



Wraparound Services and Stability Fund Applicant Webinar

February 25, 2025



**We will start on our agenda at 1:05
PM, 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

Vice President, Grants Management

Agenda

Topic
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

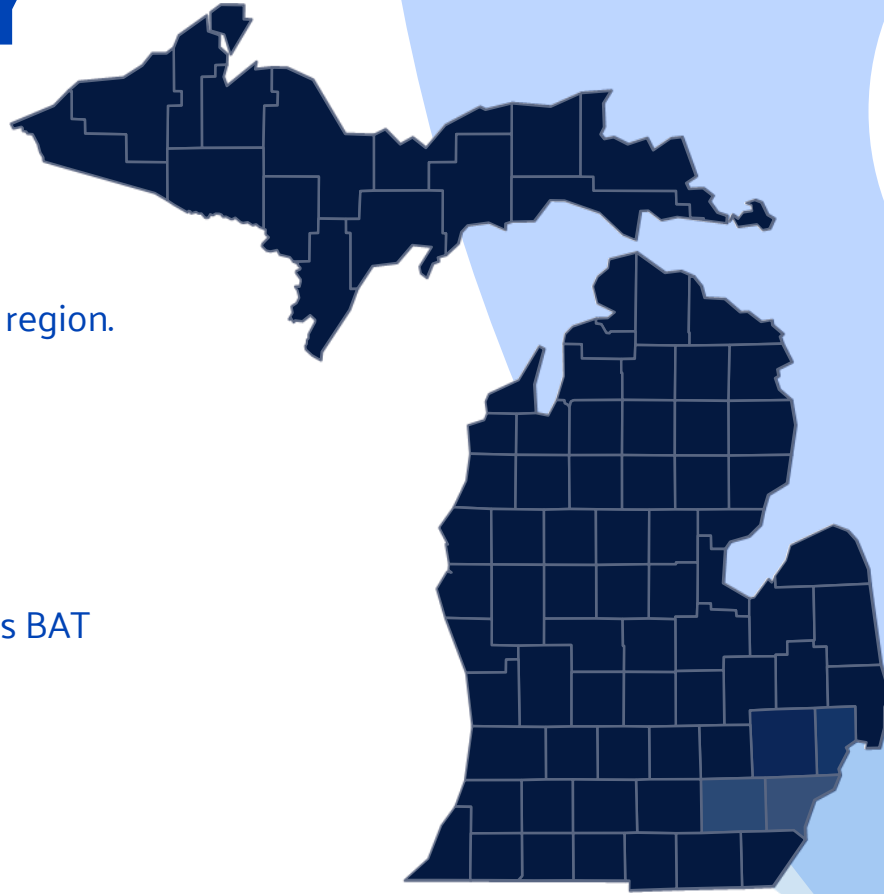
Vice President, Community Impact



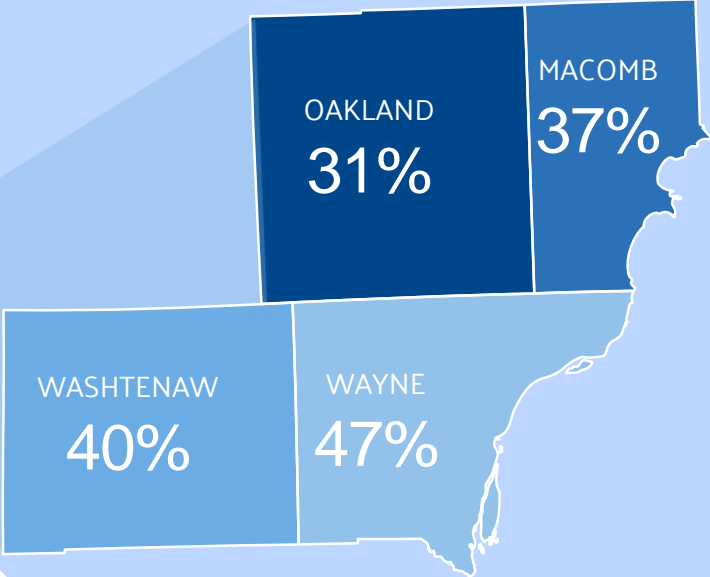
ALICE 4 COUNTY BREAKDOWN

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 2: Wraparound Services and Stability Fund

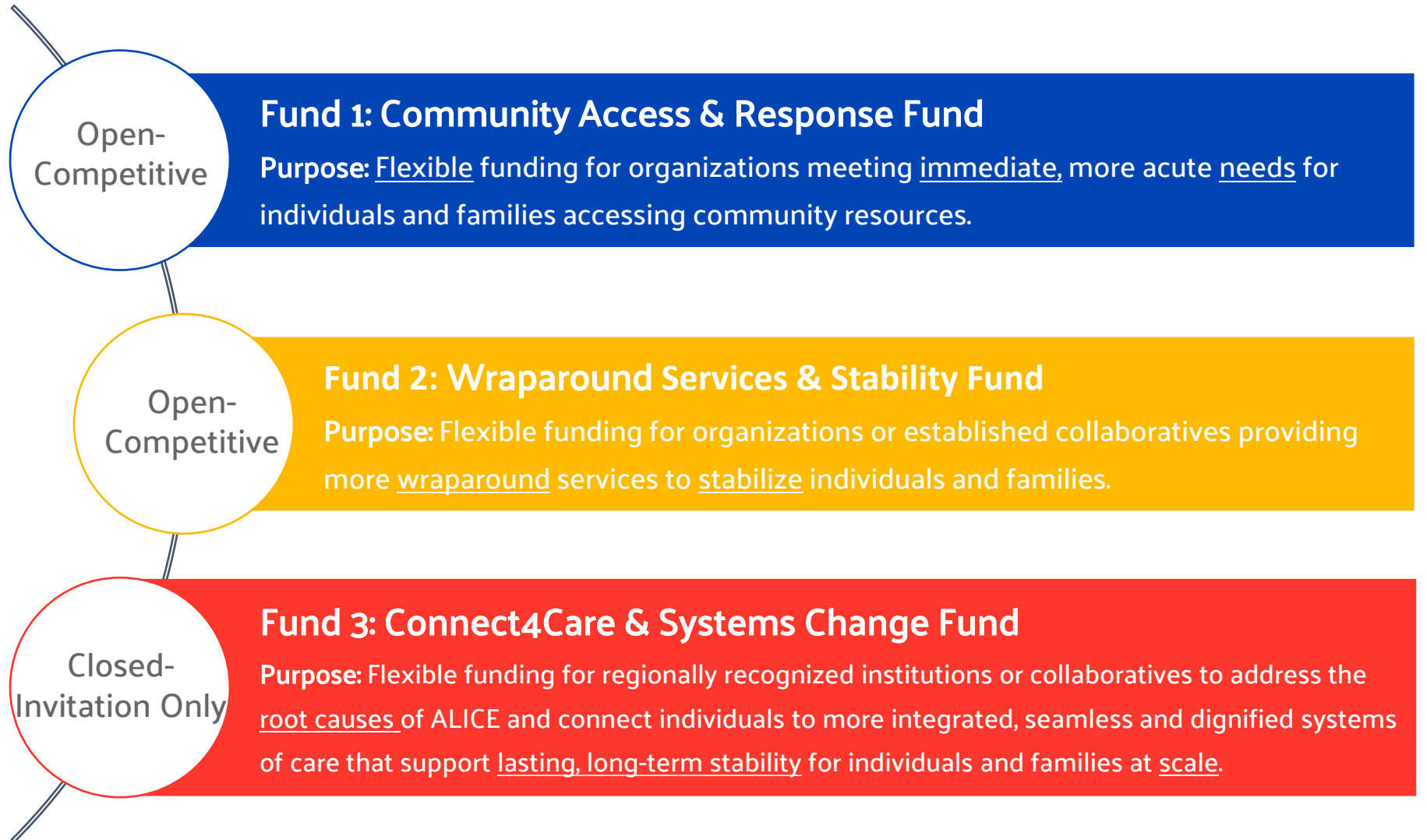
Emily Mueller

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: Wraparound Services & Stability Fund

Open-
Competitive

Purpose: Flexible funding for organizations or established collaboratives providing more wraparound services to stabilize individuals and families.

Award Range: \$50k to \$150k

1. Organization's whose services go beyond addressing individual, immediate needs, and instead offer programs that address multiple conditions that impact a household's well-being and quality of life.
 - a. Examples of conditions may include: safe housing, equitable education access, income, access to nutritious food, integrated student supports aimed at eliminating family barriers, etc.
2. Organizations will demonstrate how they connect individuals to a variety of supports that help them move along a pathway to stability.
3. Agencies can apply as an individual or established collaborative.
 - a. Demonstrate history of working together for at least one year.
 - b. Submit single application with lead organization and list of additional partners.

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
- Provide continuous, ongoing “case management” to mitigate barriers impacting a family or individual’s success
- Interventions extend beyond crisis response or addressing an immediate need
- Understand barriers ALICE families encounter and provide evidence that programming addresses them
- History of providing wraparound support and evidence of coordinated care that helps participants move toward stability
- Focus on ALICE communities and populations that disproportionately fall below the ALICE Threshold
- Use lived experience and community voice when understanding community needs and developing programming
- Demonstrate an ability to scale services to meet need
- Evaluate the success of their programs and measure impact/outcomes.

Responsibilities & Expectations

- Bi-annual grant reporting
- Mandatory attendance at a virtual grantee kick-off
- Register as a member 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
- Participate in quarterly Connect4Care Community Information Exchange education and engagement opportunities

Structure of Grant Application

There are eight sections/tasks in this RFP:

- Eligibility Screening
- Organizational Information
- Individual Applicant vs. Collaborative Entity
- Grant Contact Information
- Program Narrative
- Target Population(s)
- Service Area and Scale
- Budget

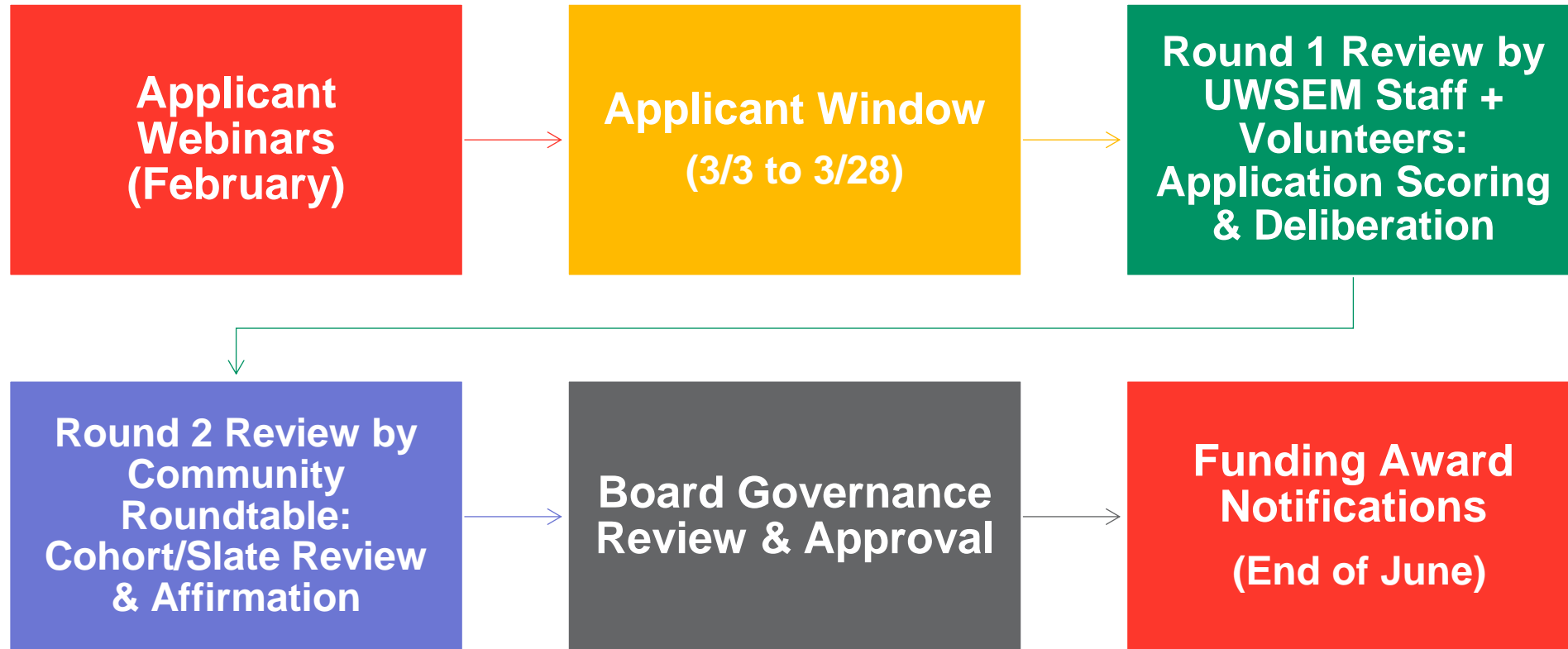
Scoring Rubric

- Individual Applications scored across 12 categories. 81 total points possible
- Program Narrative
 - Alignment between barriers ALICE households experience, proposed services, and wraparound model that addresses multiple conditions
 - Evidence that lived experience is centered and acted upon
 - Partnerships and operations are in place to ensure participants are connected to resources in a coordinated and dignified way
 - History of providing wraparound support and track-record of success
- ALICE
 - Services target priority populations
 - Services target municipalities with high concentrations of ALICE
 - Ability to scale services and span geographies
- Measure Outcomes
- Budget
 - Consistent with scope of work & transparent
 - Diversification of funding

Scoring Rubric

- Collaborative Entities scored across 15 categories. 102 total points possible
- All of the above items, plus:
 - History of working together
 - Intended impact and collaborative goals
 - Plan for how the collaborative will distribute work and hold themselves accountable

Evaluation Process



Grant Timeline

- Grant Webinars –
 - Fund 1: Community Access and Response: February 20th and February 21st
 - Fund 2: Wraparound Services and Stability Fund: February 12th and February 25th
- **Application Opens – March 3, 2025**
- Application Office Hours – March 13th 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 Wraparound Services and Stability Fund launch!

Important Note: Fiduciary Details

- 1. If your organization plans on utilizing a fiduciary to receive funds, the fiduciary organization **MUST** create the organizational account.
- 2. The Organization + Financial Information application should be completed with the fiduciary's information, not the implementing organization.
- 3. United Way recommends that the fiduciary invite a representative of the implementing organization to be a member of their account. This allows the implementing organization access to complete the application and reports (if awarded).

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

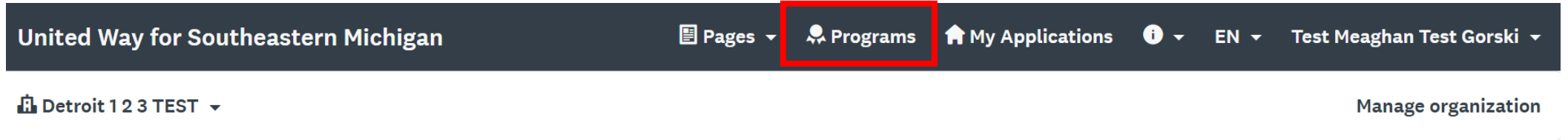
If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:

- 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 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

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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: Returning Applicants

1

Submitted
Submitted on: Oct 13 2023 02:17 PM (EDT)

Detroit 1 2 3 TEST

Test Meghan Test Gorski
mgorski@seam@gmail.com
view & edit

Add Member or Team

Organization + Financial Information
0295150230
Detroit 1 2 3 TEST

APPLICATION ACTIVITY

Your tasks

- START HERE: Instructions
Completed on: Oct 13 2022 05:44 PM (EDT)
- Org/Fin: Organization Profile
Completed on: Oct 5 2023 01:08 PM (EDT)**
- 2021 Financial information (optional)
Completed on: Mar 7 2023 04:12 PM (EST)

2

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 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.

←

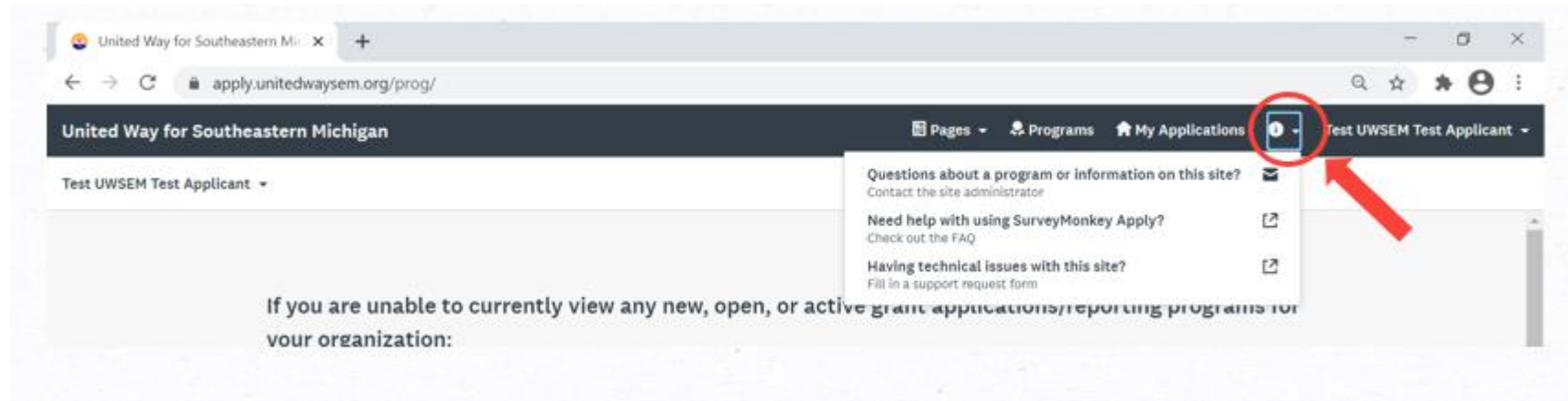
If applicable, upload the form 990 associated with your audit for the fiscal year end 2023.

←

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.