



Human Services Fund

Administered by United Way of Greater Cincinnati

The United Way Team

Please contact us via our Shared Email Box

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Contracts

Council Motion

Motion # 202202006

“The Plan should:

[...]

2. Establish data-driven, evidence-based metrics for monitoring the success of organizations that receive allocations.
3. Structure the Request-for-Proposal process in such a way to increase the impact of the City’s funds.

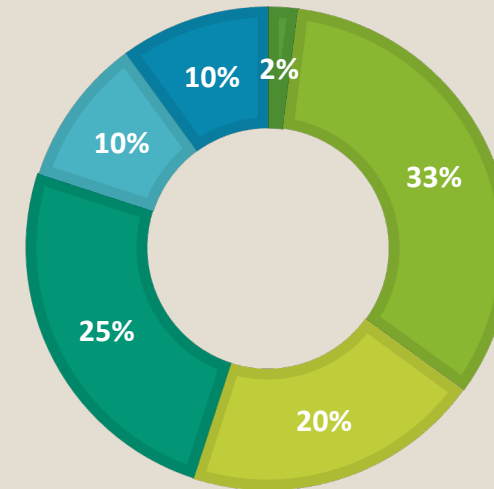
Funding Amounts FY 24

- Youth Gun Violence Prevention and Reduction (20%)
- Comprehensive Workforce Development (25%)
- Supporting, Securing and Stabilizing Housing for High-Risk Populations (10%)*

* *The Impact Award will focus on Eviction Prevention and Housing Stability at 25-33%*

HUMAN SERVICES FUND

- Administration
- Impact Award
- Youth Gun Violence Prevention & Reduction
- Comprehensive Workforce Development
- Housing for High-Risk Populations
- Project Lift



Grant Amounts

- Minimum grant amount of \$25,000 under the Service Category RFP
- No defined maximum.
 - Average grant over the last three funding periods was \$90,635
 - Median grant award for the same period was \$71,870
- Grant awards will be determined by City Council with the budget decisions in June 2023.

Funding Periods

Fiscal Year 24

September 1, 2023 – August 31, 2024

Fiscal Year 25*

September 1, 2024 – August 31, 2025

**Contingent on meeting requirements and budget*

Number of Proposals

- Organizations may submit no more than 3 proposals for programs under the Service Category and only one proposal under the Impact Award RFP
- That is 3 proposals total under the Service Category RFP, not 3 proposals under each category, but you can 'mix and match' across the service categories.

In the online system, you'll submit the proposals together.

Existing Q&A

- 1) How demographics for board and staff will impact the process
- 2) How this funding is different from other City funding

Q & A

Key Information in the Request for Proposal Documents



Service Categories: Table of Contents

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1 Priorities and Goals of Funding

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3 & **4** Basic Information & Proposal Narrative



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Priorities and Goals of Funding

1

Supporting, Securing, and Stabilizing Housing for High-Risk Populations

Background

Some populations are disproportionately high-risk for homelessness, including - but not limited to - the chronically homeless, senior citizens, those with mental illness or substance use disorders, and LGBTQIA+ teens. For example, nearly a quarter (23%) of the entire sheltered population is over the age of 50, with a predicted increase in the older adult homeless population.⁶ Most residents of encampments are adult men with disabilities, including mental illness and substance use disorders.⁷ Local housing providers estimate that as many as 40% of homeless teens in Cincinnati are LGBTQIA+.⁸

Priorities and Goal(s) of Funding

Through this priority, Council seeks to provide funding for projects aimed at the populations at most high-risk for homelessness that:

- provide housing support;
- provide transitional housing for those in recovery; or
- other housing resources.

Taking a housing-first approach to helping our most high-risk and vulnerable residents will create a stable, equitable future for all Cincinnatians.

Comprehensive Workforce Development



During the COVID-19 pandemic, 2.4 million women left the workforce, and nearly half (46%) were Hispanic or Black women. 4 Between 2019 and 2021, there was a 6.0% decline in high school graduate women in the labor force.5 In comparison, men with the same education only saw a 1.8% decline.6 Women who did not graduate high school had a 12.7% decline in the workforce, while men of a similar education level only saw a 4.9% decline.7 This loss in the workforce has resulted in lower financial stability for families and a loss of tax revenue for the City. A large percentage of these women were mothers who left due to family demands, such as school closures or lack of childcare.

Through this priority, Council seeks to fund projects that:

- expand access to quality childcare;
- build capacity and career opportunities within the childcare industry;
- provide upskill training that prepares women for careers in growing sectors such as technology, infrastructure, or sustainability;
- or other similar projects with a focus on creating economic stability.

Removing barriers to workforce participation and providing the training for a meaningful career will empower mothers and caregivers to return to the workforce, achieve financial stability, and increase the tax base for the City.

Youth Gun Violence Prevention and Reduction



In February 2022, the City of Cincinnati declared gun violence as a public health crisis. Gun violence can happen anywhere: places of worship, grocery stores, hospitals, schools. Gun violence has surpassed traffic crashes as a leading cause of death among US children and teens. The increase in juveniles charged with murder in Hamilton County has increased significantly in the last two years. 8 The City must address the root causes of gun violence and collaborate with our community partners to create truly comprehensive, trauma-informed solutions to gun violence and its effect on our youth (14-35). Initiatives should be data-driven and explore innovative solutions to both stop the violence and uplift our residents.

With this project, Council seeks to fund projects that:

- target youth in the Top 10 neighborhoods for gun violence;
- address all those caught in the cycle of gun violence - both the potential victims and the potential perpetrators;
- provide economic stability for youth at-risk such as job training, training stipends, credentialing, or placement in good-paying jobs;
- and other community- and place-based initiatives.

These types of community-based intervention and prevention strategies help to break the cycle of violence and will help us build a safer Cincinnati.

Supporting, Securing and Stabilizing Housing for High-Risk Populations



Some populations are disproportionately high-risk for homelessness, including but not limited to, the chronically homeless, senior citizens, those with mental illness or substance use disorders, and LGBTQIA+ teens. For example, nearly a quarter (23%) of the entire sheltered population is over the age of 50, with a predicted increase in the older adult homeless population.⁹ Most residents of encampments are adult men with disabilities, including mental illness and substance use disorders.¹⁰ Local housing providers estimate that as many as 40% of homeless teens in Cincinnati are LGBTQIA+.¹¹

Through this priority, Council seeks to provide funding for projects aimed at the populations the most high-risk for homelessness that

- provide housing support;
- provide transitional housing for those in recovery;
- or other housing resources.

Taking a housing-first approach to helping our most high-risk and vulnerable residents will create a stable, equitable future for all Cincinnatians.

Q & A

Proposal Criteria

2

Proposal Criteria

Proposals will be reviewed by United Way of Greater Cincinnati staff and the Human Services Advisory Committee (HSAC) using the criteria below. A final recommendation of applications to fund will be provided to City Council for the determination of funding.

Proposals will be evaluated based on the following criteria:

Organizational Capacity, Experience & Expertise to Implement Proposed Program

- Demonstrates the capacity to implement the proposed program(s) within the grant period; and
- Demonstrates the experience and expertise to implement the proposed services and provide culturally responsive services to the targeted community. This includes organizational and staff proximity to the community challenge, lived experience, representation of staff in comparison to the community, and professional education, experience, and expertise.

Evidence of Data-Informed Approach(es) and Proposed Impact

- Clearly demonstrates the problem the proposal seeks to address as it relates to the community; and
- Provides clear data and evidence to support the proposed program or services, and impact.

Alignment with Goals of the Service Category and Priority Area(s)

- Demonstrates strong program alignment to the goals of the service category and the funding priorities under the category.

High Potential to Achieve the Targeted Impact

- Demonstrates high potential to achieve the targeted impact and outcomes.

Basic Information on the Applicant (including a required attachment)

3

- **Applicant Name and Mailing Address**
Enter the lead applicant's name (agency name)
- **Primary Contact for Proposal**
Provide name, title, email and phone number for the primary contact for this proposal and all related communication
- **Agency CEO Contact Information**
Provide name, title, and email address for the Agency CEO
- **Agency CEO Demographics**
Provide the gender, age range, and race/ ethnicity of the Agency CEO
- **Agency Board Chair Contact Information**
Provide name, title/ organization (if applicable), and email address of the Board Chair
- **Agency Board Chair Demographics**
Provide the gender, age range, and race/ ethnicity of the Board Chair
- **Agency History, Mission & Purpose**
Briefly state the agency's history, mission and overall purpose.
- **Service Capacity and City of Cincinnati Residents Served**
Provide the total number of people served by the agency in an average 12 month period and the percentage of which are City of Cincinnati residents. Provide the top 10 City of Cincinnati zip codes served.

- **Required Applicant Information Upload**
Using the provided Impact Award- Application Information Required Upload, provide the following information:
 - **Agency Board Roster & Demographics:** Complete Tab 1. Lead Agency Board Roster to provide the name, role, and demographics for each board member
 - **Agency Staff Race/ Ethnicity:** Complete Tab 2. Staff Race/Ethnicity to provide an aggregate overview of race/ ethnicity of agency staff.

The excel template will provide the following options for each category:

- **Gender:** Female, Male, Non-binary or Prefer to Self-Describe, Unknown/ Not Collected
- **Age Range:** Younger than 25, 25-35, 35-44, 45-54, 55-64, 65 and older, Unknown/ Not Collected
- **Race/ Ethnicity:** Asian/Native Hawaiian/Other Pacific Islander, Black/African American, Hispanic/Latino, Native American/American Indian/Alaskan Native, White/Caucasian, Two or More Race/ Ethnicities, Other/ Prefer to Self-Describe, Unknown/ Not Collected

An excel template
must be used.

Basic Information on the Applicant (including a required attachment)

3

UWGC_HSF_ServiceCategory_RFP_RequiredUpload_ApplicantInformation_FY24

	A	B	C	D	E	F	G	H	I
1	Board Member Name	Position	Age Range	Gender	Race/ Ethnicity				
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1. Agency Board Roster

UWGC_HSF_ServiceCategory_RFP_RequiredUpload_ApplicantInformation_FY24

	A	B	C	D	E	F	G	H	I
1					% of Staff by Race/ Ethnicity				
2	Total Number of Staff	Asian/Native Hawaiian/Other Pacific Islander	Black/African American	Hispanic/Latino	Native American/American Indian/Alaskan Native	White/Caucasian	Two or More Race/ Ethnicities	Other/ Prefer to Self-Describe	Unknown/ Not Collected
3									
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1. Agency Board Roster 2. Staff Race&Ethnicity

Proposal Narrative

Note: Some questions are specific to the service category.

4

- **Organizational Capacity, Experience and Expertise**

Briefly state the agency's capacity, experience, and expertise to serve targeted communities and implement the project proposed. Explain how the program will have the capacity to achieve its proposed activities.

- **Data-inform Approach(es) and Impact**

Share how the program used or plans to use data to inform the delivery of services. This could include details on evidence from proven models or research, best practices, past outcomes and internal learnings, or evidence in support of the program design.

- **Current and proposed outcomes**

Provide a brief narrative of results over time, if available, and proposed outcomes. If possible, compare program results with national data on non-program participants or other baseline data.

Provide proposed outputs or outcomes for the following priorities (as applicable and based on service category) along with how the output or outcome will be measured and methodology or data collection process.

Workforce:

- Target women or caregivers*
- remove barriers to workforce participation
- expand access to quality childcare
- build capacity and career opportunities within the childcare industry
- provide upskill training that prepares women for careers in growing sectors such as technology, infrastructure, or sustainability
- creating economic stability

Youth:

- Target youth in the top neighborhoods for gun violence*
- address all those caught in the cycle of gun violence
- provide economic stability for youth at-risk such as job training, training stipends, credentialing, or placement in good-paying jobs
- other community- and place-based supports for at-risk youth

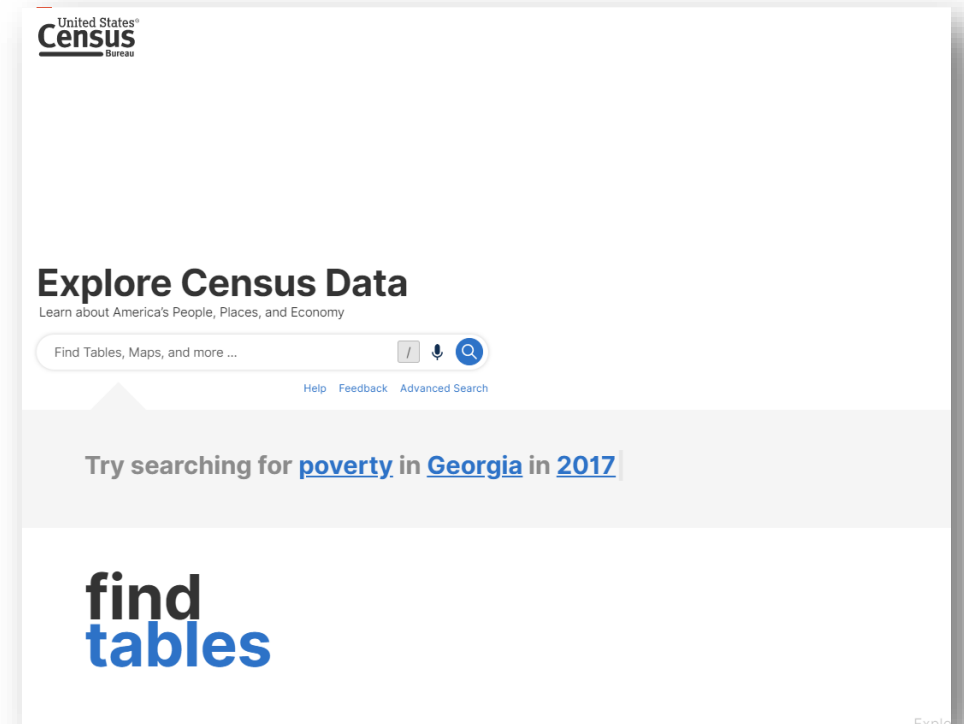
Housing:

- Target populations the most high-risk for homelessness*
- provide housing support
- provide transitional housing for those in recovery
- provide other housing resources.

- **Use of Human Services Fund and Program Sustainability**

Provide a full explanation of how this program is funded and how the program would be sustained after this grant period, if funded. List specific sources of funds and anticipated amounts to be received from all sources in the grant period. Describe how the Human Services funding would be spent and how this would impact the program and results. Explain how the City of Cincinnati would benefit from investment in this program, including how City of Cincinnati residents will be served.

Proposal Narrative: Data Resources



Proposed Budget

5

Year 1 Proposed Budget		
Revenue	City Funds	Non-City Funds
Corporate		
Hamilton County		
Foundations		
Direct Federal Grants		
Fees for Program Participants		
City of Cincinnati – General Fund		
United Way of Greater Cincinnati		
State of Ohio		
Other – Please list all other specific sources of income		
Total Revenue (All Sources)		
Expenses		
Salaries		
Salaries (Itemized with the position title and percentage of time)		
Employee Fringe Benefits		
Contracted Services		
Contracted Services (Itemized by subcontractor and associated cost; if awarded funding, contracts/ agreements with each subcontractor will need to be submitted and approved.)		
Other Direct Expenses		
Travel (Mileage only within the City of Cincinnati at a rate not to exceed the current City mileage reimbursement rate.)		
Space (Total for Rent, utilities, telephone, building insurance, etc. Excludes cell phone, beeper, long distance and directory assistance service.)		
Consumable Office and Program Supplies (Excludes food and beverage costs)		
Operational Expenses (Liability and Fidelity Bond insurance, printing, postage, etc.)		
Other		
Other - Please list all other expenses connected with this program that do not fit in a previous category.*		
Total Expenses		
Surplus or (Deficit)	Auto calculated	Auto calculated

Only provide a ONE YEAR program budget.



Program Required Attachment

6

Program Design Attachment (Required Upload)

Attach a document with your program design or model. The attachment should, at a minimum, include critical program resources (inputs), key activities and service components, and the desired outputs and outcomes of the program. You may choose to include information about programmatic assumptions or constraints.

This attachment can come in any form but should be limited to two-pages. If helpful, the following templates are available for use: Logic Model, Program Model, and Theory of Change.

Templates are
provided, if needed.

This attachment can come in any form but should be limited to two pages. If helpful, the following templates are available for use:

- [Logic Model \(.pdf\)](#)
- [Program Model \(.pdf\)](#)
- [Theory of Change Model \(.pdf\)](#)

Program Required Attachment



Program Model Example

IMPACT IMPROVEMENT PLAN (LOGIC MODEL) FOR: _____

RESOURCES	ACTIVITIES	OUTPUTS	SHORT TERM	MID TERM	LONG TERM
External Factors			Assumptions		
Key Evaluation Questions					
Measures/ Indicators					
Methods/ Sources					

Logic Model Example

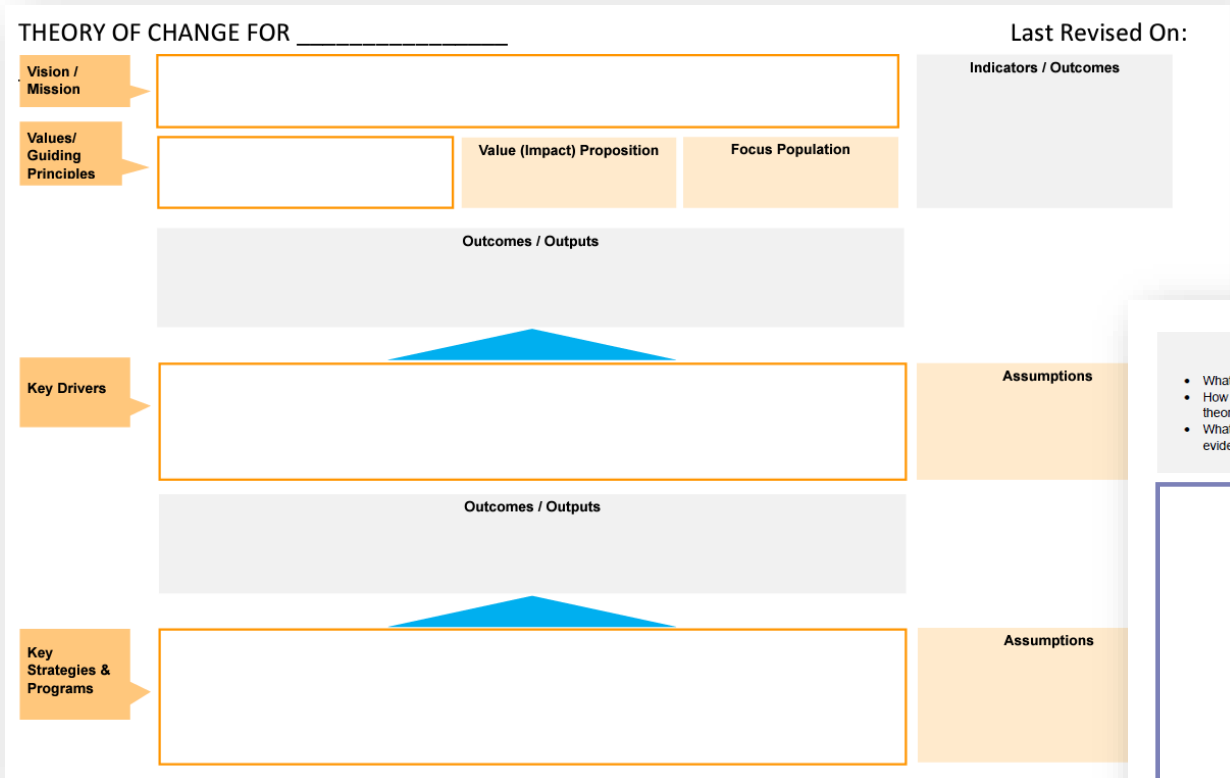
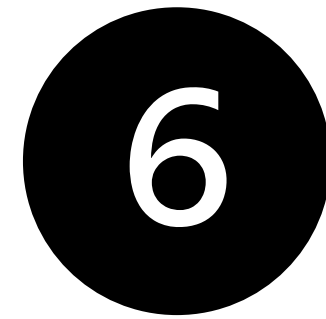
Note: This is only a sample with invented details. Individual programs will have other performance measures and details based on the program

ATTACHMENT City of Cincinnati Human Services Fund – Program Design Template SAMPLE

Agency Name: XYZ Employment Agency
 Program Name: Workforce Development

A. What do you want to achieve? (SMART measure).	B. What key resources are needed to achieve this measure?	C. What key activities are needed to achieve this measure?	D. How will this be measured?	E. Who is measured?	F. When/how often is this measured?	G. What do you anticipate achieving in Grant Year 1?
Individuals start job training	2 FTE staff 2 classrooms 8 volunteer mentors	6-week job training program/30 hours per week	First day attendance records	All adults who have enrolled for job training	First day of training	350 of 400 (88%) individuals start job training
Individuals receive silver-level National Career Readiness Certificate (Level 4)	NCRC assessment (\$45 per participant); online review course; 6 computer stations	Review math and reading skills during class; offer after-hours online review course	National NCRC assessment results	Participants who are initially assessed at Levels 2 & 3	Between 5 to 7 weeks of training	250 of 295 (85%) individuals receive silver-level NCRC
Individuals complete job training	2 FTE staff 2 classrooms 8 volunteer mentors	6-week job training program/30 hours per week	Program records	All participants who start training; must attend 90% of classes and complete all assignments	After 6 weeks of training	265 of 350 (76%) individuals complete job training
Individuals obtain employment that pays at least \$10/hour	2 FTE employment specialists	Employment specialists connect participants with employers who have open positions	Confirmation by new employer	All participants who complete job training	Within 6 months of completing training	212 of 265 (80%) individuals obtain employment that pays at least \$10/hour
Individuals retain employment for 12 months	1FTE Retention specialist	Retention specialist helps participants overcome issues that may result in job loss	Confirmation by employer	All participants who obtained employment that pays at least \$10/hour	12 months after obtaining employment	159 of 212 (75%) individuals retain employment for 12 months

Program Required Attachment



Theory of Change Model Example

SUPPORTING EVIDENCE	PROMISING PRACTICES	HYPOTHESES
<ul style="list-style-type: none">• What evidence supports your theory of change?• How does the evidence support causal links within your theory of change? How strong are the links?• What's the same or different between your theory and the evidence?	<ul style="list-style-type: none">• What promising practices or approaches support your theory of change?• How does the promising practices support causal links within your theory of change? How strong are the links?• What's the same or different between your theory and the promising practice?	<ul style="list-style-type: none">• What hypotheses are embedded in your theory of change?• What has informed these hypotheses? How do the hypotheses impact the causal links in your theory of change?• What will inform these moving forward? How will you know if they are accurate?

Q & A

Application Steps

- You will find the PDF versions of the RFPs, Required Attachments, Templates for other Documents, future FAQs and the timeline on our Website:
<https://www.uwgc.org/for-nonprofits/funding-opportunities/city-cincinnati-human-services-fund-2023>
- **The application will be online via our [e-CImpact portal](#), which will open on Friday, February 24th.**
 - We will provide an e-CImpact tutorial that will help you register for the portal if needed and walk through the online application. This will be posted on our website by February 24th.
 - If you do not have an account, you'll be provided instructions to create one. If you are unsure, please contact us at humanservicesfund@uwgc.org
- Reminder email will be sent on Monday February 27th

What happens if you are awarded funding...

- Programs that are funded will enter into a subcontract with United Way of Greater Cincinnati, as the administrator of the Human Services Fund for the City of Cincinnati, with specific milestones and agreed upon performance measures.
- Funding requirements will include regular (likely semi-annual) submissions of expense documentation and reporting of outcomes as well as participation in a feedback loop which could look like a site visit or a cohort meeting.
- Funding is typically disbursed through monthly (1/12th) installments; the first disbursement is contingent on the timing of subcontract agreements.
- Continuation of the funding in year 2 will be based upon the achievement of agreed-upon performance measures, and adherence to all reporting requirements and approval by the City of Cincinnati.

Process Reminder

Application Steps

Details and requirements for proposals are explained in the Human Services Fund RFPs at <https://www.uwgc.org/for-nonprofits/funding-opportunities>



It is highly recommended you attend one of the webinars. Registration information also found on the website.



Complete the application in the e-CImpact portal.



Applications are due **on Friday March 31st** for the Service Categories (Workforce Development, Youth Gun Violence and Housing for High-Risk Populations)

Late applications will be deemed ineligible and will not receive funding

Key Dates & Deadlines

- February 13, 2023: RFPs released
- February 24, 2023: Application opens in online system (e-CImpact)
- March 17, 2023, 4PM: Deadline for questions for the Service Category RFP
- **March 31, 2023, 5PM: Service Category RFP Proposal Due Date**
- April 14, 2023, 4PM: Deadline for questions for the Impact Award
- **April 28, 2023, 5PM: Impact Award RFP Proposal Due Date**
- July 2023: Notification of Grant Awards

Additional Webinars

- February 23: Q&A Webinar (Impact Award Only)
 - Register here:
<https://www.eventbrite.com/e/city-of-cincinnati-human-services-fund-impact-award-tickets-536246727397>
- March 7: Q&A Webinar (Impact Award and Services Category)
 - Register here:
<https://www.eventbrite.com/e/city-of-cincinnati-human-services-fund-qa-service-categories-impact-award-tickets-537666794857>
- March 21: Q&A Webinar (Impact Award and Services Category)
 - Register here:
<https://www.eventbrite.com/e/city-of-cinci-human-services-fund-qa-service-categories-impact-award-tickets-537693013277>
- April 11: Q&A Webinar (Impact Award Only)
 - Register here:
<https://www.eventbrite.com/e/city-of-cincinnati-human-services-fund-final-qa-impact-award-tickets-537712491537>



Thank you!

