United Way of Greater Milwaukee & Waukesha County

# APPLICATION GUIDE

Updated: January 14, 2026

# TABLE OF CONTENTS

Return to Table of Contents

# INTRODUCTION: 2026 IBF APPLICATION GUIDE

We appreciate your organization's interest in applying for a grant from United Way of Greater Milwaukee & Waukesha County. This guide is designed to help organizations successfully complete the full application, the final step in applying for funding.

By submitting an application, your organization demonstrates its readiness to collaborate on solutions to community challenges while aligning with United Way's key initiatives. Please refer to the Impact Based Funding Guide for more information on United Way's funding of key initiative strategies, eligibility, and restrictions. A copy of this application guide can be found within e-CImpact under the Resource Center by logging in to e-CImpact, navigating to the left hand side panel and clicking on Resource Center. All relevant IBF materials can be found here.

United Way's four-county service area includes Milwaukee, Ozaukee, Washington, and Waukesha Counties. If the organization serves Washington County, they must provide services to Germantown residents.

---

# KEY INITIATIVE OVERVIEW

United Way's current funding priorities focus on the following:

**Safe & Stable Homes: Ending Family Homelessness** – organizations collaborate towards meeting these five overarching goals of ending homelessness: improved identification of housing unstable families, increased prevention services, streamlined coordination of services, swift service provision, and sustainable systems change. Goal: achieve and maintain an end to family homelessness in our four-county service area by ensuring that we are preventing family homelessness whenever possible, and when a homeless episode can't be prevented for a family, that we ensure the experience is rare, brief, and non-recurring.

**Techquity** – organizations strengthen people's digital literacy skills, and organizations agree to distribute laptops provided at no cost by United Way to participants, if funded. Goal: Provide 50,000 computers to people who need them across our four counties by 2027.

**Reducing Barriers to Employment & Advancement** – organizations work toward a shared goal of supporting local, diverse individuals in overcoming systemic barriers to employment and career advancement. Goal: 15,000 people will be ready to start stable careers by having overcome key employment barriers by 2029.

**Teen Mental Wellness: Empowering Minds** – high schools collectively create Mental Health Schools of Distinction by implementing comprehensive school based mental health systems that support the mental wellness of students, their families, and school staff. Goal: Empowering Minds high schools will elevate the mental wellness of 21,000 high school students by 2030.

Funding through Impact Based Funding will be available to support school based mental health work as well as clinic-based/community-based mental health work.

**Community Resiliency** - organizations provide referrals and support to access community resources, local disaster response, and provide a wide range of capacity building supports for nonprofits.

**Healthy Youth Legacy -** Legacy investments support high-quality activities that are essential for sustaining the achievement of a collective impact or key initiative goal. Currently, the only area eligible for legacy funding is teen pregnancy and sexual violence prevention activities ensuring that youth have access to evidence-based medically accurate sexual health information.

# APPLICATION OVERVIEW

Below you will find some general information related to completing the application.

- Funding is available qualified 501(c)(3) organizations serving Milwaukee, Ozaukee, Washington, and Waukesha County. If the organization serves Washington County, they must provide services to Germantown residents.
- Review the Impact Based Funding Guide for specific information on each Key Initiative, including eligibility, details on strategies, funding parameters, and restrictions for each Key Initiative Strategy.
- Review the Collaboration Agreement to understand what is required of all organizations funded by United Way. Reach out using the contact information below with any questions.
- All applications will be submitted in e-CImpact.
- If the application form is incomplete or the red 'Submit This Application Now!' button was not clicked in e-CImpact by the application due date, the application will not be reviewed as part of the review process.

# CONTACT INFORMATION

If you have questions about the application process, please contact the aligned staff listed below. We will do our best to respond within **three** business days.

**e-CImpact Technical Assistance:** Brook Ihde, Data Coordinator, bihde@unitedwaygmwc.org

**Safe & Stable Homes:** Krystina Kohler, Impact Manager, kkohler@unitedwaygmwc.org

**Techquity:** Briana Fox, Impact Manager, bfox@unitedwaygmwc.org

**Reducing Barriers to Employment & Advancement:** Gevonchai Hudnall-Vogel, Impact Manager ghudnall@unitedwaygmwc.org

**Teen Mental Wellness: Empowering Minds:** Amanda Weiler, Impact Manager, aweiler@unitedwaygmwc.org

**Community Resiliency/Healthy Youth Legacy:** Gerald Coon, Director of Key Initiatives, gcoon@unitedwaygmwc.org

# KEY DATES

- **January 20, 2026:** IBF Application opens
- **February 16, 2026:** IBF Application due by 11:59pm, schedule virtual meeting
- **March 9 – March 27, 2026:** Virtual meetings
- **June 1, 2026:** IBF Application decision notification
- **July 1, 2026:** 2026-27 Grant cycle begins & award letter issued

# APPLICATION OUTLINE

The application form is structured into four sections to streamline the application process: Organization Information, Aligned Work Overview, Reflections on Organizational Practices, and Documents. Additionally, all organizations will be asked to participate in a short virtual meeting.

# REQUIRED VIRTUAL MEETINGS

We know that some organizations shine through their written grant writing, and others shine through face-to-face meetings. As such, we have added a virtual meeting as part of the application process. Virtual meetings are designed to allow organizations an opportunity to speak about the application with United Way staff and review committee volunteers. This allows us to hear more about an organization's aligned work and to ask follow-up questions from the application.

# SECTION 1: ORGANIZATION INFORMATION

This section is the same for all available applications.

- Include contact information for the primary individual managing the application submission.
- Please provide the contact information of the organization's CEO or Executive Director.
- Please copy and paste your organization's mission statement.

# SECTION 2: ALIGNED WORK OVERVIEW

"Aligned Work" refers to programming provided that aligns with the goals of each investment area. This terminology replaces "program" for the purposes of this application, since if funded, grants will be unrestricted. This section contains different questions for each available application. You can scroll down to view the specific questions or click on the hyperlinks below.

- Safe & Stable Homes
- Techquity
- Reducing Barriers to Employment & Advancement
- Teen Mental Wellness, Empowering Minds

# SECTION 3: REFLECTIONS ON ORGANIZATIONAL PRACTICES

This section is the same for all available applications.

- Describe how the aligned work in this application is part of the organization's strategic plan.
- Explain the proposed methods for tracking and communicating project outcomes to show alignment with investment area outcome goals (e.g. data collection, surveys, other metrics). Copy & pasting answer from LOI is acceptable if no changes are needed from the original answer.

# SECTION 4: DOCUMENTS

This section is the same for all available applications.

- 501(c)(3) authorization letter
- "Doing Business As" documentation (if applicable)
- Most recent IRS 990 or 990EZ (if 990EZ is submitted then Pro Forma pages must be submitted as well)
    - Organizations exempt from filing an annual 990 must upload a statement certifying the exemption and reason for the exemption.
- Board approved current fiscal year budget.

## Section 2: Safe & Stable Homes Aligned Work Overview

1. **Is your organization submitting an application for any of the other available areas? Check all that apply.**
    a. No
    b. Yes, Reducing Barriers to Employment & Advancement
    c. Yes, Techquity
    d. Yes, Teen Mental Wellness Empowering Minds
    e. Yes, Healthy Youth Legacy
    f. Yes, Community Resiliency: Resource, Referral & Support
    g. Yes, Community Resiliency: Nonprofit Capacity Building

2. **Dollar amount the organization is applying for, for the Safe & Stable Homes grant cycle running 7/1/2026-6/30/2027?** (25-character max)

3. **Please select <u>one</u> strategy your organization's work most significantly aligns with that your organization is seeking funding for**. Choose the strategy that most closely aligns to the organization's work even if multiple strategies are present in the work.
    a. Array of shelter & housing support
    b. Flexible financial assistance
    c. Homeless system infrastructure & housing navigation

d. Household budget support and financial counseling
e. Legal assistance for eviction cases
f. Wraparound supportive services

4. **Is the organization an active member of your local Continuum of Care homeless service coalition?** "Active" membership means that organization attends meetings with their local coalition. Priority will be given to these organizations. (check one)
   a. Yes
   b. No
   c. Unsure
   d. No, but I have reached out to our local coalition for more information about joining

5. **Does the priority population of the organization's aligned work have a focus on families with children under 18?** (check one)
   a. Yes, our target population is family units composed of at least one parent/caregiver and at least one child under the age of 18
   b. Yes, our target population includes families with children, and additional household types
   c. No, our current target population does not include families with children

6. **Provide a description indicating how the funding will be aligned with the goals and strategies of Safe & Stable Homes and how it impacts housing stability for families.** Copy & pasting answer from LOI is acceptable if no changes are needed from the original answer. Key Initiative goals and strategies are outlined in the Impact Based Funding Guide (4,000-character max)

7. **Check the aligned metrics that the organization will report back to United Way on.** Check all that apply. You must check at least one option.
   - ❏ # of households accepted into emergency shelter or transitional housing programs by the funded organization
   - ❏ # of households accepted into Rapid Rehousing or Permanent Supportive Housing programs by the funded organization
   - ❏ # of households exited from funded organization into permanent housing destinations
   - ❏ # of local coalition Coordinated Entry staffing calls the funded organization attended to align current queue of participants needing shelter/housing with best match of services within current availability
   - ❏ Average length of time households experienced homelessness between the point of entry into funded organization and the point of exit into permanent housing
   - ❏ Average dollar amount distributed to households to prevent homeless episode
   - ❏ # of households that indicated that an eviction or foreclosure was prevented due to financial assistance received
   - ❏ # of households the program assessed as needing homelessness prevention resources
   - ❏ # of prevention and diversion resources the funded organization has in their database of referral resources
   - ❏ # of Category 1 participants assessed by Coordinated Entry staff
   - ❏ # of Category 1 participants connected to emergency shelter, housing program, or other resource that ends their experience of street homelessness
   - ❏ # of participants receiving legal assistance or tenant/landlord mediation
   - ❏ # of participants receiving eviction prevention resource referrals
   - ❏ # of participants that received a direct/warm connection to another resource outside of the funded program

6

- ❏ # of households offered case management
- ❏ # of households provided tailored childcare support
- ❏ # of households that received financial coaching to improve their household's financial situation
- ❏ # of households that received life skills workshops or coaching
- ❏ # of households that participated in homebuyer counseling
- ❏ None of the above

8. **What is the estimated number of unique families/households and individuals within households the organization anticipates having the capacity to serve?** (150-character max)

9. **Provide a complete description of current and/or proposed referral pathways for accepting clients and/or referring clients to other organizations.** (3,000-character max)

10. **What national homeless response systems or models does your organization admire? Tell us about another community that your organization looks to and models itself after.** (3,000-character max)

## Section 2: Techquity Aligned Work Overview

1. **Is your organization submitting an application for any of the other Key Initiative areas? Check all that apply.**
   a. No
   b. Yes, Reducing Barriers to Employment & Advancement
   c. Yes, Teen Mental Wellness: Empowering Minds
   d. Yes, Safe & Stable Homes
   e. Yes, Healthy Youth Legacy
   f. Yes, Community Resiliency: Resource, Referral & Support
   g. Yes, Community Resiliency: Nonprofit Capacity Building

2. **How many unduplicated individuals does your organization anticipate being impacted annually by this grant?** (150-character max)

3. **Techquity has a two-year funding cycle. How much annual funding is your organization applying for?** (150-character max)

4. **What percentage of individuals served does your organization expect to be below 200% of the Federal Poverty Guidelines?** Total sum of % reported in Questions 4 to 12 can be more than 100%. (Three-digit character max)

5. **What percentage of individuals served does your organization expect to have experienced incarceration?** (Three-digit character max)

6. **What percentage of individuals served does your organization expect to be aged 60+?** (Three-digit character max)

7. **What percentage of individuals served does your organization expect to be military veterans?** (Three-digit character max)

8. **What percentage of individuals served does your organization expect to have a disability?** (Three-digit character max)

9. **What percentage of individuals served does your organization expect will have a primary language other than English?** (Three-digit character max)

10. **What percentage of individuals served does your organization expect will be a race or ethnicity other than White, non-Hispanic/Latino?** (Three-digit character max)

11. **What percentage of individuals served does your organization expect to be living in rural areas?** (Three-digit character max)

12. **What qualifications, experience, and key partnerships does your organization have to ensure your ability to successfully deliver digital skills training?** (2,000-character max)

13. **Provide an outline of the curriculum, including topics covered and pacing.** (4,000-character max)

14. **What tools or survey questions will your organization use to measure individuals' digital literacy skills as well as their confidence in using those digital skills?** Include sample questions or assessment rubrics where appropriate. (3,000-character max)

15. **Will training be offered one on one and/or in a group setting? If your organization offers group training, what are the anticipated class sizes?** (300-character max)

16. **Of the participants impacted, how many does the organization anticipate will complete at least 80% of the curricula?** (100-character max)

## Section 2: Reducing Barriers to Employment & Advancement Aligned Work Overview

1. **Is your organization submitting an application for any of the other Key Initiative areas? Check all that apply.**
   - ❏ No
   - ❏ Yes, Teen Mental Wellness: Empowering Minds
   - ❏ Yes, Techquity
   - ❏ Yes, Safe & Stable Homes
   - ❏ Yes, Healthy Youth Legacy
   - ❏ Yes, Community Resiliency: Resource, Referral & Support

❑   Yes, Community Resiliency: Nonprofit Capacity Building

2.  **Please select one strategy your organization's work most significantly aligns with that your organization is seeking funding for. Check all that apply:**
    ❑   Education, training, & credentials
    ❑   Transportation
    ❑   Involvement in the justice system
    ❑   Financial Literacy (secondary strategy)
    ❑   Other

3.  **If you chose "other," please explain. Type N/A if not applicable.** (500-character max)

4.  **Select whether the aligned work is:**
    ❑   New
    ❑   Existing/ongoing
    ❑   An expansion of existing work

5.  **Reducing Barriers to Employment & Advancement has a two-year grant cycle. How much annual funding is your organization intending to apply for?** The funding amount must be the same each year. (200-character max)

6.  **Provide a summary of the organization's history, and major accomplishments.** Type N/A if this is a new organization (1,000-character max)

7.  **Describe the priority population?** Include any specific demographic markers your organization may be prioritizing such as income level, county/zip code of residence, race/ethnicity, age and gender. (750-character max)

8.  **How does your organization intend to reach your priority population?** (750-character max)

9.  **Check the aligned metrics that your organization will report back to United Way.** Check all that apply. You must check at least one option.
    ❑   Unduplicated number of people who completed any degree, HSED/GED, or credential:
    ❑   Number of people who completed a Bachelor's degree (or higher)
    ❑   Number of people who completed an Associate degree
    ❑   Number of people who completed a GED/HSED
    ❑   Number of people who received at least 5 rides per week to a job
    ❑   Number of people who had their driver's license reinstated
    ❑   Number of people who received pardons
    ❑   Number of people with records expunged
    ❑   Number of people who had citations that would have impacted their ability to find employment removed
    ❑   Unduplicated number of people receiving employment services, wrap around care, and/or skills-building services:
    ❑   Unduplicated number of people who achieved any of the employment metrics listed below (employed and/or demonstrated skills improvement):
    ❑   Number of people who gained employment during this reporting period:

- ❑ Average monthly wage for those who gained employment (if available):
- ❑ Number of people who demonstrated growth in two or more of the following skills related to job readiness and/or retention: interview skills, job search skills, communication, time management, problem solving, or other related soft skills
- ❑ Number of people who completed financial literacy training/VITA services

10. **Please indicate the anticipated number of participants that will be served through the aligned work.** *Please use a separate amount for Year 1 and Year 2.* 150-character max)

11. **Of the anticipated number of participants that will be served, how many does the organization estimate will meet the aligned metrics selected.** *Please use a separate amount for Year 1 and Year 2.* (150-character max)

12. **Describe how the aligned work addresses one or more of the RBEA priority issues. Please provide specific examples of how the aligned work targets these issues**. Examples include past success, staff expertise, and resources. (3,000-character max)

13. **Please describe any partnerships or collaborations that will enhance the effectiveness of the aligned work. How do these partnerships contribute to achieving the goals, and what specific roles do organizational partners play?** Partnerships are not a requirement for funding. (1,000-character max)

14. **Provide a clear timeline for the program, including key milestones.** (750-character max)

15. **How does your organization's experience, staffing, and resources ensure your ability to meet the proposed timeline and successfully execute the program.** (1,000-character max)

16. **What data, lived experience, or community input informed the design and scope of the aligned work?** (750-character max)

17. **Please explain the scope of the aligned work's impact, using relevant local, state, or national data to highlight the importance of this work and the gaps the organization is addressing.** (1,500-character max)

18. **What will participants receive upon completion?** Examples include: a new credential, skill, ged, hsed, certification, stable transportation, re-entry services. Please name the specific credentials. (500-character max)

## Section 2: Teen Mental Wellness: Empowering Minds Aligned Work Overview

1. **Is your organization submitting an application for any of the other Key Initiative areas? Check all that apply.**
   - ❑ No
   - ❑ Yes, Reducing Barriers to Employment & Advancement
   - ❑ Yes, Techquity
   - ❑ Yes, Safe & Stable Homes
   - ❑ Yes, Healthy Youth Legacy

❏ Yes, Community Resiliency: Resource, Referral & Support
❏ Yes, Community Resiliency: Nonprofit Capacity Building

2. **How many participants does your organization anticipate being impacted by this grant?** (300-character max)

3. **Teen Mental Wellness: Empowering Minds has a three-year grant cycle. How much annual funding is your organization applying for?** The funding amount must be the same each year. (200-character max)

4. **Describe the logistics of the proposed aligned work including the location, staffing, mechanisms to access services, and frequency of receiving services for an individual client or student.** (3,500-character max)

5. **Describe any key partnerships in delivering services or referring clients or students to your organization's services.** (2,500-character max)

6. **What does success for the aligned work look like?** (3,000-character max)

7. **What makes the aligned work effective and unique?** (3,000-character max)

8. **How is the aligned work tailored to the priority population?** (3,000-character max)

## Section 2: Healthy Youth Legacy Aligned Work Overview

1. **Is your organization submitting an application for any of the other Key Initiative areas? Check all that apply.**
   ❏ No
   ❏ Yes, Teen Mental Wellness: Empowering Minds
   ❏ Yes, Techquity
   ❏ Yes, Safe & Stable Homes
   ❏ Yes, Reducing Barriers to Employment & Advancement
   ❏ Yes, Community Resiliency: Resource, Referral & Support
   ❏ Yes, Community Resiliency: Nonprofit Capacity Building

2. **Healthy Youth Legacy has a three-year grant cycle. How much annual funding is your organization applying for?** The funding amount must be the same each year. (100-character max)

3. **Provide the name(s) of evidence-based curricula being used** (100-character max)

4. **How long has your organization been delivering this curriculum (curricula)?** (100-character max)

5. **Please describe how your organization will reach the priority population indicated in the letter of intent.** (1,000-character max)

6. **Provide a complete description of the proposed activities aligned with the curricula listed. Include a timeline for providing curricula.** (2,000-character max)

7. **Please list all the locations your organization anticipates serving. Indicate if the location is existing or new, during school or after, and estimate how many participants per location**. (2,000-character max)

8. **How many total participants does your organization anticipate being impacted by this grant?** (100-character max)

9. **Of the participants impacted, how many does your organization anticipate will complete at least 80% of the curricula?** (100-character max)

10. **Please describe your outreach plans to meet the increased number served from what was reported in your 24-25 Healthy Youth Year End Report.** If your organization was not funded by United Way in 2024-2025 for Healthy Youth or you're not anticipating an increase in youth served enter **n/a**. Note: Be realistic about your capacity to increase the number served. (2,000-character max)

## Section 2: Community Resiliency: Resource, Referral, and Support Aligned Work Overview

1. **Is your organization submitting an application for any of the other Key Initiative areas? Check all that apply.**
   - ❑ No
   - ❑ Yes, Teen Mental Wellness: Empowering Minds
   - ❑ Yes, Techquity
   - ❑ Yes, Safe & Stable Homes
   - ❑ Yes, Reducing Barriers to Employment & Advancement
   - ❑ Yes, Healthy Youth Legacy
   - ❑ Yes, Community Resiliency: Nonprofit Capacity Building

2. **Resource, Referral, and Support has a three-year grant cycle. How much annual funding is your organization applying for?** The funding amount must be the same each year. (100-character max)

3. **Describe the geography your organization plans to serve.** These services must be <u>available</u> to residents in Milwaukee, Waukesha, Washington and Ozaukee Counties. Include any specific geographic information which would be helpful. (1,000-character max)

4. **Please describe any priority populations and how your organization will reach this population.** (Include any specific demographic markers you may be prioritizing such as income level, race/ethnicity, age, gender, etc.) (2,000-character max)

12

5. **Provide a complete description of current and/or proposed referral pathways for accepting clients and/or referring clients to other organizations.** (3,000-character max)

6. **How does your organization measure success related to providing resource, referral, and support?** (1,500-character max)

7. **How many community members does your organization anticipate being impacted by this grant?** (100-character max)

## Section 2: Community Resiliency: Nonprofit Capacity Building Aligned Work Overview

1. **Is your organization submitting an application for any of the other Key Initiative areas? Check all that apply.**
   a. No
   b. Yes, Teen Mental Wellness: Empowering Minds
   c. Yes, Techquity
   d. Yes, Safe & Stable Homes
   e. Yes, Reducing Barriers to Employment & Advancement
   f. Yes, Community Resiliency: Resource, Referral & Support
   g. Yes, Healthy Youth Legacy

2. **Nonprofit Capacity Building has a three-year grant cycle. How much annual funding is your organization applying for?** The funding amount must be the same each year. (100-character max)

3. **How many nonprofit organizations does your organization anticipate serving annually?** (100-character max)

4. **How many individuals working in nonprofits does your organization anticipate serving annually?** (100-character max)

5. **Provide a complete description of how your organization strengthens other nonprofits in our four-county area. Include specifics about: nonprofit training, capacity building and technical assistance support, access to nonprofit community resources, and other services provided.** Your services must be available to non-profits in Milwaukee, Ozaukee, Washington, and Waukesha counties. (3,000-character max)

6. **How does your organization measure success in building capacity for nonprofits?** (2,000-character max)

13

# APPLICATION SCORING RUBRICS

In the following pages, you will find details on scoring rubrics for all applications.

Application Review Committees established by United Way staff will review all applications to identify projects with the greatest potential for lasting community impact. Factors involved in a decision of whether or not an organization is funded include both the application score, a comprehensive review of all the organization's applications (if an organization submits more than one application), and the virtual meeting. As a result, high rubric scores do not guarantee an organization will be funded.

# SAFE & STABLE HOMES APPLICATION SCORING RUBRIC

| Evaluation Criteria and Corresponding questions | Not addressed | Incomplete, unclear, and/or marginal alignment | Adequate quality, partial alignment | Outstanding quality, clear alignment | Total points available 60 |
|---|---|---|---|---|---|
| **STRENGTH OF ALIGNED WORK** Assess the clarity of aligned work and demonstrate homeless system knowledge. Relevant questions - Please select one strategy your organization's work most significantly aligns with that you are seeking funding for - Provide a description indicating how the funding will be aligned with the goals and strategies of SASH and how it impacts housing stability for families - Provide a complete description of current and/or proposed referral pathways for accepting clients and/or referring clients to other organizations. - What national homeless response systems or models does your organization admire? Tell us about another community that your organization looks to and models itself after. | **(0 Points)** Responses are missing or do not correlate with the application questions. | **(1-10 Points)** Parts of response are missing or unclear. Vague or hypothetical description of practices and how it aligns with SASH goals and key strategies. Strategies do not appear to be based in best practices. Organization appears to have limited previous experience administering the type of work they are proposing. | **(11-20 Points)** Activities appear to align with the goal of SASH and selected strategy. Describes objectives and strategies with adequate but not outstanding clarity, quality, and thoroughness. Connection to SASH housing stability goals lacks strength or is vague. Organization displays a moderate to good understanding of best or promising practices in homeless response systems. | **(21-30 Points)** Activities align with selected strategy and are clearly informed by best practices. The organization's activities are described with outstanding clarity. Activities will strengthen and advance collective impact work to achieve the goals of SASH. Displays an exceptional understanding of homelessness response systems both locally and nationally. Answers give confidence that the organization seeks out ways to continuously improve our homeless response system. | 30 |
| **ALIGNMENT WITH SAFE & STABLE HOMES GOALS** Assess the merits of the aligned work as it fits into the overall goals of Safe & Stable Homes, including reach. Relevant questions - Check the aligned metrics that your organization would be able to report on - What is the estimated number of unique families/households and individuals within households your org. anticipates having the capacity to serve? - Explain proposed methods for tracking and communicating project outcomes to show alignment with investment area outcome goals. - Active member of local Continuum of Care homeless service coalition? - Does the priority population of aligned work have a focus on families with children under 18? - Describe how the aligned work in this application is part of your organization's strategic plan | **(0 Points)** Responses are missing or do not correlate with the application questions. | **(1-10 Points)** Parts of response are missing or unclear. No or few metrics are checked. Vague or hypothetical description of plan to measure outcome goals. The aligned work anticipates serving a marginal number of participants. Organization is not a member of their local CoC. Vague alignment with organization's strategic plan. Priority population does not include families with minor children. | **(11-20 Points)** Checked metrics demonstrate a moderate level of impact towards SASH's goals. Plans to measure outcome goals appear appropriate. The aligned work anticipates serving an average number of participants, compared to other applicants. Organization serves families and is an active member of their local CoC. SASH aligns with the organization's strategic plan. | **(21-30 Points)** Checked metrics demonstrate the organization's ability to maintain or advance SASH's goals. Anticipates serving a significant number of participants, or if a low number, it is because program targets critical or otherwise unmet needs. Has a clear plan to track and communicate outcomes in alignment with SASH outcome goals. Organization serves families, is an active member of their local CoC, and SASH aligns with their strategic plan. | 30 |

# TECHQUITY APPLICATION SCORING RUBRIC

| Evaluation Criteria and Corresponding questions | Not addressed | Incomplete, unclear, and/or marginal alignment | Adequate quality, alignment | Outstanding quality, extremely aligned | Total points avail-able<br><br>30 |
|---|---|---|---|---|---|
| **PROGRAM DESIGN & IMPLEMENTATION**<br>Assess the clarity, structure, and feasibility of the proposed digital literacy program.<br><br>Relevant RFP Questions<br>• Provide an outline of the curriculum, including topics covered and pacing.<br>• Will training be offered 1:1 and/or in a group setting? If group, anticipated class sizes?<br>• Will digital skills support be available outside classroom sessions? If yes, describe how. | **(0 Point)**<br><br>Responses are missing or do not correlate with the questions.<br><br>Curriculum structure, training model, and logistics are not described. | **(1-4 Points)**<br><br>Some elements are missing or unclear.<br><br>Training structure is vague or hypothetical.<br><br>Staffing levels or locations lack sufficient detail to assess feasibility. | **(5-8 Points)**<br><br>Curriculum outline, training methods, locations, and pacing are clearly described.<br><br>Staffing appears adequate to deliver the proposed activities.<br><br>Describes support beyond classroom sessions with reasonable clarity. | **(9-12 Points)**<br><br>Design is clearly informed by best practices and highly detailed.<br><br>Training model, pacing, logistics, and staffing demonstrate strong feasibility.<br><br>Provides robust plans for out-of-class support and learner accessibility. | 12 |
| **POPULATION SERVED & EQUITY ALIGNMENT**<br>*Evaluate how well the proposal targets and supports priority populations.*<br><br>Relevant RFP Questions<br>• How many individuals do you anticipate being impacted by this grant?<br>• What % of individuals served are expected to meet the covered populations criteria?<br>• Of the participants impacted, how many do you anticipate will complete at least 80% of the curricula? | **(0 Points)**<br><br>Responses missing or not aligned with questions.<br><br>Population served is unclear or undefined. | **(1-2 Points)**<br><br>Number of participants is provided but lacks rationale.<br><br>% meeting target population criteria is vague or unsupported.<br><br>Limited explanation of priority-population focus. | **(3-4 Points)**<br><br>Total number served and % meeting target-population criteria are clearly stated.<br><br>Population is appropriate and feasible given program size and staffing.<br><br>Demonstrates reasonable understanding of participant needs. | **(5-6 Points)**<br><br>Organization anticipates reaching significant numbers of priority-population participants OR serves a smaller group with intensive, high-need focus.<br><br>Deep understanding of target population characteristics and barriers.<br><br>Strong equity alignment is embedded into program plans. | 6 |
| **STAFFING QUALIFICATIONS & ORGANIZATIONAL CAPACITY** | **(0 Points)** | **(1-2 Points)** | **(3-4 Points)** | **(5-6 Points)** | 6 |

16

| | | | | | |
|---|---|---|---|---|---|
| *Assess capacity to successfully implement the digital literacy program.*<br><br>Relevant RFP Question<br>• What qualifications, experience, and key partnerships does your organization have to ensure your ability to successfully deliver digital skills training? | Organizational capacity and staffing qualifications are not described.<br><br>Responses not connected to RFP questions. | Limited or unclear description of staff qualifications or roles.<br><br>Experience or capacity not sufficiently demonstrated. Feasibility of proposed timeline is uncertain. | Staff experience and qualifications are clear and appropriate.<br><br>Organization presents reasonable evidence of capacity.<br><br>Staffing structure supports the proposed program with adequate detail. | Demonstrates highly qualified team with strong digital skills teaching experience.<br><br>Organization clearly has the systems, leadership, and resources to meet timelines.<br><br>Capacity exceeds expectations and strongly supports program success. | |
| **MEASUREMENT, TOOLS & OUTCOMES**<br>*Assess the strength and clarity of measurement tools, outcomes, and reporting approach.*<br><br>Relevant RFP Question<br>• What tools or survey questions will you use to measure individuals' digital literacy skill levels as well as their confidence in using those digital skills? Include sample questions or assessment rubrics where appropriate. | 0 Points)<br><br>No description of measurement tools or outcomes.<br><br>Responses do not connect to the questions. | (1-2 Points)<br><br>Tools or metrics are vaguely described or hypothetical.<br><br>Unclear how outcomes will be measured or aggregated.<br><br>Limited connection between program activities and anticipated outcomes. | (3-4 Points)<br><br>Confidence and digital literacy measurement tools are clearly explained.<br><br>Reporting approach for multiple levels of support is reasonable.<br><br>Measures appear aligned with program goals. | (5-6 Points)<br><br>Measurement tools are detailed, validated when appropriate, and well-matched to program design.<br><br>Reporting approach is thorough, clear, and demonstrates strong data-management capacity.<br><br>Outcomes are meaningful, realistic, and tightly aligned to program goals. | 6 |

# REDUCING BARRIERS TO EMPLOYMENT & ADVANCEMENT APPLICATION SCORING RUBRIC

| Evaluation Criteria and Corresponding questions | Not addressed | Incomplete, unclear, and/or marginal alignment | Adequate quality, alignment | Outstanding quality, extremely aligned | Total points available 12 |
|---|---|---|---|---|---|
| **Aligned Work** Assess the merits of the aligned work as it fits into the overall goals of RBEA<br><br>Relevant LOI questions :<br>- Describe how your aligned work addresses one or more of the 3 RBEA priority issues.  Please provide specific examples of how your program targets these issues and demonstrate your organization's capacity.<br>- Describe a change you made to your program in the past two years based on participant feedback, staff insight, or new evidence.<br>- Provide a clear timeline for the program, including key milestones.  How does your organization's experience, staffing, and resources ensure your ability to meet the proposed timeline and successfully execute the program.<br>- What data, lived experience, or community input informed your program's design and scope.<br><br>-  What will participants receive upon program completion? | (1 Point)<br><br>Responses are missing or do not correlate with the application questions. | (2 Points)<br><br>Parts of the response are missing or unclear.<br><br>Provides a vague or hypothetical description of the aligned work's practices and how the work aligns with RBEA priority issues and goals.<br><br>Limited or unclear explanation of program activities, timeline, or organizational capacity.<br><br>Participant outcomes upon program completion are unclear or not specified. | (3 Points)<br><br>Activities appear to align with the selected RBEA priority issue(s).<br><br>Describes the objectives and strategies of the aligned work with adequate clarity, quality, and thoroughness.<br><br>Describes how data, lived experience, or community input informed program design or recent program changes.<br><br>Provides a clear program timeline with key milestones.<br><br>Describes anticipated participant outcomes upon program completion.<br><br>Connection to RBEA goals aligns with proposed outcomes. | (4 Points)<br><br>Activities clearly align with selected RBEA priority issue(s) and are informed by best practices, participant feedback, staff insight, or new evidence.<br><br>The organization's activities, timeline, and capacity (experience, staffing, and resources) are described with outstanding clarity.<br><br>Clearly demonstrates how data, lived experience, or community input informed program design and scope.<br><br>Participant outcomes upon program completion are clearly defined and strongly aligned with achieving RBEA goals.<br><br>Activities are extremely aligned with achieving the goals of RBEA. | 4 |

| IMPACT POTENTIAL<br>Assess the clarity and measurability of outcomes, reach, and success potential of proposed work<br><br>Relevant questions<br><br>- Describe the programs' capacity to collect data from participants, including experience with data collection.<br>- What are the specific, measurable outcomes that indicate the success of your program?<br>- Describe a participant success story that best demonstrates your program's impact. | (1 Points)<br><br>Responses are missing or do not correlate with the application questions. | (2 Points)<br><br>Parts of the response are missing or unclear.<br><br>Provides a vague or hypothetical description of how outcomes will be measured or how data will be collected.<br><br>Specific, measurable outcomes are not clearly defined.<br><br>The participant success story is missing or does not clearly demonstrate program impact. | (3 Points)<br><br>Describes specific, measurable outcomes and indicators of success.<br><br>Describes the program's capacity to collect data from participants, including relevant experience with data collection.<br><br>Provides a participant success story that demonstrates program impact. | (4 Points)<br><br>Clearly defines specific, measurable outcomes and demonstrates a strong, realistic plan for data collection and evaluation.<br><br>Demonstrates strong capacity and experience in collecting and using participant data to assess program success.<br><br>Anticipates serving a significant number of participants, or, if serving a smaller number, clearly explains how the work targets critical or otherwise unmet needs.<br><br>Provides a compelling participant success story that clearly illustrates the program's impact and success potential. | 4 |
|---|---|---|---|---|---|
| COMMUNITY & GEOGRAPHIC RELEVANCE .<br><br>Relevant questions<br><br>- Who is your target population<br>- How do you intend to reach your target population<br>- Anticipated number to meet the outcomes | (1 Points)<br><br>Responses are missing or do not correlate with the application questions. | (2 Points)<br><br>Some parts of the response are missing or are described in vague or general terms.<br><br>The target population is unclear, undefined, or lacks sufficient detail.<br><br>The approach for reaching the target population and anticipated number to meet outcomes are unclear or not specified. | (3 Points)<br><br>Most elements of the question are addressed with adequate detail.<br><br>The target population is clearly identified, including key characteristics.<br><br>Strategies for outreach to the target population are described.<br><br>The anticipated number to meet the outcomes is provided. | (4 Points)<br><br>Provides a comprehensive description of the target population, including demographics and key characteristics.<br><br>Clearly identifies strategies and/or history for outreach to the target population.<br><br>Clearly states the anticipated number to meet the outcomes and demonstrates that the number is reasonable and aligned with the proposed approach. | 4 |

# TEEN MENTAL WELLNESS: EMPOWERING MINDS APPLICATION SCORING RUBRIC

| Evaluation Criteria and Corresponding questions | Not addressed | Incomplete, unclear, and/or marginal alignment | Adequate quality, partial alignment | Outstanding quality, clear alignment | Total points available 45 |
|---|---|---|---|---|---|
| **ALIGNED WORK DESIGN**<br><br>Assess the clarity of aligned work<br><br>**Relevant Questions**<br>-Describe the logistics of the proposed aligned work including the location, staffing, mechanisms to access services and frequency of receiving services for an individual client or student.<br>-Describe any key partnerships in delivering services or referring clients or students to the organization's services.<br>-How is the aligned work tailored to the priority population? | **(0 Points)** Responses are missing or do not correlate with the application questions. | **(1-5 Points)**<br><br>Parts of response are missing or unclear. Vague or hypothetical description of the aligned work's practices and how it aligns with TMW:EM goals and key strategies. Strategies do not appear to be based in best practices. Organization appears to have limited previous experience administering the type of work they are proposing. | **(6-10 Points)**<br><br>Proposed work appears to align with the goal of TMW:EM and selected strategy. Describes the logistics of the aligned work with adequacy but not outstanding clarity, quality, and thoroughness. Connection to TMW:EM goals lacks strength or is vague. Organization displays a moderate to good understanding of best or promising practices in comprehensive school based mental health. | **(11-15 Points)**<br><br>Proposed work aligns with selected strategy and is clearly informed by best practices. The organization's activities and logistics are described with outstanding clarity. Activities will strengthen and advance collective impact work to achieve the goals of TMW:EM. Displays an exceptional understanding of mental health service. Answers give confidence that the organization is seeking out ways to continuously improve. | |
| **IMPACT POTENTIAL**<br>Assess the feasibility of achieving the proposed success of aligned work<br><br>**Relevant Questions**<br>-What does success for the aligned work look like?<br>-What makes the aligned work effective and unique? | **(0 Points)**<br><br>Effectiveness of aligned work are not defined | **(1-5 Points)**<br><br>Parts of response missing or unclear. Vague or hypothetical description of the aligned work's success and effectiveness. | **(6-10 Points)**<br><br>Most components of success and effectiveness descriptions are clear with minor gaps. | **(11-15 Points)**<br><br>Aligned work is clearly defined, evidence-based, and realistic. Operational systems are defined and ready for implementation. Qualified staff and key partnerships are identified. | 15 |
| **ALIGNMENT WITH TEEN MENTAL WELLNESS: EMPOWERING MINDS**<br>Evaluate if the aligned work meets the goals of key initiative and enables Empowering Minds High Schools to meet the main goal of implementing comprehensive school mental health systems<br><br>**Relevant Questions**<br>All | **(0 Points)**<br><br>Response does not align with key initiative | **(0-5 Points)**<br><br>Parts of response missing or unclear. Vague or hypothetical understanding of school mental health or how clinic/community based mental health can support school mental health | **(6-10 Points)**<br><br>Demonstrates fair understanding of comprehensive school mental health systems and how the proposed aligned work fits into the system | **(11-15 Points)**<br><br>Demonstrates a clear understanding of comprehensive school mental health systems. Currently partners with Empowering Minds High Schools in their creation and implementation of this system. | 15 |

# RESOURCE, REFERRAL & SUPPORT, CAPACITY BUILDING, AND HEALTHY YOUTH APPLICATION SCORING RUBRIC

| Evaluation Criteria and Corresponding LOI questions | Not addressed | Incomplete, unclear, and/or marginal alignment | Adequate quality, alignment | Outstanding quality, extremely aligned | Total points available 16 |
|---|---|---|---|---|---|
| **DESIGN** Assess the merits of the project as it fits into the overall goals of Community Resiliency & Healthy Youth Legacy. <br><br>Note: Evidence-based strategies are required for Healthy Youth Legacy. | **(1 Point)** <br><br>Responses are missing or do not correlate with the application questions. | **(3 Points)** <br><br>Parts of response are missing or unclear. <br><br>Vague or hypothetical description of the practices and how it aligns with strategy | **(6 Points)** <br><br>Activities appear to align with the selected strategy. <br><br>Describes the objectives and strategies with adequate but not outstanding clarity, quality, and thoroughness. | **(8 Points)** <br><br>Activities align with selected strategies and are clearly informed by best practices or evidence-based curricula (Healthy Youth Legacy). <br><br>The organization's activities are described with outstanding clarity. | 8 |
| **IMPACT POTENTIAL** Assess the clarity and measurability of outcomes, reach, and success potential. <br><br>Note: Information, referral & support, local disaster. response, and nonprofit capacity building must serve all four counties. | **(1 Points)** <br><br>Responses are missing or do not correlate with the application questions. <br><br>Required service area not met. | **(3 Points)** <br><br>Some parts of the response are missing or are described in vague or general terms. <br><br>The priority population or geographic area is unclear, undefined, or lacks sufficient detail. <br><br>The organization anticipates serving a marginal number of participants. | **(6 Points)** <br><br>Most elements of the question are addressed with adequate detail. <br><br>The priority population is clearly identified, including key characteristics. <br><br>The geographic area served is described. <br><br>The organization anticipates serving an appropriate number of participants. | **(8 Points)** <br><br>Organization anticipates serving a significant number of participants, or if a low number, it is because program targets critical or otherwise unmet needs. <br><br>Provides a comprehensive description of the target population, including demographics, characteristics, and needs. <br><br>Clearly identifies the geographic area for services. <br><br>If applicable, the organization plans to deliver culturally and linguistically appropriate services. | 8 |