



United Way of Lane County  
COMMUNITY TRANSFORMATION AWARD LETTER OF INQUIRY

**Released:** July 16, 2018  
**Due:** August 15, 2018

United Way of Lane County invites letters of inquiry (LOI) from applicants whose goals are aligned with our vision of *ensuring that children in Lane County are successful in school and life*. Community Transformation Award grants are intended to support strategic, long-term approaches to effecting positive systemic change for children and youth in our community. Rather than investing in single agencies or programs, these awards aspire to support cross-sector, multi-agency collaboratives which are operating with a common agenda, shared measurements, and a backbone organization.

- **When are LOIs due?** LOIs are due August 15<sup>th</sup>, 2018. If invited to submit a full proposal, applicants will receive the Request for Proposals in mid-September, and full proposals will be due on December 1<sup>st</sup>.
- **When will awards be made?** Awards will be made in March 2019, and funding will begin on July 1, 2019.
- **What is the size and duration of award?** Awards will be between \$100,000 and \$150,000 annually, for a three year commitment, subject to annual review and availability of funds.
- **Who should apply?** A lead applicant should apply on behalf of multiple partners. Any partners that will receive United Way funds must meet our [eligibility criteria](#).
- **What sort of initiative or project would be a good fit?** Initiatives that:
  - Are structured in the [Collective Impact](#) framework, or a similarly robust model of formal, multi-partner collaboration: demonstrating a common agenda, shared measurement, mutually reinforcing activities, continuous communication and backbone support
  - Have a clearly articulated vision for advancing systemic change in one or more of United Way's [Outcome Areas](#)
  - Reflect a track record of successful collaboration among partners
  - Can demonstrate support from community leaders appropriate to the effort
- **What is not a good fit for this award?** Initiatives that:
  - Lack a strong track record of effective collaboration between partners
  - Do not demonstrate readiness/capacity to capture meaningful data and communicate results
- **How will proposals be evaluated?** Reviewers will be asked to evaluate whether proposals:
  - Demonstrate readiness to operate in a Collective Impact approach
  - Express a clear, data-driven rationale for why the initiative is needed
  - Represent a cross-cutting approach, drawing on the unique strengths of each partner
  - Provide an opportunity for United Way to invest in more equitable outcomes for families navigating poverty, families living in rural communities, children with disabilities and/or developmental delays, and racial/cultural/ethnic historically underserved populations
- **Frequently asked questions:**
  - We collaborate frequently with other partners who work with a similar population, but we don't have a formal common agenda, shared measurements or backbone support. Would this type of collaboration be a good fit for this award? **Probably not.**
  - Can these funds be used to support operating capacity for our partnership, and not just program or activity delivery? **Yes.**
  - If we are not invited to submit a full proposal, can we submit an application for another one of United Way's awards in this cycle? **Yes.**



## How to apply

The Letter of Inquiry should be a brief informational letter (1,000 word limit) summarizing your proposal including:

1. The **primary Outcome Area** your initiative seeks to address
  - a. Any other Outcome Areas your initiative will address (note: funding will not be contingent on the number of areas included)
2. **Summary of the initiative**, including:
  - a. Name of the initiative/partnership
  - b. Target population and rationale
  - c. Geographic area and rationale
  - d. Primary activities and objectives directly related to your targeted outcome area
  - e. Roles of the lead applicant and partners
  - f. How Collective Impact, or a similar model of collaboration, will structure and guide your work
  - g. What level of experience partners have operating in a formal collaborative structure
  - h. How your initiative will achieve broader and more comprehensive goals beyond the scope of the individual partners' work
  - i. The systemic changes you anticipate will result from the initiative
  - j. How the perspective and experience of intended beneficiaries of the initiative have been involved in its design
  - k. How your initiative shares and advances United Way's [commitment to equity](#)
  - l. How you will define success and ensure sustainability
3. **Requested funding**
  - a. How funding will be used to work towards your intended outcomes (note: this should be a narrative description of how funding will be used, not a budget)
  - b. Any additional funding/resources that will be used to supplement this initiative
4. **Third-party program evaluation:**
  - a. Does your initiative have an existing relationship with a third-party program evaluator or research professional? (An existing evaluation plan/partnership neither benefits nor detracts from how a proposal is scored)
    - i. If yes, briefly describe the evaluation plan and your partnership with a program evaluator
    - ii. If no, will your initiative commit to working with a third-party program evaluator (If you are invited to respond to the Request for Proposals, United Way can provide a list of qualified evaluators)

Letters of inquiry should be emailed in PDF form to [community@unitedwaylane.org](mailto:community@unitedwaylane.org) no later than 5 PM on Wednesday, August 15<sup>th</sup>. With questions, contact [jpruch@unitedwaylane.org](mailto:jpruch@unitedwaylane.org).

We look forward to reading your proposals for systemic social change!