

Fund Description

United Way of Racine County's Equity Innovation Fund supports projects, programs and solutions that use innovative strategies to reduce disparities, improve outcomes and empower members of historically marginalized populations. This is a competitive fund, and requests that meet requirements are not guaranteed funding. United Way of Racine County reserves the right to adjust the fund structure at any time. The United Way of Racine County (UWRC) Equity Innovation Fund is made possible through the generosity of MacKenzie Scott and through support from Racine County.

Key terms

Equity, innovation and historically marginalized population are key terms related to this funding opportunity. The definitions used for these terms for the purpose of this fund are as follows:

Equity creates conditions that allow all to reach their full potential. It is just and fair inclusion. Equity is not equality.

Innovation makes changes in something established, especially by introducing new methods, ideas and products. Innovation requires knowledge, ingenuity and focus. It is newness—or renewal—and improvement. Innovation is not invention.

Historically marginalized populations are individuals, groups, and communities that have historically and systematically been—and continue to be—denied access to services, resources and power relationships across economic, political, and cultural dimensions as a result of systemic, durable, and persistent racism, discrimination and other forms of oppression. Historically marginalized populations are disproportionately affected by inequities.

Historically marginalized populations are often identified based on their race, ethnicity, socio-economic status, geography, religion, language, sexual identity, and disability status, and include members of the following groups/communities:

- African American/Black
- Indigenous
- Immigrant or refugee
- Latinx/Hispanic
- Individuals with cognitive or physical differences
- LGBTQIA+
- People of color
- Veterans
- Women

Fund Eligibility

The following types of entities are eligible to apply for Equity Innovation funds:

- **Grassroots Organization:** A community-based organization or organized group of individuals that has identified a specific issue/problem and is working collectively towards a solution.
- **Social Entrepreneur or Innovator:** An individual, company or aspiring nonprofit with a novel solution to a social problem.
- **501(c)(3) or 170 Organizations**
 - **501(C)(3) Organization** - Section 501(c)(3) is a portion of the U.S. Internal Revenue Code (IRC) and a specific tax category for nonprofit organizations. Organizations must be registered with the IRS as a Section 501(c)(3) nonprofit.
 - **170 Organization** - An organization which is allowed to receive charitable contributions under Section 170(b)(1)(A). These include:
 - Churches and church associations
 - Educational institutions
 - Hospitals and medical research facilities
 - Other public institutions which receive a substantial amount of their funding from federal, state or local government.

To be eligible to apply for funds, organizations must meet all of the following criteria:

- Serves residents of Racine County, WI. If the organization serves residents of other geographic locations, it must be able to clearly demonstrate the service to and impact on Racine County residents.
- Able to provide (upon request) detailed, board-approved budgets and financial reports, including an audit or audited financial statements as required by State of Wisconsin Statute 202.12 (1)(b).
- Able to serve as own fiscal agent or have a written agreement with an established 501(c)(3) or 170 organization that will serve as fiscal agent for the proposed program.
- Has been legally incorporated for at least six months.
- Is tax exempt as described in section 501(c)(3) of the Internal Revenue Code or allowed to receive charitable contributions under Section 170(b)(1)(A).
- Is governed by a voluntary board of directors, which has reviewed and approved the application for funding through the Equity Innovation Fund.
- Maintains a policy of non-discrimination and equal opportunity, and complies with the Americans with Disabilities Act.

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- Is in compliance with all community investment policies and procedures and funding agreement stipulations if currently receiving other funds from United Way of Racine County.

Application Process and Fund Timeline

The Equity Innovation Fund grant application opened January 2022 and will continue to accept funding requests until further notice. Proposals will be reviewed and approved quarterly. Application due dates are the following:

- March 31
- June 30
- September 30
- December 31

Application review and approval will take place the following months:

- April
- July
- October
- January

All potential applicants are required to meet with UWRC staff prior to applying. The meeting must be scheduled through the link at www.UnitedWayRacine.org/EIF.

Following the meeting, the application link will be provided to the potential applicant. All applications must be submitted online according to the instructions provided.

Applications submitted via other means will not be accepted or reviewed.

Requests will be reviewed by the Equity Innovation Committee (EIC) and United Way staff and approved by the United Way board. Notification of funding will be issued by the 15th of the month following application review and approval. Project/program activities must begin within 90 days of funding notification. Funds must be expended within one year of funding notification. Grantees will be required to provide quarterly updates to UWRC on program/project progress and to submit an end-of-funding report within 60 days of the project/program completion.

Some or all of the grant award may be federal funds. All grant funds are disbursed by the Racine Community Foundation.

Application Review

The review process is conducted by the Equity Innovation Committee, United Way staff and United Way board members. If an EIC member's organization applies for equity

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innovation fund dollars, that EIC member will disclose their conflict of interest and will refrain from voting on that proposal during that funding review. Incomplete applications, applications that do not meet the eligibility requirements, and applications with misalignment between the request narrative and request budget will not be considered for funding. Demonstration of timely compliance with requirements for other United Way funds will be considered when reviewing requests for the Equity Innovation Fund.

The vice president-finance and administration is responsible for monitoring expenditures from the Equity Innovation Fund and reporting them in the monthly financial reports to the board.

All requests are reviewed and monitored by EIC. Expenditures from the UWRC Equity Innovation Fund shall be approved as follows:

- Requests up to \$10,000 are approved by the president, the United Way board chair, and EIC.
- Requests for more than \$10,000 are approved by EIC and either the United Way executive committee or board of directors.

Non-allowable Expenses

- Funds cannot be used to cover expenses incurred prior to funding notification.
- Funds cannot be used to supplant existing budgeted items (e.g. existing organization dollars for the proposed program/project cannot be displaced by United Way of Racine County Equity Innovation Fund dollars and reallocated for other organizational expenses).

Request Guidelines

- The minimum amount for Equity Innovation fund requests is \$5,000. The maximum amount for Equity Innovation fund requests is \$75,000. We anticipate most awards will be \$50,000 or below.
- Projects/programs/solutions that rely heavily on partnership with other organizations/institutions must provide a letter of support from each partner organization stating their willingness to partner with the grantee if funds are awarded. If you are unsure if a letter of support is required for your proposal, contact United Way staff.
- Organizations may submit one Equity Innovation fund request per year. Subsequent requests will not be considered if the work funded by the organization's initial request is still in progress, or if the organization failed to meet the funding and reporting requirements of its initial request.
- Funding is available until the available Equity Innovation funds are exhausted.

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- Requests for a second year of funding will be allowed by invitation only and are dependent on the results of the first grant, and the balance of the Equity Innovation Fund. No grantee is guaranteed a second year of funding.
- Fifty percent of the grant award will be released upon execution of an MOU between United Way of Racine County, the grantee organization and their fiscal agent (if applicable). The MOU will include the project/program scope and the responsibilities and expectations of the participating entities. Remaining funds will be released according to the MOU and documentation of positive progress towards project/program implementation.
- Unused funds and funds that are not used according to the approved project/program plan must be returned to United Way of Racine County.
- Submission of a request that meets the fund requirements does not guarantee funding.
- UWRC reserves the right to change the focus of the fund at any time.

Equity Innovation Fund Priorities

The Equity Innovation fund supports projects, programs and solutions that use innovative strategies to reduce disparities, improve outcomes and empower members of historically marginalized populations.

Applicants must be able to clearly define:

- The population served
- The disparity(ies) addressed
- What makes the project/program innovative
- The definition of success for the project/program
- The impact created through the funding

Projects/programs should address one or more of the following areas:

- Early childhood and kindergarten readiness
- K-12 academic and/or social emotional success
- Individual independence
- Individual and/or family stability

Budget Requirements

- Applications with misalignment between the request narrative and request budget will not be considered for funding.
- All fund requests are required to submit a complete and detailed budget and budget narrative.

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- Budget details should include quantities, unit costs and calculations.
- If the total budget for the project exceeds the amount requested from UWRC, there must be clear documentation of already-secured additional funding sources to cover the difference.

Application Questions

Following submission of the application form via the United Way of Racine County website, the individual listed as the Primary Contact on the application will receive an auto-generated confirmation email. The Primary Contact must immediately respond to that email with the following attachments required of all applicants:

- Proof of IRS determination of 501(c)3 or 170 status
- Completed United Way of Racine County Equity Innovation Fund Budget Template
- Letter(s) of support from partner organizations (if applicable)

In addition, requests for \$10,000 and above must provide the following:

- Board roster, including board member names, affiliations and board roles
- Organizational budget
- An audit or audited financial statements as required by the State of Wisconsin Statue 202.12 (1)(b)

Failure to submit the required attachments will render the application ineligible for review.

Eligibility screening

Are you currently a funded partner of United Way of Racine County, receiving allocations?

- If yes, the form jumps to the organization information and questions.
- If no, the form jumps to eligibility screening.

Eligibility screening questions

At any point, if eligibility screening fails, the form states: *Based on the information provided, your organization is not eligible to apply for funding.*

- Does your organization serve residents of Racine County, WI?
- Is your organization able to provide detailed financial reports and board-approved budgets?
- Has your organization been legally incorporated for at least six months?

- Is your organization tax exempt as described in section 501(c)(3) OR allowed to receive charitable contributions under Section 170(b)(1)(A) of the Internal Revenue Code?
- Are you able to provide an audit or audited financial statements as required by the State of Wisconsin Statute 202.12 (1)(b)?
- Is your organization governed by a local voluntary board of directors?
- Has this board approved this application for funding?
- Does your organization maintain a policy of non-discrimination and equal opportunity, and comply with the Americans with Disabilities Act?
- Can your organization attest to abiding to the Patriot Act Anti-Terrorism Compliance requirements?

Organization information

- Executive director/CEO name, title, email address, phone
- Organization legal name, organization name as you'd like it to appear in print, website address, phone, address, city, state, zip code
- Primary contact name, title and email address
- Year incorporated
- Organization mission statement
- Organization logo (if one exists)
- Board president name and email address

Fiscal agent information

- Do you have a fiscal agent?
 - If yes, the following information is required.
 - Fiscal agent legal name, IRS EIN number, executive director/CEO name, title, email address, phone number, website address, phone number, address, city, state, zip.
 - **Answer these elements as the fiscal agent:**
 - Eligibility Questions
 - Board Chair and Board of Director list
 - Organizational Budget
 - **Answer these elements as the applicant organization:**
 - Organization information
 - Project budget
 - If no, IRS EIN number.
- All organizations/fiscal agents must provide proof of IRS determination of 501(c)3 or 170 status.

Application questions

- Name of project/program.
- Name of project/program as you'd like it to appear in print.
- Logo or project/program (if available)
- Dollar amount requested. *This amount must match the amount requested from United Way on the budget template.
- Which of the following areas does this project/program address?
 - Early childhood and kindergarten readiness
 - K-12 academic and/or social emotional success
 - Individual independence
 - Individual and/or family stability

Narrative: Organization

- Provide a brief history of your group/organization.
 - What motivates your team to do this work?
 - How and why did you get started?
- Provide an overview of your group/organization's mission and services.
- Describe the demographics of your staff/volunteers and board. What measures do you have in place to ensure that your staff and board aligns with the overall diversity of Racine County?

Narrative: Project/Program

- What specific need or issue is your program/project designed to address? What is the specific disparity that you plan to address? Cite local data to demonstrate your case for need.
- Describe the program/project. What services do you plan to provide and how will they address this need?
- What makes this program/project innovative? Innovation makes changes in something established, especially by introducing new methods, ideas and products. Innovation requires knowledge, ingenuity and focus. It is newness—or renewal—and improvement. Innovation is not invention.
- What community partners (i.e. churches, neighborhood groups, businesses, nonprofits, schools) will help you provide the services proposed? Specify whether this is a new or existing partnership and what each partner will be providing for the project.
- What is the timeline for your program/project? What are the major milestones you plan to achieve, and by when?

- What specifically will you spend United Way funding on? Outline all major budget items, including costs.
- How will you adjust your plans if your request is not fully funded?

Narrative: Population Served

- Estimate the number of individuals you plan to serve with United Way funding.
- Who is the marginalized population(s) that will be served by this program/project? You may select more than one, but be specific. Who is the primary target of this work?
 - African American/Black
 - Indigenous
 - Immigrant or refugee
 - Latinx/Hispanic
 - LGBTQIA+
 - People of color
 - Veterans
 - Women
 - Individuals with cognitive or physical differences
 - Other not listed
- Describe the target community (the specific marginalized population) for this program/project in more detail. *Historically marginalized populations are individuals, groups, and communities that have historically and systematically been—and continue to be—denied access to services, resources and power relationships across economic, political, and cultural dimensions as a result of systemic, durable, and persistent racism, discrimination and other forms of oppression. Historically marginalized populations are disproportionately affected by inequities.*
- Describe how you will identify clients/participants for your project/program services.
- How will your services support an increase of equity, reduction in disparities, and/or inclusion for that specific marginalized group in Racine County? *Equity creates conditions that allow all to reach their full potential. It is just and fair inclusion. Equity is not equality.*

Narrative: Outcomes and Impact

- What is the anticipated outcome/impact of this project/program? How do you envision a participant will be impacted by this project/program? *Outcomes are measurable changes that indicate achievement of a project/program. They take*

time to achieve and are usually intangible. Examples include a change in behavior, a change in knowledge, etc.

- What project/program outputs do you anticipate reporting? *Outputs are typically countable, tangible things that are linked to program/project activities. Examples include number of sessions, number of events, attendance at an event, etc.*
- What is the definition of success for a participant/client served by this project/program?
- How will you measure success? Why did you choose this method?
- What successes have been achieved already, if any?
- How will you demonstrate the impact of your services on the disparity(ies) at the end of the grant period?
- Is there any additional information you would like the review committee to consider?

Budget and Terms

- Budget: Upload a complete and detailed Equity Innovation fund budget that includes quantities, unit costs and calculations.
- Agree to terms: *All applicants must read, agree to sign, and meet all provisions of the funded agreement and standards including compliance requirements. If organization is currently funded by UWRC, they must be in compliance with all policies and procedures at the time of submitting appropriate requests. An end-of-project report is required of all awarded requests.*
- Agree to terms: *I hereby certify on behalf of the organization named in this application that all United Way funds and donations will be used in compliance with all applicable anti-terrorist financing and asset control laws, statues, and executive orders.*
 - Type name and title.

Reporting requirements

All grantees will be assigned a UWRC staff member and/or volunteer who will serve as a coach, advocate and accountability partner. This individual will understand the fund requirements and will support grantees in successfully navigating project/program delivery, measurement and impact reporting. Grantees are required to meet with this person at least quarterly for the duration of the funding period. During the meetings, grantees will provide UWRC representatives with a status update on the project/program, an overview of successes and struggles to date, and any additional information pertinent to the project/program. The goal of these meetings is to provide ongoing support and assistance to grantees as they navigate implementation of their project/program using United Way Equity Innovation funds.

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Grantees are required to submit a report at UnitedWayRacine.org/EIF within 60 days of the completion of the project. Additional reporting requirements may be stipulated in funding agreement. Late and/or incomplete reports will negatively impact the organization's eligibility for future United Way of Racine County funding. Information included in this report will be shared with United Way staff, board and community investment volunteers and may also be included in United Way reports, media and publications, including an impact report to MacKenzie Scott.

- Organization name
- Executive director/CEO name
- Name and email address of person completing report
- Name of the project/program for which your organization received funding
- How many people were served by your project/program?
- Describe any deviance from proposed activities to actual activities.
- What was innovative about your project/program?
- What is the definition of success for a participant/client served by this project/program?
- How did you measure success? Why did you choose this method? Was the measurement method appropriate?
- Using your definition of success, describe the impact the funding had on your clients/participants and/or community.
- What's next for the project/program?
- Provide a photo(s) (with media release) that demonstrates the impact of the grant.
- Provide a 2-3 sentence statement of impact that can be used as a stand-alone quote. Include the name and title of the person quoted.
- Provide links to any social media posts, media releases, marketing collateral, etc. related to the project funded.
- Is there any additional information you would like to report?
- A financial report that documents grant fund expenditures.