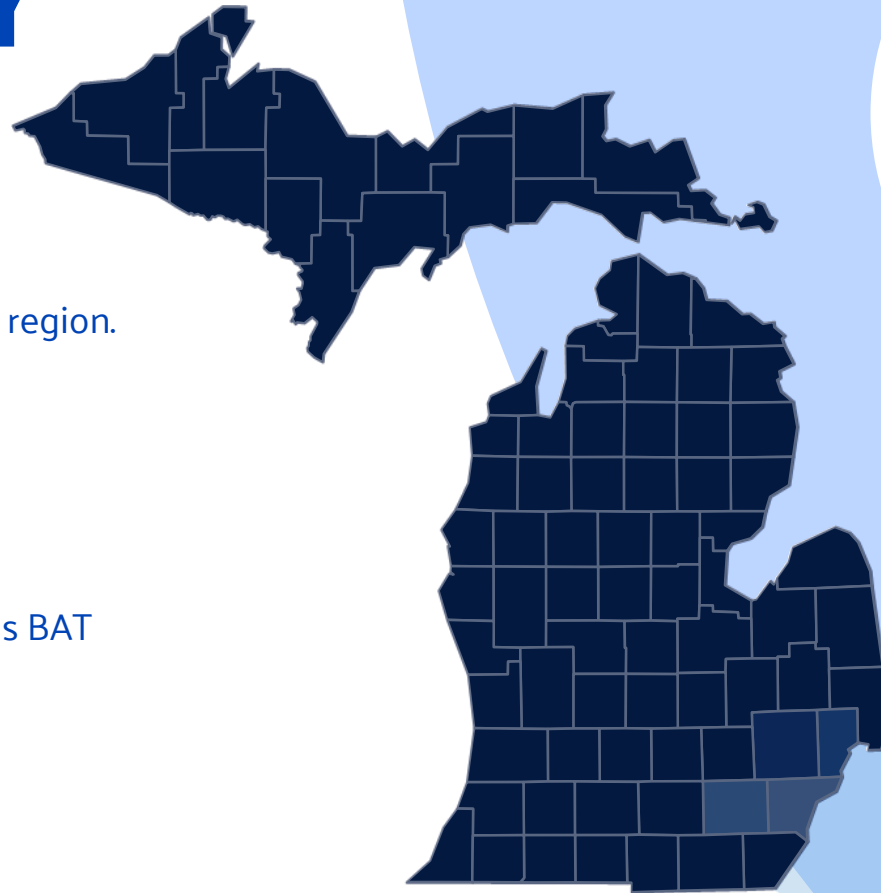
Vice President, Community Impact



ALICE 4 COUNTY BREAKDOWN

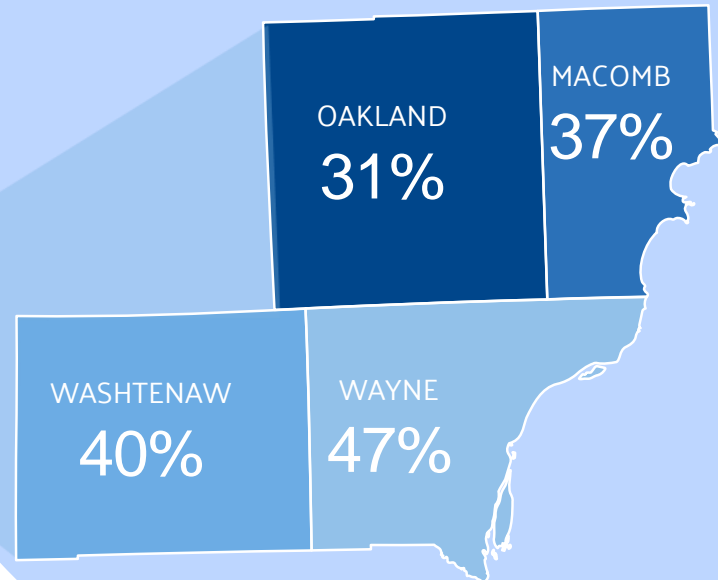
This problem affects families in every city in our region.

- 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



41%

of Michigan households struggle to afford basic needs like housing, food and child care.



Supporting our Community: From Crisis to Stability & Stability to Prosperity

WHO WE SERVE

Our first responsibility is to serve families who fall under the ALICE threshold.

OUR CHARGE

To lift individuals and families above the ALICE threshold, we must increase financial resources and reduce household costs.

WE WILL ACHIEVE THIS THROUGH



United Way Client Services



Connect4Care & Partner Network



Youth Opportunity



Community Capacity Building



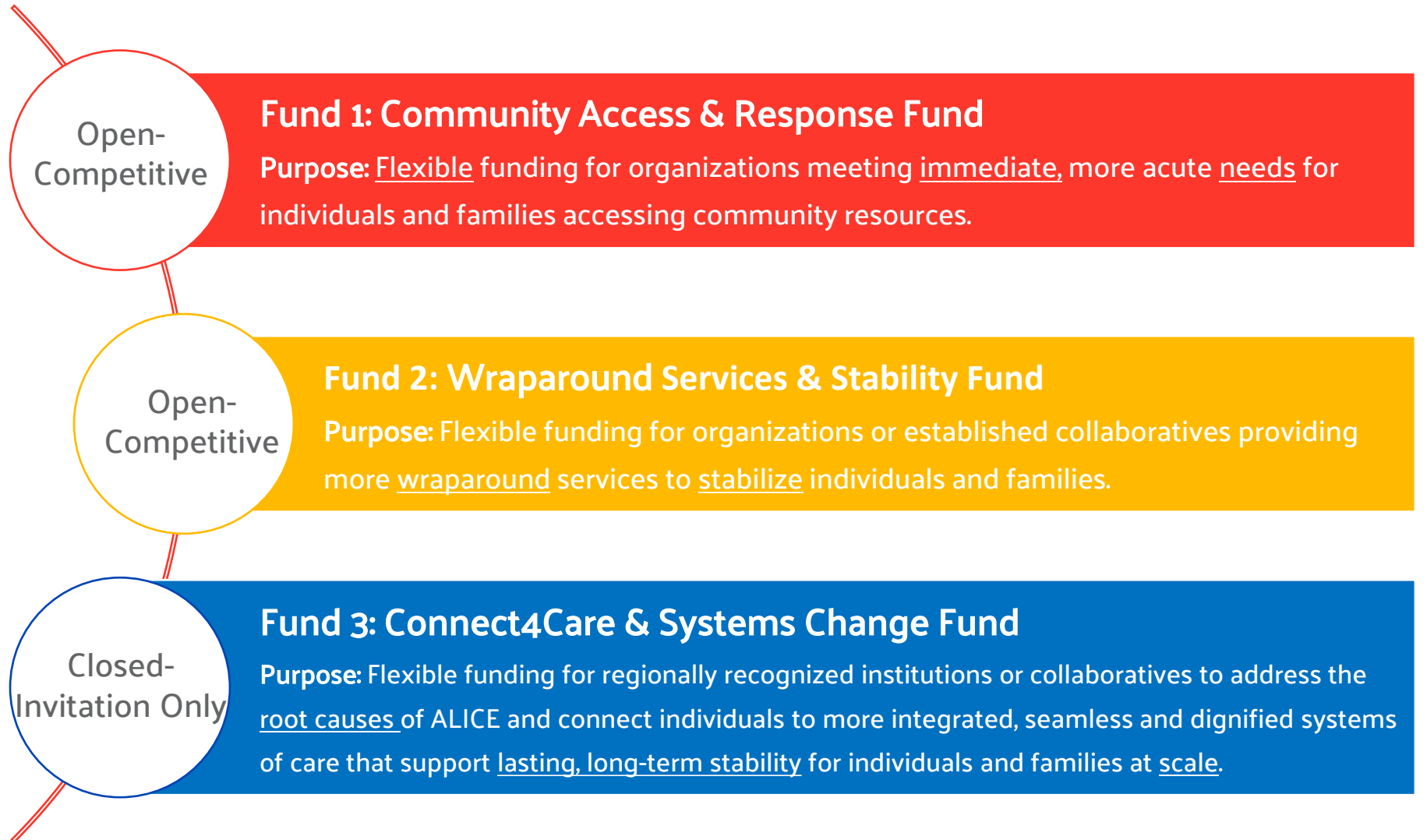
Fund 1: Community Access and Response Fund

Emily Mueller
Director, Community Investments



Funding Framework: Overview

All grant programs are designed to resource and engage a coordinated network of partners providing a continuum of services under a shared vision of helping ALICE individuals and families move from crisis to stability and from stability to prosperity in Wayne, Oakland, Macomb, and Washtenaw County.



Overview: Community Access & Response Fund

Open-Competitive

Purpose: Flexible funding for organizations meeting immediate, more acute needs for individuals and families accessing community resources.

Award Range: \$15k to \$50k

1. Priority areas and eligible services are identified upfront based on 2-1-1, community-level data and feedback from partners.
2. For the 2025-2026 Funding Cycle, the priorities are:

Emergency food assistance



Eligible Services: Pantries, Community/Soup Kitchens, Food Vouchers or Gift Cards

Homelessness diversion/prevention



Eligible Services: Emergency rental assistance, application fees, utility assistance, legal assistance, arrears, moving costs, etc.

Out-of-School Time



Eligible Services: Enrichment programming, Before-School, After-School, Break programming/care

Interventions that address chronic absenteeism



Eligible Services: Single-Subject Tutoring or Literacy Support, Eliminating socioeconomic barriers i.e. transportation, laundry, warm weather gear, etc., Social Emotional Learning

Eligibility Criteria and Funding Priorities

- Competitive RFP open to new and currently funded partners
- Must be a 501(c)3 and in stable financial position
- Serve residents in Macomb, Oakland, Washtenaw and/or Wayne Counties
- Proposed services/programming must align with at least one of the priority areas
- Focus is on the delivery of services that meet an individual or families' immediate or acute needs
- Programs/services are primarily focused on a single, time-limited intervention
- Demonstrate service history and track-record of success
- Promotes access and barrier busting
- Focus on ALICE communities and populations that disproportionately fall below the ALICE Threshold

Responsibilities & Expectations

- Bi-annual grant reporting
- Mandatory attendance at a virtual grantee kick-off
- Register as a member of United Way's Partner Network and attend at least half of the quarterly meetings
- List information about programs/services in the 2-1-1 Resource Directory and participate in annual updates
- Attend a 2-1-1 Resource Directory training during the grant term
- Participate in an annual check-in with United Way program staff
- Engage in efforts to support storytelling and amplify the impact of our work together

Structure of Grant Application

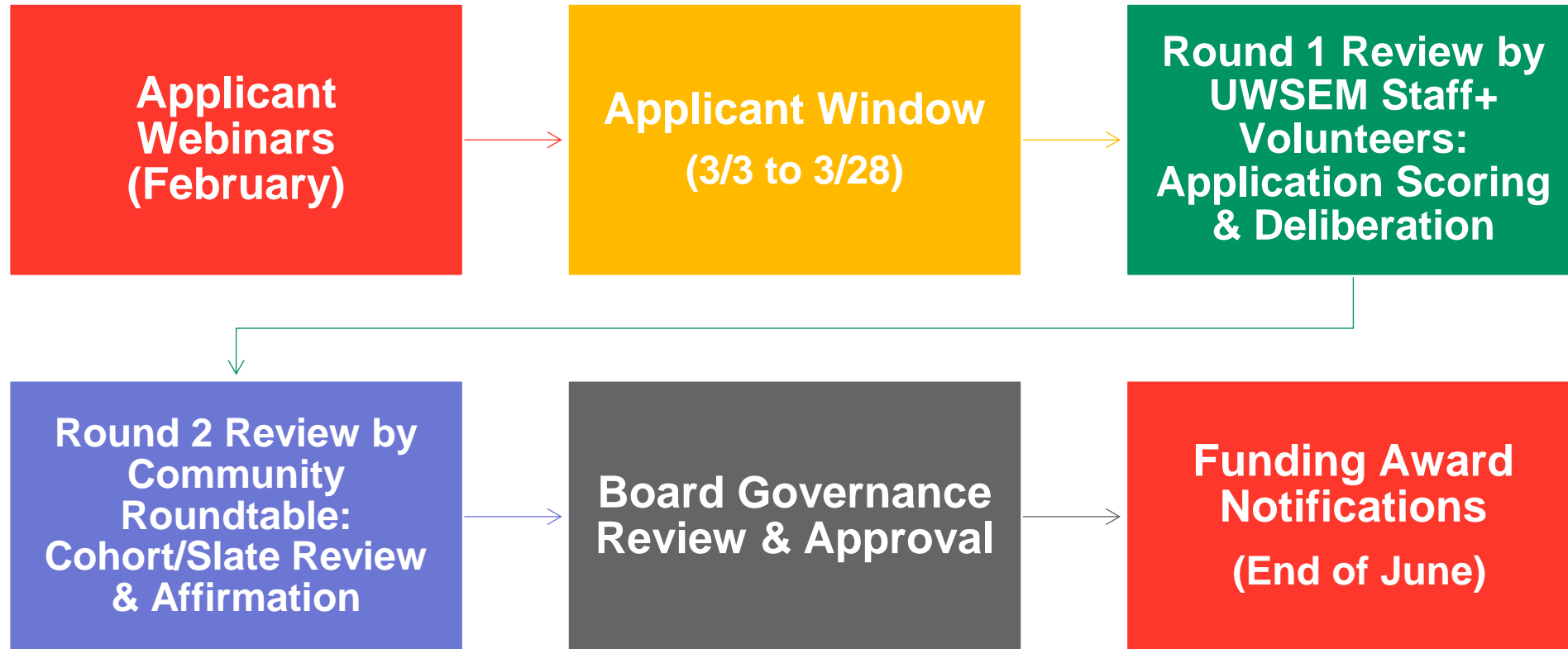
There are seven sections/tasks in this RFP:

- Eligibility Screening
- Organizational Information
- Grant Contact Information
- Program Narrative
- Target Population(s)
- Service Area and Individuals Impacted
- Budget

Scoring Rubric

- Applications scored across nine categories. 66 total points possible
- Program Narrative
 - Alignment between community need, proposed services, and organization's experience and track-record of success
 - Evidence that services are accessible and organization works to reduce/eliminate barriers
- ALICE
 - Services target priority populations
 - Services target municipalities with high concentrations of ALICE
 - Significant number of individuals impacted, aligned to organization's application and responsive to community need
- Budget
 - Consistent with scope of work & transparent

Evaluation Process



Grant Timeline

- Grant Webinars – February 5th and February 20th
- **Application Opens – March 3, 2025**
- Application Office Hours – March 11th and March 18th
- **Application Closes – March 28, 2025 at 5:00 PM**
- Funding Determination Notifications – Anticipated week of June 23, 2025
- Grant Spending Period – July 1, 2025 – June 30, 2026
- Grant Reports – January 16, 2026 and July 17, 2026

Questions

Please drop any questions into the chat box.



Organization + Financial Information Application

Meaghan Gorski
Director, Grants Management



Organization + Financial Information Application Overview

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.

[MORE >](#)

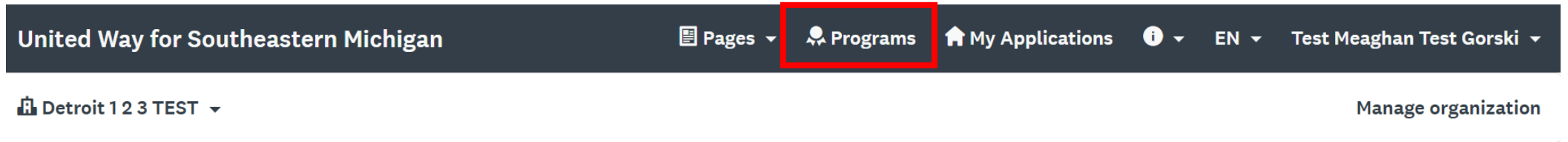
- Prerequisite for organizations applying for United Way for Southeastern Michigan grant opportunities
- Collects:
 1. General Partner Information
 2. Organization Contact Information
 3. Budget, Tax, and Audit Information
 4. Volunteerism and United Way Fundraising Campaign
- Complete before the launch of the Community Access and Response Fund!

Accessing the Organization + Financial Information Application

The screenshot shows a web application interface for the United Way for Southeastern Michigan. At the top, there is a dark navigation bar with the text "United Way for Southeastern Michigan" on the left and several menu items: "Pages", "Programs", "My Applications", "EN", and "UWSEM Community Investment". Below this, a dropdown menu is open, showing "UWSEM Community Investment" as the current selection. A red box highlights the option "CIRA Test Org" in the dropdown, with a red arrow pointing to it from the right. The main content area contains 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". At the bottom of the main content area, there is a white box with the text "No applications.".

Accessing the Organization + Financial Information Application

1



United Way for Southeastern Michigan

Pages ▾ Programs ▾ My Applications ▾ EN ▾ Test Meaghan Test Gorski ▾

Detroit 1 2 3 TEST ▾ Manage organization

2



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 >**

Accessing Organization + Financial Information Application

Organization + Financial Information

[If this is your first time applying for a United Way for Southeastern Michigan grant through Survey Monkey Apply - Complete this first!](#)

Organizations applying to United Way for Southeastern Michigan grant opportunities must first complete the Organizational + Financial Information application. This general application collects information on the organization itself and its financials. Organizations will also use this application to keep their information updated throughout the year and to submit their yearly audited financial statements according to United Way audit requirements.

APPLY

Open to

Organizations can apply.

Opens

Sep 1 2021 08:00 AM (EDT)

Organization + Financial Information

[If this is your first time applying for a United Way for Southeastern Michigan grant through Survey Monkey Apply - Complete this first!](#)

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See my application

Open to

Organizations can apply.

Opens

Sep 1 2021 08:00 AM (EDT)

View for First-Time Applicants

View for Returning Applicants

Completing the Organization + Financial Information Application: New Applicants

1

Organization + Financial Informa... Preview ...

3459080038

Alyssa's Awesome Organization

APPLICATION **ACTIVITY**

Your tasks

- START HERE: Instructions** >
- Org/Fin: Organization Profile >
- 2021 Financial Information (optional) >
- 2022 Financial Information (optional) >
- 2023 Financial Information (optional) >
- 2024 Financial Information (optional) >

2

Instructions

First-time Applicants

If this is your first time applying to a United Way for Southeastern Michigan (UNSEM) grant opportunity through SurveyMonkey Apply, please follow these steps:

1. Fill in information about your organization in the Organizational Profile task and click "Mark as Complete" at the end.
2. Upload your most recent audited financials using the appropriate task based on the fiscal year-end of your most recent audited financials.
 - Use the left-hand navigation bar to move between tasks and select the correct task for uploading your financials.
 - Your organization is only required to provide the MOST RECENT YEAR (1 set of financials) and are not required to complete both financial tasks.
3. Click "Submit" on the left hand navigation bar.

Returning Applicants

If you have previously applied to a United Way grant opportunity through SurveyMonkey Apply:

1. Review your previous responses for accuracy. The Organizational Profile task has been pre-filled for you. If you need to make updates to your information, click the ellipsis icon and choose "Edit", make updates as necessary, and click "Mark as Complete" at the end of the task. If you do not need to make any updates, use the left-hand navigation bar to move on to the next task.
2. If you have new audited financials since the last time you applied for a grant, upload your new audited financials. Use the left-hand navigation bar to select the appropriate task to upload your most recent financials based on the fiscal year-end of your most recent audited financial statements.
3. Click "Submit" on the left hand navigation bar.

Note for Organizations Using Fiduciaries

If an organization is applying using a fiduciary, the SurveyMonkey Account must be registered in the Fiduciary Organization's name.

1. The Organizational Profile and Audited Financials must be filled out from the Fiduciary Organization's perspective.
2. The Contact Information task in specific grant opportunities will include contact information for both the fiduciary and implementing organization.

3

SAVE & CONTINUE EDITING

MARK AS COMPLETE

Completing the Organization + Financial Information Application: Existing Applicants

1

This screenshot shows the application dashboard for 'Detroit 1 2 3 TEST'. At the top left, it indicates the application is 'Submitted' on Oct 13 2022 02:17 PM (EDT). Below this, the organization name 'Detroit 1 2 3 TEST' is displayed along with a contact person, Test Meghan Test Gorski, and an email address. A green button labeled 'Add Member or Team' is visible. The main section, titled 'Organization + Financial Information', shows the application ID '0295150230' and a 'Preview' button. Underneath, there are two tabs: 'APPLICATION' and 'ACTIVITY'. A 'Your tasks' section lists three items: 'START HERE: Instructions' (completed Oct 13 2022 05:44 PM (EDT)), 'Org/Fin: Organization Profile' (completed Oct 5 2023 01:08 PM (EDT)), and '2021 Financial information (optional)' (completed Mar 7 2023 04:12 PM (EST)). The 'Org/Fin: Organization Profile' task is highlighted with a red rectangular box.

2

This screenshot shows the 'Org/Fin: Organization Profile' form, which is completed on Oct 5 2023 01:08 PM (EDT). The form title is 'Organization Profile' with a sub-section for 'General Partner Information'. The 'Organization Name' field contains 'Detroit 1 2 3 TEST'. The 'Website Link' field is empty with the text '(No response)'. The 'Primary Address' field shows 'Line 1' as '3011 W. Grand Blvd'. On the right side of the form, there is a menu with three options: 'Download', 'Reset', and 'Edit'. The 'Edit' option is highlighted with a red rectangular box. A red arrow points from the '...' menu icon to the 'Edit' option.

Completing the Org/Fin Profile

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

Updating Financial Information

Your tasks

	 START HERE: Instructions Completed on: Oct 13 2022 01:44 PM (EDT)	
	 Org/Fin: Organization Profile Completed on: Apr 3 2024 09:37 AM (EDT)	
	 2021 Financial Information (optional) Completed on: Mar 7 2023 04:12 PM (EST)	
	 2022 Financial Information (optional) Completed on: Oct 10 2023 09:51 AM (EDT)	
	 2023 Financial Information (optional)	
	 2024 Financial Information (optional)	

Updating Financial Information

Organization + Financial Information
0295150230
ID: 0295150230

- START HERE: instructions
- Org/Fin: Organization Profile
- 2021 Financial Information (optional)
- 2022 Financial Information (optional)
- 2023 Financial Information (optional)**
- 2024 Financial Information (optional)

2023 Financial Information

Please upload your audited financials for your fiscal year ending in 2023.

Please do not use this task to upload financials for a fiscal year end other than 2023. If you have audited financials for a different fiscal year end, please use the appropriate task to upload them.

Upload your organization's financial statements for the fiscal year end 2023.

Examples include: Audited financial statements and/or reviewed/compiled financial statements.

For additional details, please reference UWSEM's [Financial and Audit Requirements](#) resource.

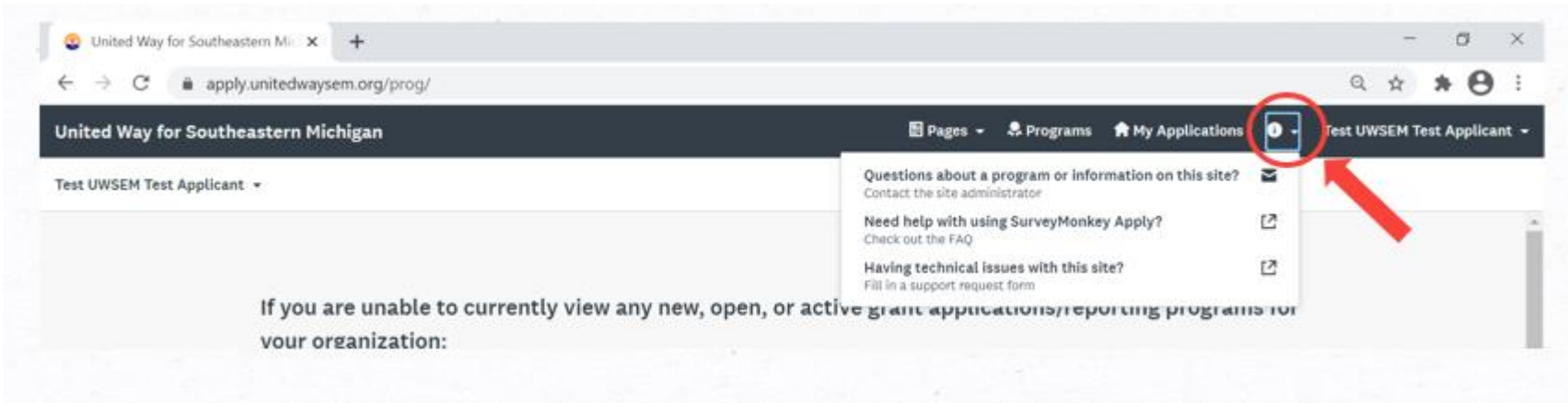
If applicable, upload the form 990 associated with your audit for the fiscal year end 2023.

Did your organization receive more than \$750,000 in federal funding during the fiscal year ending in 2023?

Yes

No

UWSEM Technical Assistance



UWSEM Community Investment Inbox:
SMA@unitedwaysem.org

Questions

Please drop any questions into the chat box.