



**United Way of Norman**

## **2010-2011 Funding Cycle**

# **REQUEST FOR PROPOSALS**

Overview/Instructions

Issue Date: February 1, 2010

Submittal Deadline: March 8, 2010, 12:00 p.m.

# OVERVIEW

## **Our Vision**

A community working together to make life better for everyone.

## **Our Mission**

To unite and focus community resources to address human needs.

## **Our Community Investments**

United Way of Norman invests resources to address the most important needs in our community by partnering with new and existing programs that produce measurable, effective results.

While UWN continues to meet basic needs- such as food, shelter and clothing- our focus has broadened to include programs focused on prevention.

## **The Case for Change**

Our donors and the community have challenged us to reduce or eliminate the underlying causes of needs in Norman. Our transformation to community impact brings more powerful and relevant solutions to our community's social problems.

An important dimension of the change is strategy. We're bringing these solutions to scale by discovering, developing, learning and applying the best ideas about strengthening our community to improve lives.

Simply moving dollars around between programs- even with the best needs assessment, the best outcomes process and the best agencies- is not enough to create the kind of significant, sustained change in conditions that our community and the people in it want to see.

United Way of Norman has a vision of what we want to accomplish in our community. We are engaging community partners to collaborate in an effort to alleviate the underlying issues that plague our community.

### **Community Impact Goals**

Every year United Way of Norman conducts an annual campaign to generate resources for our community. These resources are invested in Norman through a volunteer review process.

Trained volunteers distribute funds to programs focused on meeting the goals in three Community Impact Areas, as well as basic needs.

#### *Successful Children & Youth Impact Area Goals*

- Children and youth are ready and able to learn
- Children and youth are reaching their full potential
- Children and youth are safe and healthy

#### *Strong & Safe Individuals & Families Impact Area Goals*

- Individuals and families have economic security
- Individuals and families have resources for health and well-being

#### *Seniors & Persons with Disabilities Impact Area Goals*

- People maintain their independence and well-being
- People reach their full potential

#### *Basic Needs*

- Food Distribution/Nutrition Education
- Clothing
- Utility Assistance Program
- Emergency Shelter
- Relief to victims of a disaster

## **Community Impact Process**

Our Community Impact Councils, made up of more than 40 community volunteers, engaged in a six month intensive education, assessment and prioritization process. Through review of research, review of local data and best practices and input from the community, our volunteers have identified priority outcomes within each of our Impact Areas.

United Way of Norman will accept proposals from qualified 501(c)3 organizations to provide health and human services aligned with our Community Impact Goals.\* It is a competitive grant review process. Available resources will be determined after the conclusion of the annual campaign.

United Way's outcome-based review process requires programs to provide evidence about how they change the lives of individuals. In addition, programs are required to measure prescribed outcomes that align with United Way of Norman's Community Impact Goals.\*

\*Refer to the council framework for each impact council found at [www.unitedwaynorman.org/Request\\_Funding.php](http://www.unitedwaynorman.org/Request_Funding.php)

## IMPORTANT DATES

### RFP Process

**2010**

<b>Date:</b>	<b>Activity:</b>
January, 1, 2010	Open "Letter of Intent" to public
January 15, 2010, 12:00 p.m.	Letter of Intent Deadline
January 29, 2010	Agencies receive qualification letter to submit RFP
February 1, 2010	Request for Proposal Packet (RFP) available
March 8, 2009, 12:00 p.m.	Deadline for RFP submission
April 27, 2010	United Way Board approves Impact Council recommendations
May 10, 2010	Agencies receive award letters
July 1, 2010	Funding begins

# INSTRUCTIONS

## Instructions for preparing Request for Proposal

The basis for your organization's review and application for funds is this Request for Proposal. You are asked to provide detailed information regarding your organization's management, budget and programs. If you have any questions about how to complete any part of this packet, please contact Kathy Holder at the United Way of Norman, 329-2025 or [kholder@unitedway-norman.org](mailto:kholder@unitedway-norman.org).

## Formatting Instructions

- Download the RFP, Corresponding Council Framework and Budget Sheet from our website, [www.unitedwaynorman.org/Request\\_Funding.php](http://www.unitedwaynorman.org/Request_Funding.php). Answer areas within the forms will expand to accommodate the amount of information inserted.
- Documents in Word have been set up as text boxes. Click on the yellow answer area to input your response. The Impact Council Framework is set up as a PDF file. Click on the check box that corresponds with your program.
- Prepare the proposal in single-spaced 12-point Ariel font.
- Proposal narratives are limited to 5 numbered pages. Proposal narratives longer than 5 pages may not be considered.
- Narrative pages should be numbered.
- Submit application, Impact Council Framework and Budget Sheet electronically to [staff@unitedway-norman.org](mailto:staff@unitedway-norman.org). **In addition submit one (1) original copy of your proposal, council framework, budget sheet and supporting documents to the United Way office.**
- The proposal should be double-sided and stapled. **We only need one copy of supporting documents.**
- Before submitting your proposal, please review it to ensure that all requested items are included. Proposals missing any required information will not be considered.