



REQUEST FOR PROPOSALS

United Way Bay Area Ambassadors Community-Led Housing Grants

1. OVERVIEW

United Way Bay Area (UWBA) mobilizes the Bay Area to dismantle the root causes of poverty and build equitable pathways to prosperity. Through initiatives and policy change, we provide immediate support and long-term solutions for employment, housing, financial stability, and meeting basic needs.

The San Francisco Bay Area has faced several compounding crises: the COVID-19 pandemic, increasingly devastating wildfires, and an economic crisis that has disproportionately impacted low-income communities. These crises exacerbated widespread issues already plaguing the Bay Area housing market. Addressing housing and homelessness in the Bay Area has thus never been more essential than it is right now. Historical disparities reproduced in today's housing system operate in tandem with the Bay Area's immense racial wealth gap, with BIPOC (Black, Indigenous, and People of Color) residents being half as likely to own homes and twice as likely to live in poverty. In short, fighting for housing stability and affordability requires putting equity front and center. As a regional organization whose mission is to disrupt poverty and build pathways to prosperity, fighting for housing justice is critical.

UWBA launched our Housing Justice Initiative in 2021. Our goals are to increase access to stable and affordable housing, prevent homelessness, and address the racial wealth gap through programming, grantmaking, partnerships, and policy advocacy. We also plan to raise awareness of housing issues and solutions through a public will-building campaign.

For more information, visit: uwba.org/housing-justice

UWBA Ambassadors are committed community members and clients of our various programs, including SparkPoint, Free Tax Help, 211, among others. Ambassadors provide valuable feedback on UWBA programming, attend advocacy days, and speak to media and at fundraising events. This RFP has been carefully crafted by a small group of Ambassadors. UWBA Ambassadors will read, review, score, and make decisions on these grants.

2. GOAL OF THIS RFP

UWBA Ambassadors are currently accepting proposals from local Bay Area agencies that help advance our Housing Justice Initiative. Our goal is to fund 10 organizations that work in at least one of these funding areas.

The goals of this RFP are to fund 501c3 organizations that provide direct financial assistance to families in the following areas:

- **Provide financial assistance and services to keep people housed.** Organizations should provide rental assistance to families who fall off the benefits cliff but do not make enough to make ends meet in the Bay Area. Organizations can also work on policy changes for more permanent solutions.
- **Provide financial assistance and services to transition unsheltered individuals and families to more permanent housing.** Services should include at least 1-3 months of funding to individuals or families that would lead to more stable housing.
- **Provide financial assistance to house families and single people that are moving into a new place.** This could include the security deposit as well as first and (if applicable) last month's rent.

3. GEOGRAPHY

We are seeking proposals that advance housing justice in one or more of the following Bay Area counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, and Solano.

4. NUMBER OF GRANTEES AND FUNDING AMOUNTS

UWBA Ambassadors will fund 10 organizations at \$25,000 each.

Total amount of funding available: \$250,000

5. ELIGIBILITY

Organizations must be a 501c3 community-based organization to apply. Organizations must serve one or more of the following Bay Area counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, and Solano. Organizations that do not currently have an MOU with UWBA are encouraged to apply.

6. SELECTION CRITERIA

All proposals that meet the requirements of this Request for Proposals and are submitted by the deadline will be considered based upon the materials provided. UWBA Ambassadors will select applicants who best fit the priorities outlined in the opportunities above and make selections based on the criteria below:

- a. The proposal's alignment with the three focus areas of the RFP
- b. The experiences and expertise of the organization
- c. The project's likelihood of achieving the desired outcome of the project with the budgeted costs
- d. The project's ability to address disparities for BIPOC populations
- e. The project's ability to target single adults as well as families that fall off the benefits cliff or fall within

7. APPLICATION

The proposal should be submitted via this [online form](#) by **April 29** and should include the following:

- A. Contact Information.** Provide your name, title, phone number, and email for the best contact person for follow up questions and/or to notify grant status. Also provide your organization name, EIN#, website, address, and the name and contact information of your Executive Director or Organization Leader who is authorized to sign on behalf of the agency.
- B. Organization Summary & History.** Provide a summary of your organization as well as recent successes. How long have you helped families? What are the results of the families and individuals your organization has helped?
- C. Program & Project Description and Plan.** Describe the project for which you seek funding and detail your plan for how you would use the funds by responding to the following: What is your vision for this project? How will you use the funds? What steps or measures will you implement to realize your vision?
- D. Process / Procedure for families.** Provide a thorough explanation of the following questions: What is the process for helping individuals? What information is collected from them? How would an individual or family access services for this project?
- E. Impact and Results.** Describe the outcomes you hope to achieve and describing the ultimate goal of your project.
- F. Budget and Costs.** Provide a breakdown of anticipated program and project expenses, as well as other sources of revenue of the project. Indirect costs will be capped at 20%.
- G. IRS 501c3 determination letter**
- H. IRS Form 990**
- I. Most Recent Financial Audit.** Organizations requesting over \$50,000 will be required to submit their most recent financial audit, financial review, or financial statements.

8. DELIVERABLES AND REPORTING

Organizations that are awarded an Ambassador Housing grant are required to use the funds for housing-related activities to help individuals and families. Organizations will be asked to provide a mid-year and final report that includes responses to the following questions:

- How did the funding benefit families? Please also share stories or testimonies from individuals or families who benefited from the funding.
- How was the funding used? Please submit expenses incurred to date.
- How many people did you serve? Provide a description of families served.
- What outcomes were achieved? How does it compare to your original plans?
- Share any challenges experienced during the process. Were there families who you weren't able to support?

Organizations may be asked to present to Ambassadors at the end of the grant year on who benefited from the project.

9. TIMELINE

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| RFP released: | March 29, 2022 |
| Informational webinar: | April 6, 2022, 5pm |
| Due date: | Proposals are due to UWBA by April 29, 2022. Proposals will be accepted until 11:59 PM PST on April 29th. All proposals should be sent via the online form. Any proposals received after this date and time will not be considered. |
| Review of proposals: | May 2022 |
| Selection of grantees: | June 2022. Terms and conditions will be negotiated upon selection of the proposals and will be subject to review by United Way Bay Area, including but not limited to scope, costs, timeline, and anything else applicable to the project. Applicants that were not selected will be notified by June 30, 2022. |
| Grant period: | The grant period for selected projects/organizations will be June 1, 2022, through May 30 2023. |

10. HOW TO APPLY

Please visit uwba.org/housing-justice to get a link to the application.

For any questions about this RFP, please contact Rachel Reese at housingjustice@uwba.org