

FINANCIAL SECURITY

Q1 2025 Request for Proposals



UNITED WAY
North Central
Florida

Q1 2025 Request for Proposal: Financial Security

Overview: United Way North Central Florida (UWNCFL) invites eligible nonprofit organizations to apply for funding under our Financial Security Impact Area. This initiative supports ALICE (Asset Limited, Income Constrained, Employed) households by providing resources to achieve financial stability and independence. Organizations receiving funding will be recognized as Impact Partners, collaborating with UWNCFL to create thriving communities.

Goal: To help ALICE households build financial stability and independence by addressing immediate financial challenges or through financial literacy to create stronger financial futures.

Funding Details: Total available funding is \$40,000.00 with the intent to award funds to one (1) agency program although funds may be split between two (2) agency programs. Applicants must apply under one (1) of the following funding options:

- A. One-Time Assistance Funds: Provide direct assistance to ALICE households to address urgent needs such as:
 - a. Rent/mortgage payments to prevent eviction or foreclosure.
 - b. Utility payments (including Internet) to avoid disconnection.
 - c. Critical vehicle repairs to maintain employment.
 - d. Prescription assistance for essential medication(s).
 - e. Childcare to maintain employment.

- B. Financial Literacy Support: Deliver long-term financial literacy programs (must be a minimum of 4-weeks and include regular follow-up for a minimum 3-months post program) to help ALICE households build sustainable financial skills, including:
 - a. Budgeting and savings
 - b. Financial counseling and coaching
 - c. Access to financial tools and resources
 - d. Credit-building and debt management education

Eligibility Criteria: Organizations must meet the following standards to apply for funding.

- Serve residents in one or more of the following counties: Alachua, Bradford, Dixie, Gilchrist, Levy, or Union.
- Be a 501(c)(3) nonprofit in good standing or an eligible public entity (e.g., schools, libraries).
- Been in operation for a minimum of two (2) years.
- Provide health, welfare, or social services that align with UWNCFL's Impact Area.
- Have a policymaking, volunteer Board of Directors meeting at least quarterly.
- Adhere to non-discrimination policies.
- Be fiscally stable.
- Agree to comply with UWNCFL's Impact Partner Policies and Procedures.

Proposal Requirements: All proposals must include the following:

1. Organizational Overview
 - a. Mission and Vision

- b. Target populations served, including percentage of ALICE households.
 - c. Alignment with UWNCFL's Impact Area and geographic focus.
2. Program Description
 - a. Specify funding option A or B as listed above under Funding Details.
 - b. Detailed program narrative of activities and expected outcomes.
 - c. Projected number of individuals or households served.
 3. Budget
 - a. Detailed line-item program budget showing how funds will be allocated as well as projected cost per person and/or household service.
 4. Outcomes and Evaluation
 - a. Explain current outcomes and evaluation methods.
 5. Supporting Documents
 - a. 501(c)(3) determination letter
 - b. Most recent 990
 - c. Most recent audit or financial statements
 - d. List of Board members with terms and meeting schedule
 - e. Non-discrimination, equal employment, and anti-terrorism policies.
 - f. Proof of liability insurance (including Directors and Officers coverage)

Outcomes and Evaluation: The funded program(s) will be required to submit a 6-month report and one final report on the following measurable outcomes and data collected based on funding option selected. All individuals/households assisted must be screened utilizing the [ALICE Budget and Income Status Tool](#) to verify ALICE threshold status.

- A. One-Time Assistance Funds
 - a. Number of individuals and/or households served by type of assistance provided along with demographic data to include:
 - i. Individual/household zip code
 - ii. Individual/household race/ethnicity
 - iii. Individual/household income
 - iv. Age for individuals
 1. adult (age 18-64)
 2. senior (age 65+)
 - v. Ages for households (if applicable)
 1. total number of adults (age 18-64)
 2. total number of seniors (age 65+)
 3. total number of school-age children (age 5-17)
 4. total number of preschoolers (age 3-4)
 5. total number of infants (age 0-2)
 - b. Number of individuals and/or households maintaining housing stability and/or employment stability for at least 3 months post assistance
 - c. Client Success Story

B. Financial Literacy Support

- a. Number of individuals participating in the financial literacy program along with demographic data to include:
 - i. Zip code
 - ii. Race/ethnicity
 - iii. Income
 - iv. Age for individuals
 1. adult (age 18-64)
 2. senior (age 65+)
 - v. Ages for households (if applicable)
 1. total number of adults (age 18-64)
 2. total number of seniors (age 65+)
 3. total number of school-age children (age 5-17)
 4. total number of preschoolers (age 3-4)
 5. total number of infants (age 0-2)
- b. Number of participants completing the program
- c. Number of participants engaged in 3-month post-program follow-ups
- d. Number of participants achieving:
 - i. Household budget
 - ii. Emergency savings of at least \$300
- e. Percentage of participants expressing stronger financial security post program
- f. Client success story

Funding Timeline

- RFP Release Date: February 12, 2025
- Information Sessions: February 13, 2025
- Deadline for Submissions: March 4, 2025
- Submission Evaluation Period: March 5 – 11, 2025
- Site Visits for Eligible Applicants: March 12 – 27, 2025
- Award Notification: March 31, 2025
- Funding Disbursement: April 15, 2025
- Spending Period: April 1, 2025 – March 31, 2026

Submission Instructions: All proposals must be submitted through UWNCFL’s website at <https://unitedwayncfl.org/apply>. Proposals must be submitted by 11:59 PM on March 4, 2025. Incomplete or late applications will not be reviewed.

Review and Selection Process: Written proposals will be evaluated by a volunteer committee utilizing a scoring matrix based on the proposal’s alignment with UWNCFL’s Financial Security Impact Area goals, demonstrated ability to meet the needs of ALICE households, organizational capacity and financial stability, and ability to report on required outcomes. Proposals scoring in the top 25% will advance to having a Site Visit. The volunteer committee will combine written proposal and site visit scores to determine the most qualified agency(s) to receive funding and provide a recommendation to the UWNCFL Board of Directors for final approval.