United Way of Greater Milwaukee & Waukesha County

LETTER OF INTENT GUIDE

Updated: September 11, 2025

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2025 IMPACT BASED FUNDING LETTER OF INTENT GUIDE

Thank you for your interest in applying for a grant from United Way of Greater Milwaukee & Waukesha County. This guide is designed to help you successfully complete the Letter of Intent (LOI), the first step in applying for funding.

By submitting an LOI, your organization demonstrates its readiness to collaborate on solutions to community challenges while aligning with United Way's key initiatives. Before you begin the letter of intent, it is recommended you also review the Impact Based Funding Guide for more information on United Way's funding of key initiative strategies, eligibility, and restrictions.

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 four key initiatives:

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 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: get 15,000 people 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.

Community Resiliency - organizations provide referrals and support to access community resources, local disaster response, and capacity building support for nonprofits.

Healthy Youth Legacy - Legacy investments support high-quality programming 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 programming essential for ensuring that youth have access to evidence-based medically accurate sexual health information.

LETTER OF INTENT OVERVIEW

Below you will find some general information and key dates related to completing a Letter of Intent (LOI).

- LOI Opens for July 1, 2026 – June 30, 2027 grant cycle on **October 20, 2025**
- LOI information session will be held for each Key Initiative Strategy. We encourage you to attend one of these sessions to learn more. Click here to learn more and register.
  - **September 30, 2025**, in-person United Way Johnson Controls Volunteer Center
  - **October 8, 2025**, Virtual (Virtual sessions will be recorded and available on our website before the Letter of Intent opens.)
- LOIs are open to all 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.
- Letters of Intent are due on **November 10, 2025**. A separate LOI must be submitted for each Key Initiative strategy you are applying for.
- All LOIs will be submitted in e-CImpact. Instructions on how to register and complete the LOI in e-CImpact will be available on our website before October 20, 2025.
- If the LOI form is incomplete or the red 'Submit This Application Now!' button was not clicked in e-CImpact, your LOI will not be reviewed as part of the review process.
- LOI Review Committees established for each Key Initiative by United Way staff, will review all LOIs to identify projects with the greatest potential for lasting community impact. LOI scoring rubrics can be found in this Guide.
- Organizations will be notified of their LOI status by **December 19, 2025**.
- This year, we are collecting additional information during the LOI phase to streamline the application process. Selected organizations will not need to repeat certain questions when completing the full grant application.

Contact Information

If you have questions about the LOI process, please contact Briana Fox, Impact Specialist bfox@unitedwaygmwc.org; 414-269-1992.

LETTER OF INTENT DECISION PROCESS

The Impact Based Funding Letter of Intent process serves a few purposes, including helping United Way understand the level of interest in the funding opportunities and to narrow down the pool of applicants needing to complete a full application.

LOI Review Committees established by United Way staff will review all LOIs to identify projects with the greatest potential for lasting community impact. Scoring rubrics can be found in the LOI Guide. Additionally, factors involved in a decision of whether or not an organization moves on to the application round include both the individual Letter of Intent score and a comprehensive review of all the organization's letters of intent (if an organization submits more than one LOI). As a result, high rubric scores do not guarantee an organization will be invited to complete a full application.

KEY DATES

- **LOI training:** September 30, 2025 In-person & October 8, 2025 Virtual, click here to register.
- **LOI opens for 2026-27 grant cycle:** October 20, 2025
- **LOI submission deadline:** November 10, 2025
- **LOI Decision notifications sent:** December 19, 2025
- **Full application training:** More information on full application training will be available by December 19, 2025.
- **Full application opens:** January 20, 2026
- **Full applications due:** February 16, 2026
- **Virtual visits and presentations:** March 9 – March 27, 2026
- **Full application decision notification:** June 1, 2026
- **2026-27 grant cycle begins & award letter issued:** July 1, 2026

LETTER OF INTENT OUTLINE

The LOI Form is structured into three sections to streamline the application process: Organization Information, Project Outline, and Reflections on Organizational Practices.

Section 1: Organization Information – This section is the same for all available LOIs.

- Provide your organization's full legal name, address, and tax ID/EIN number.
- Confirm 501(c)(3) nonprofit status by selecting "Yes" or "No."
- Include contact information for the primary individual managing the LOI submission.

Section 2: Project Outline – This section contains strategy specific questions and is different for each available LOI. 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](#)
- [Community Resiliency & Healthy Youth Legacy](#)

Section 3: Reflections on Organizational Practices – This section is the same for all available LOIs

- Indicate organization financial reporting (990, Audit, Financial Review, Other – please describe)
- Indicate organization's current fiscal year operating budget
- Indicate organization's number of FTEs
- Explain your proposed methods for tracking and communicating project outcomes to show alignment with investment area outcome goals (e.g. data collection, surveys, other metrics)

SECTION 2: SAFE & STABLE HOMES PROJECT OUTLINE

1. **Are you submitting an LOI 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, Community Resiliency/Legacy

2. **Please select the strategy your organization's work mostly aligns with that you are seeking funding for**. Choose the strategy that most closely aligns to your work, if awarded, the grant can cover activities across multiple strategies.
   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

3. **Select whether the aligned work is:**
   a. New
   b. Existing/ongoing
   c. An expansion of existing work
   d. Other
      i. If you chose "other," please explain. Type N/A if not applicable. (200 max characters)

4. **Explain how you will collaborate with other partners, specifying whether partnerships are potential or established. Please include if you are a member of your local Continuum of Care homeless service coalition, as priority will be given to these organizations.** (4,000 max characters)
   a. Partnerships are <u>not</u> required to be considered for a grant.

5. **Safe & Stable Homes is a one-year grant. How much funding does your organization anticipate applying for?** (200 max characters)
   a. LOIs will only be accepted if their funding request aligns with the funding parameters for the Key Initiative as outlined in the Impact Based Funding Guide.

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.** (4,000 max characters)
   a. Key Initiative goals and strategies are outlined in the Impact Based Funding Guide.

7. **Describe the priority population that the organization will serve, including the geographic area for delivery.** (3,000 max characters)
   a. Priority will be given to organizations whose target populations include families with at least one adult and one child under the age of 18 in the household.

8. **How many households do you intend to serve as a result of this grant?** (200 max characters)

9. **Please list the outcome(s) you aim to achieve as a result of funding, and which aligned metric(s) you intend to report on.** (4,000 max characters)
   a. Key Initiative outcomes and aligned metrics are outlined in the Impact Based Funding Guide.

SECTION 2: TECHQUITY PROJECT OUTLINE

1. **Are you submitting an LOI for any of the other available 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, Community Resiliency/Legacy

2. **If awarded Techquity funding, is your organization willing and able to offer no-cost laptop computers to eligible participants?**
   a. Yes
   b. No

3. **Select whether the aligned work is:**
   a. New
   b. Existing/ongoing
   c. An expansion of existing work
   d. Other
      i. If you chose "other," please explain. Type N/A if not applicable. (200 max characters)

4. **Techquity has a two-year grant cycle. How much annual funding is your organization intending to apply for?** (200 max characters)
   a. *Example: $25,000 per year for two years, OR $20,000 in year 1, and $30,000 in year two.*
   b. LOIs will only be accepted if their funding request aligns with the funding parameters for the Key Initiative as outlined in the Impact Based Funding Guide.

5. **Provide a description indicating how the funding will be aligned with the goals and strategies of Techquity, and how it impacts digital access and/or skills development.** (3,000 max characters)

      a. Key Initiative goals and strategies are outlined in the Impact Based Funding Guide

6. **Describe the priority population(s) that the program will serve, including the geographic area for delivery.** (1,500 max characters)

7. **How many individuals annually do you intend to serve as a result of this grant?** (200 max characters)

8. **Describe if and how you will use partnerships with other organizations to achieve the goals of your project.** (2,000 max characters)
      a. Partnerships are <u>not</u> required to be considered for a grant.

9. **Describe what success looks like for your project. What method(s) will you use to assess an individual's or a group's progress toward their digital skills learning goals?** (3,000 max characters)

SECTION 2: REDUCING BARRIERS TO EMPLOYMENT & ADVANCEMENT PROJECT OUTLINE

1. **Are you submitting an LOI 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, Community Resiliency/Legacy

2. **Please select the strategy your organization's work most aligns with that you are seeking funding for. Check all that apply:**
      a. Education, training, & credentials
      b. Transportation
      c. Involvement in the justice system

3. **Select whether the aligned work is:**
      a. New
      b. Existing/ongoing
      c. An expansion of existing work
      d. Other
            i. **If you chose "other," please explain. Type N/A if not applicable.** (200 max characters)

4. **Reducing Barriers to Employment & Advancement has a two-year grant cycle. How much annual funding is your organization intending to apply for?** (200 max characters)
      a. *Example: $25,000 per year for two years, OR $20,000 in year 1, and $30,000 in year two.*

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     b. LOIs will only be accepted if their funding request aligns with the funding parameters as outlined in the Impact Based Funding Guide.

5. **Provide a description indicating how the funding will be aligned with the goals and strategies of RBEA and how it addresses employment and income inequities.** If you are using an evidence-based strategy, briefly describe and cite your source. (3,000 max characters)
     a. Key Initiative goals and strategies are outlined in the Impact Based Funding Guide.

6. **Describe the priority population that the program will serve including the geographic area for delivery.** (1,500 max characters)

7. **How many participants do you intend to serve as a result of this grant?** (200 max characters)

8. **Describe your organization's capacity to serve populations that are facing barriers to gaining and sustaining full-time employment with family sustaining wages:** (3,000 max characters)

SECTION 2: TEEN MENTAL WELLNESS: EMPOWERING MINDS PROJECT OUTLINE

1. **Are you submitting an LOI for any of the other Key Initiative areas? Check all that apply.**
     a. No
     b. Yes, Reducing Barriers to Employment & Advancement
     c. Yes, Techquity
     d. Yes, Safe & Stable Homes
     e. Yes, Community Resiliency/Legacy

2. **Please select the strategy your organization's work most aligns with that you are seeking funding for.** Your organization can only apply for either school-based or clinic-based mental health services funding, not both. While you will choose the strategy that most closely aligns to your work, your potential grant can cover activities across multiple strategies. Please refer to the [Wisconsin Department of Public Instructions' School Mental Health Framework](#) for a list of school based mental health services that fall under the three listed categories.
     a. School based mental health services: Mental Health Promotion
     b. School based mental health services: Early Intervention
     c. School based mental health services: Treatment Services
     d. School based mental health services: All of the Above
     e. School based mental health services: Other
     f. Clinic based mental health services: Diagnostic Services
     g. Clinic based mental health services: Early Intervention
     h. Clinic based mental health services: Treatment Services
     i. Clinic based mental health services: Case Management
     j. Clinic based mental health services: All of the Above
     k. Clinic based mental health services: Other

    If you chose "other," please explain. Type N/A if not applicable. (300 max characters)

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3. **Select whether the aligned work is:**
   a. New
   b. Existing/ongoing
   c. An expansion of existing work
   d. Other
      i. If you chose "other," please explain. Type N/A if not applicable. (300 max characters)

4. **Select whether the aligned work is a:**
   a. Mental health intervention
   b. Mental health promotion/prevention
   c. Combination of intervention and prevention
   d. Other
      i. If you chose "other," please explain. Type N/A if not applicable. (300 max characters)

5. **Do you have any current partnerships with any of the Empowering Minds high schools where you provide mental health services? Check all that apply.**
   a. Cristo Rey Jesuit High School Milwaukee
   b. Dr. Howard Fuller Collegiate Academy
   c. Grafton High School
   d. Marquette University High School
   e. Messmer High School
   f. Milwaukee Academy of Science High School
   g. Pewaukee High School
   h. Pius XI
   i. Ronald Reagan High School
   j. Shorewood High School
   k. St. Augustine Preparatory Academy
   l. Vel R. Phillips Juvenile Justice Center School
   m. Waukesha South High School
   n. Waukesha West High School
   o. Waukesha East High School
   p. Wauwatosa West High School
   q. We do not partner with any of the above high schools

6. **Please list any other schools in Milwaukee, Ozaukee, Washington, and/or Waukesha counties and their school district affiliation that you currently partner with to provide mental health services.** (2,500 max characters)
   a. If you do not have any partnerships, please respond "N/A" or describe any future plans you have to partner with schools.
   b. We intend to fund organizations that do and do not currently partner with schools.

7. **Teen Mental Wellness: Empowering Minds has a three-year grant cycle. How much annual funding is your organization intending to apply for?** (200 max characters)
   a. Examples include: $25,000 per year for three years, OR $20,000 in year 1, $25,000 in year two, and $30,000 in year three.
   b. LOIs will only be accepted if their funding request aligns with the funding parameters for the Key Initiative as outlined in the Impact Based Funding Guide.

8. **Provide a description of the aligned work and indicate how the work will align with the goals and strategies of Teen Mental Wellness: Empowering Minds. Please share how aligned work impacts mental health equity.** (4,000 max characters)
   a. Key Initiative goals and strategies are outlined in the Impact Based Funding Guide

9. **Describe the priority population that the aligned work will serve including the geographic area for delivery.** (3,000 max characters)

10. **How many participants do you intend to serve as a result of this grant?** (300 max characters)

11. **Please list the outcome results your organization plans to achieve as a result of funding. List and describe the tool(s) your organization will use to measure results.** (3,000 max characters)

SECTION 2: COMMUNITY RESILIENCY/HEALTHY YOUTH LEGACY PROJECT OUTLINE

1. **Are you submitting an LOI 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

2. **Please select the strategy your organization's work most aligns with that you are seeking funding for. Check all that apply:**
   a. Resource Referral & Support
   b. Local Disaster Response
   c. Nonprofit Capacity Building
   d. Healthy Youth Legacy: Teen Pregnancy Prevention & Sexual Violence Prevention

3. **Select whether the aligned work is:**
   a. New
   b. Existing/ongoing
   c. An expansion of existing work
   d. Other
      i. **If you chose "other," please explain. Type N/A if not applicable.** (200 max characters)

12. **Community Resiliency/Healthy Youth Legacy has a three-year grant cycle. How much annual funding is your organization intending to apply for?** (200 max characters)
    a. Examples include: $25,000 per year for three years, OR $20,000 in year 1, $25,000 in year two, and $30,000 in year three.
    e. LOIs will only be accepted if their funding request aligns with the funding parameters as outlined in the Impact Based Funding Guide.

4. **Provide a description indicating how the funding will be aligned with strategy selected in number 2.** If you are using an evidence-based strategy, briefly describe and cite your source. (3,000 max characters)
    a. Goals and strategies are outlined in the Impact Based Funding Guide.

5. **Describe the priority population that the organization will serve including the geographic area for delivery.** (3,000 max characters)

6. **How many participants do you intend to serve as a result of this grant?** (200 max characters)

LETTER OF INTENT SCORING RUBRICS

In the following pages, you will find details on scoring rubrics for all letters of intent.

LOI Review Committees established by United Way staff will review all LOIs to identify projects with the greatest potential for lasting community impact. Factors involved in a decision of whether or not an organization moves on to the application round include both the individual Letter of Intent score and a comprehensive review of all the organization's letters of intent (if an organization submits more than one LOI). As a result, high rubric scores do not guarantee an organization will be invited to complete a full application.

SAFE & STABLE HOMES LETTER OF INTENT SCORING RUBRIC

Evaluation Criteria and Corresponding LOI questions	Not addressed	Incomplete, unclear, and/or marginal alignment	Adequate quality, partial alignment	Outstanding quality, clear alignment	Total points available 45
PROGRAM DESIGN Assess the merits of the program design as it fits into the overall goals of Safe & Stable Homes. Relevant LOI questions - Select the strategy your organization's work most aligns with that you are seeking funding for. - Select whether the aligned work is new, existing/ongoing, an expansion of existing work, or other. - 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 - Indicate organization's number of FTEs	(0 Points) Responses are missing or do not correlate with the application questions.	(0-5 Points) Parts of response are missing or unclear. Vague or hypothetical description of the program's practices and how it aligns with SASH goals. 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) Program activities appear to align with the selected strategy. Describes the objectives and strategies of its program with adequate but not outstanding clarity, quality, and thoroughness. Connection to SASH housing stability goals lacks strength or is vague.	(11-15 Points) Program activities align with selected strategy and are clearly informed by best practices. The organization's activities are described with outstanding clarity. Program activities align with achieving the goals of SASH. Program appears to have sufficient staffing capacity.	15
IMPACT POTENTIAL Assess the clarity and measurability of outcomes, reach, and success potential of proposed program. Relevant LOI questions - How many households do you intend to serve as a result of this grant?. - Please list the outcome(s) you aim to achieve as a result of funding, and which aligned metric(s) you intend to report on. - Explain your proposed methods for tracking and communicating project outcomes to show alignment with investment area outcome goals.	(0 Points) Responses are missing or do not correlate with the application questions.	(0-5 Points) Parts of response are missing or unclear. Vague or hypothetical description of the program's plan to measure outcome goals. The aligned program anticipates serving a marginal number of participants.	(6-10 Points) Describes selected outcomes and indicators and expected number of participants served. Plans to measure outcome goals appear appropriate. The aligned program anticipates serving an average number of participants, compared to other applicants.	(11-15 Points) Program anticipates serving a significant number of participants, or if a low number, it is because program targets critical or otherwise unmet needs. Lists outcome and metric results the program plans to achieve and a clear plan to track & communicate project outcomes in alignment with SASH outcome goals.	15
COLLECTIVE IMPACT ALIGNMENT Evaluate the program's willingness and ability to successfully fit within a Collective Impact Initiative. Relevant LOI questions - Explain how you will collaborate with partners, specifying whether partnerships are potential or established. Please include if you are a member of a local CoC coalition, as priority will be given to these organizations. Partnerships are not required to be considered for a grant.	(0 Points) Responses are missing or do not correlate with the application questions.	(0-5 Points) Parts of response are missing, or notably vague description. Organization does not display a history of collaborative work with other agencies. Organization is not a member of their local CoC. Undefined or vague description of the target population or geographic	(6-10 Points) Most but not all elements of this section are answered robustly. Includes examples of previous or planned collaborations. Organization is a member of their local CoC. Clearly identifies the priority population the program serves. Program serves families. If applicable, program plan appears to	(11-15 Points) Response creates confidence that this organization will be an active member of a Collective Impact Initiative, working with other organizations towards a shared goal. Organization displays a history of strong partnerships. Describes the target population demographics, characteristics,	15

		area. Priority population does not include families with minor children.	include culturally responsive strategies.	and geographic area. If applicable, the program plans to provide culturally and linguistically appropriate services. Program appears to align with SASH's overarching goal to end family homelessness.	
- Describe the priority population that the organization will serve including the geographic area for delivery.					

OVERALL SCORE

MEETS REQUIREMENTS
Program appears to meet all eligibility requirements, has answered all questions completely, and meets any requirements outlined in the SASH overview.

Relevant LOI Questions
- Organization and contact info
  o Provide your organization's full legal name, address, and tax ID/EIN number
  o Confirm 501(c)(3) nonprofit status
  o Include contact information for the primary individual managing the LOI submission
- Safe & Stable Home is a one-year grant. How much funding does your organization anticipate applying for?
- Indicate organization financial reporting
- Indicate organization's current fiscal year operating budget

☐ Yes

☐ No – Program is not eligible to complete a full application

TECHQUITY LETTER OF INTENT 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 12
DESIGN Assess the merits of the project as it fits into the overall goals of Techquity. Relevant LOI questions - If awarded Techquity funding, is your organization willing and able to offer no-cost laptop computers to eligible participants? - Provide a description indicating how the funding will be aligned with the goals and strategies of Techquity, and how it impacts digital access and/or skills development. - Describe if and how you will use partnerships with other organizations to achieve the goals of your project. (not required)	**(1 Point)** Responses are missing or do not correlate with the application questions.	**(2 Points)** Parts of response are missing or unclear. Vague or hypothetical description of practices and design, and how it aligns with Techquity goals.	**(3 Points)** Activities appear to align with the selected strategy. Describes the objectives and strategies with adequate but not outstanding clarity, quality, and thoroughness. Connection to Techquity goals align with proposed activities and success measures.	**(4 Points)** Activities align with selected strategies and are clearly informed by best practices. Activities are described with outstanding clarity. Activities are extremely aligned with achieving the goals of Techquity.	**4**
IMPACT POTENTIAL Assess the clarity and measurability of outcomes, reach, and success potential. Relevant LOI questions - How many individuals do you intend to serve annually as a result of this grant? - Describe what success looks like for your project. What method(s) will you use to assess an individual's or a group's progress towards their digital skills learning goals.	**(1 Points)** Responses are missing or do not correlate with the application questions.	**(2 Points)** Parts of response are missing or unclear. The organization anticipates serving a marginal number of participants. Vague or hypothetical description of measures of success.	**(3 Points)** Described measures of success and expected number of participants served. Capacity to serve population is apparent. The organization anticipates serving an appropriate number of participants.	**(4 Points)** Organization anticipates serving a significant number of participants, or if a low number, it is because program targets critical or otherwise unmet needs. Capacity to serve individuals identifying as a member of one or more Covered Populations, as described in the Techquity Overview, and who experience one or more barriers to essential digital tools and skills, is clearly demonstrated and exceeds expectations.	**4**
COLLECTIVE IMPACT ALIGNMENT Evaluate the organization's willingness and ability to successfully fit within a Collective Impact Initiative. Relevant LOI questions	**(1 Points)** Responses are missing or do not correlate with the application questions.	**(2 Points)** Some parts of the response are missing or are described in vague or general terms.	**(3 Points)** Most elements of the question are addressed with adequate detail.	**(4 Points)** Provides a comprehensive, highly specific description of the target population, including demographics, characteristics, and needs, and how the organization will impact people.	**4**

Evaluation Criteria and Corresponding LOI questions	Not addressed	Incomplete, unclear, and/or marginal alignment	Adequate quality, alignment	Outstanding quality, extremely aligned	Total points available 12
- Provide a description indicating how the funding will be aligned with the goals and strategies of Techquity, and how it impacts digital access and/or skills development. - Describe the priority population(s) that the organization will serve, including the geographic area for delivery.		The overall impact of the project for its intended group/cohort is unclear, undefined, or lacks sufficient detail.	The priority population is clearly identified, including key characteristics. The project's impact on peoples' lives is clear, direct, and well considered. If applicable, the organization incorporates culturally responsive strategies.	Clearly identifies the geographic area for service delivery. If applicable, the organization plans to deliver culturally and linguistically appropriate services. Response demonstrates strong alignment with Techquity's overarching goals and positions the organization as a committed, collaborative partner of United Way in a collective impact initiative.	

OVERALL SCORE	
MEETS REQUIREMENTS Organization appears to meet all eligibility requirements, has answered all questions completely, and meets any requirements outlined in the Techquity overview.	☐ Yes ☐ No – Organization is not eligible to complete a full application

REDUCING BARRIERS TO EMPLOYMENT & ADVANCEMENT LETTER OF INTENT 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 12
Aligned Work Assess the merits of the aligned work as it fits into the overall goals of RBEA Relevant LOI questions - Provide a description indicating how the funding will be aligned with the goals and strategies of RBEA and how it addresses employment and income inequities .	**(1 Point)** Responses are missing or do not correlate with the application questions.	**(2 Points)** Parts of response are missing or unclear. Vague or hypothetical description of the aigned work's practices and how it aligns with RBEA goals.	**(3 Points)** Activities appear to align with the selected strategy. Describes the objectives and strategies of the aligned work with adequate but not outstanding clarity, quality, and thoroughness. Connection to RBEA goals align with proposed outcomes.	**(4 Points)** Activities align with selected strategies and are clearly informed by best practices. The organization's activities are described with outstanding clarity. Activities are extremely aligned with achieving the goals of RBEA.	4
IMPACT POTENTIAL Assess the clarity and measurability of outcomes, reach, and success potential of proposed work Relevant LOI questions - How many participants will have a barrier removed because of this grant? - Describe your organization's capacity to serve populations that are facing barriers to gaining and sustaining full-time employment with family sustaining wages.	**(1 Points)** Responses are missing or do not correlate with the application questions.	**(2 Points)** Parts of response are missing or unclear. Vague or hypothetical description of the aligned work's plan to measure outcome goals. Anticipates serving a marginal number of participants.	**(3 Points)** Describes selected outcomes and indicators and expected number of participants served. Capacity to serve population is apparent. Anticipates serving an appropriate number of participants.	**(4 Points)** Anticipates serving a significant number of participants, or if a low number, it is because the work targets critical or otherwise unmet needs. Capacity to serve individuals facing education, transportation, or system impacted barriers is clear demonstrated and exceeds expectations.	4
COMMUNITY & GEOGRAPHIC RELEVANCE Evaluate willingness and ability to successfully fit within a Collective Impact Initiative. Relevant LOI questions - Describe the priority population that the aligned work will serve including the geographic area for delivery.	**(1 Points)** Responses are missing or do not correlate with the application questions.	**(2 Points)** Some parts of the response are missing or are described in vague or general terms. The priority population or geographic area is unclear, undefined, or lacks sufficient detail.	**(3 Points)** Most elements of the question are addressed with adequate detail. The priority population is clearly identified, including key characteristics. The geographic area for delivery is described. If applicable, the aligned work incorporates culturally responsive strategies	**(4 Points)** Provides a comprehensive description of the target population, including demographics, characteristics, and needs. Clearly identifies the geographic area for delivery. If applicable, plans to deliver culturally and linguistically appropriate services. Response demonstrates strong alignment with RBEA's overarching goal and positions the organization as a committed, collaborative partner in a Collective Impact Initiative	4
OVERALL SCORE					

17

MEETS REQUIREMENTS
 	
Appears to meet all eligibility requirements, has answered all questions completely, and meets any requirements outlined in the RBEA overview.
 	
Relevant LOI Questions
   -   Specify the anticipated amount of funding requested.
   -   General program & contact info
	☐ Yes
	
	☐ No – Organization is not eligible to complete a full application

TEEN MENTAL WELLNESS: EMPOWERING MINDS LETTER OF INTENT SCORING RUBRIC

Evaluation Criteria and Corresponding LOI questions	Not addressed	Incomplete, unclear, and/or marginal alignment	Adequate quality, partial alignment	Outstanding quality, clear alignment	Total points available 45
IMPACT POTENTIAL Assess the clarity and measurability of outcomes, reach, and success potential of proposed aligned work. Relevant LOI questions - Mental health strategy of aligned work (question #2) - New vs. existing aligned work (question #3) - Intervention vs. Prevention aligned work (question #4) - Current Empowering Minds Schools Partnerships (question #5) - Aligned work description (question #8 & #9) - Outcomes results (question #10 & #11)	**(0 Points)** Outcomes and evaluation plan missing or not defined	**(0-5 Points)** Parts of response missing or unclear. Vague or hypothetical description of the aligned work's goals and outcomes. Strategies are not evidence-based or evidence-informed or trauma responsive. Organization does not serve youth up to age 21. The aligned work anticipates serving a marginal number of participants.	**(6-10 Points)** Describes specific objectives and metrics with a clear way to track stated outcomes and number of participants served. Organization currently partners with schools and serves youth up to age 21. The aligned work anticipates serving an average number of participants.	**(11-15 Points)** Activities are evidence-based or informed by best practices as well as trauma responsive. Appears responsive to TMW:EM's LOI prompt. Organization currently partners with Empowering Minds high schools. The aligned work anticipates serving a significant number of participants.	15
HEALTH EQUITY Evaluate the aligned work with underserved groups, culturally responsive strategies, trauma responsive strategies, and alignment with the social determinants of mental health. Relevant LOI questions - Mental health strategy of aligned work (question #2) - Impact of mental health equity (question #8) - Priority population (question #9)	**(0 Points)** Response does not mention mental health equity	**(0-5 Points)** Briefly mentions equity but does not provide strategic detail or rationale.	**(6-10 Points)** Clearly identifies underserved or marginalized groups the aligned work serves, plans specific culturally responsive strategies.	**(11-15 Points)** Activities explicitly addresses inequities in mental health access/outcomes, provides culturally and linguistically appropriate services that aligns with TWM:EM overarching goals to improve mental health equity, increase access to mental health services and address mental health stigma.	15

Evaluation Criteria and Corresponding LOI questions	Not addressed	Incomplete, unclear, and/or marginal alignment	Adequate quality, partial alignment	Outstanding quality, clear alignment	Total points available 45
GEOGRAPHIC DIVERSITY Assess the work's alignment with the geographic service region of United Way which includes all of Milwaukee and Waukesha Counties, Grafton and south of Grafton in Ozaukee County, and Germantown in Washington County. Relevant LOI Questions - Current partnerships with Empowering Minds schools (question #5) - Current partnerships with schools in geographic service region (question #6) - Geographic area (question #9)	**(0 Points)** The geographic scope and school partnerships are not identified or aligned.	**(5 Points)** The organization is located within the geographic service region and/or serves participants within the geographic service region of United Way.	**(10 Points)** The organization serves students including youth up to age 21.	**(15 Points)** The organization serves students that attend Empowering Minds high schools.	15
OVERALL SCORE					
MEETS REQUIREMENTS Aligned work appears to meet all eligibility requirements, has answered all questions completely, and meets any requirements outlined in TMW:EM overview. Relevant LOI Questions - Specify the anticipated amount of funding requested (question #7) - General program & contact info (section 1) Financial health & transparency (section 2)	☐ Yes ☐ No – Organization is not eligible to complete a full application				

COMMUNITY RESILIENCY & HEALTHY YOUTH LEGACY LETTER OF INTENT 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. Relevant LOI questions - Provide a description indicating how the funding will be aligned with the strategy selected. Evidence-based strategies are required for Healthy Youth Legacy.	**(1 Point)** Responses are missing or do not correlate with the application questions.	**(3 Points)** Parts of response are missing or unclear. Vague or hypothetical description of the practices and how it aligns with strategy	**(6 Points)** Activities appear to align with the selected strategy. Describes the objectives and strategies with adequate but not outstanding clarity, quality, and thoroughness.	**(8 Points)** Activities align with selected strategies and are clearly informed by best practices or evidence-based curricula (Healthy Youth Legacy). The organization's activities are described with outstanding clarity.	8
IMPACT POTENTIAL Assess the clarity and measurability of outcomes, reach, and success potential. Relevant LOI questions - Describe the priority population that will serve include geographic area for delivery. - How many participants do you intend to serve as a result of this grant. Information, referral & support, local disaster. response, and nonprofit capacity building must serve all four counties.	**(1 Points)** Responses are missing or do not correlate with the application questions. Required service area not met.	**(3 Points)** Some parts of the response are missing or are described in vague or general terms. The priority population or geographic area is unclear, undefined, or lacks sufficient detail. The organization anticipates serving a marginal number of participants.	**(6 Points)** Most elements of the question are addressed with adequate detail. The priority population is clearly identified, including key characteristics. The geographic area served is described. The organization anticipates serving an appropriate number of participants.	**(8 Points)** Organization anticipates serving a significant number of participants, or if a low number, it is because program targets critical or otherwise unmet needs. Provides a comprehensive description of the target population, including demographics, characteristics, and needs. Clearly identifies the geographic area for services. If applicable, the organization plans to deliver culturally and linguistically appropriate services.	8
OVERALL SCORE					

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