



United Way  
of South Hampton Roads

**We bring people and resources together to solve problems too big for any of us to solve alone.**

**United Way of South Hampton Roads  
Grassroots Community Building Grants  
Request for Proposals**

United Way of South Hampton Roads is committed to solving problems too big for anyone to solve alone. We envision a community where every person belongs, and every person thrives. To reach that vision, we are committed to advancing our work in alignment with local United Way efforts and initiatives.

- ❖ Achieving academic success
- ❖ Moving families from surviving to thriving

To meet these goals, it will require a community-wide, collective effort, with many partners and entities all working together. There are many tools and levers in UWSHR's systems change toolkit including advocating, mobilizing, and awarding grants through our grant-making pool.

This request for proposals (RFP) is specifically focused on an Equity grant-making pool of funds - the key areas where we can be uniquely impactful, using data as a rubric towards equity. This RFP will fund agencies and programs on a rolling basis from January 2023 – December 2024. We invite you to join us by applying to be a funded partner.

***Why Equity? Why now?***

Equity is the intentional inclusion of everyone in society. Equity is achieved when systemic, institutional, and historical barriers based on race, gender, sexual orientation, and other identities are dismantled and no longer predict socioeconomic, education, and health outcomes.

United Way of South Hampton Roads recognizes some needs in the community are going unaddressed by our Community Impact grant cycle model. Our Equity Fund will provide strategic investments (grants), awareness building, advocacy, and engagement to create more equitable communities.

We acknowledge that incorporating diversity, equity, and inclusion into our practices is an ongoing learning process, and as a result, we consider this statement to be a living document which reflects our evolving approach. We invite you to join us in making South Hampton Roads a community where all people feel valued, safe, and can thrive.

***United Way South Hampton Roads Statement on Diversity –***

It is our vision at United Way of South Hampton Roads to see a vibrant community where every person has access to the resources they need to thrive. While we work towards this vision daily, we recognize that the path towards prosperity is barricaded by racial inequity and injustice for communities of color.



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We know structural racism and other forms of oppression have contributed to our society's deepest and most persistent challenges – challenges we seek to solve. Our unique advantage is our track record of bringing people and resources together to solve big problems and to drive towards systemic change through collaboration. We cannot achieve this goal without amplifying the voices of those who have traditionally been marginalized and partnering with communities of color to co-create solutions that ensure everyone has the resources, supports, opportunities and networks they need to thrive.

We commit to leveraging our assets and those of our partners to support the lasting, transformational changes needed to create a community that is fully inclusive and equitable for all.

### ***Eligibility –***

- Open to organizations with an annual gross revenue under \$200,000
- The applicant must provide services to residents of Hampton Roads (Norfolk, Portsmouth, Chesapeake, Virginia Beach, Suffolk, Isle of Wight)
- The applicant must provide services which address community needs or opportunities in one or more of United Way's focus areas, using an equity lens:
  - Health
  - Economic Mobility
  - Education
- The applicant must be able to provide a copy of a 501c3 or IRS Determination letter, or that of a Fiscal Agent, or evidence of exemption.
- The applicant must be able to submit an IRS Form 990, 990EZ, 990N, or other acceptable tax return.
- The applicant must attest that the organization has current general liability insurance
- The applicant must be led by a board of directors with a minimum of three (3) members who have active operational control at the local level.
- The applicant must provide financial statements for the two most recently completed fiscal years (income statement and balance sheet)
- The applicant must provide a current Annual Report or description of programs and health and human care services provided by the organization
- The applicant must have a statement addressing Equity, Diversity, and Inclusion/anti-racism.

### ***Budget -***

No more than 10% of your annual budget of less than \$200,000

### ***Timeline -***



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Grants administered on a rolling basis for work that will be performed between January 1, 2023 –December 31, 2024.

**Contact -**

Vivien McMahan (she/her), VP of Community Impact  
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Carey Yates (she/her), Associate Vice President, Community Impact  
[Cyates@unitedwayshr.org](mailto:Cyates@unitedwayshr.org)

**Selection Process -**

Applications can be submitted on a rolling basis; however, we will review submissions based on the Community Investment Committee's meeting schedule.

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**Grant Application Questions**

**Board Information**

1. How is equity incorporated in your bylaws, board composition, etc.?
2. How could UWSHR support your organization in board development, equity training, board giving, recruitment, etc.?

**Equity, Diversity, and Inclusion**

3. Please copy your Equity, Diversity, and Inclusion Statement/anti-racism statement below.  
*Note - This is a public facing statement demonstrating the agency's commitment to advancing equity, increasing diversity, and creating inclusion.*
4. Among your organization's Board of Directors, what percent are Non-White?
5. Among your organization's employees, what percent are Non-White?
6. Among the individuals typically served by your organization, what percent are Non-White?
7. What strategies are you using to recruit a more diverse board?
8. How do you use client voice/feedback to support the design of your program?
9. Please provide the racial/ethnic category of your organization's lead executive (CEO or Executive Director).

**Program/Project Information**

10. Program/ Project Name
11. Brief Description of Funding Request
12. Amount Requested



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13. What is the purpose of the proposed program/project? *(For example, “The purpose of the program is to increase access to healthy foods.”)*
14. How would you describe your target population?
15. What are the specific strategy objectives? *(Strategy objectives state what the program is going to provide or deliver. For example, strategy objective #1 is to distribute healthy food at no cost to recipients via a food pantry. Strategy objective #2 is to provide training on nutrition/healthy foods preparation.)*
16. What resources (inputs) will you need? *(For example, will you need new staff members? Volunteers? Consultants? Sites? Technology?)*
17. What do you expect to count, as markers of program implementation (outputs)? *(For example: (a) the number of residents who utilize the food pantry; (b) the number of cooking and nutrition classes; and (c) the number of cooking and nutrition class participants.)*
18. Which immediate outcomes do you expect to see in your target population, because of your intervention? *(For example: (a) affordability of healthy food increases; (b) food security increases; and (c) knowledge of nutrition and healthy food preparation increases.)*
19. How will each outcome be measured? By whom?
20. What experience does your organization have, in implementing an intervention like the one proposed?
21. What kinds of technical assistance would you like from United Way SHR?