FY19-21 Core Investment Cycle Application Questions

**Objective:** Increase the # of individuals and families building assets

**Agency profile**
1. Executive director or chief executive officer contact information: name, job title, email address, phone number, extension.
2. Chief financial officer or primary finance contact information: name, job title, email address, phone number, extension.
3. Board chair contact information: name, job title, email address, phone number, extension.
4. Person completing funding application contact information: name, job title, email address, phone number, extension.
5. Organization’s mission statement.
6. Fiscal year end date.
7. Organizational revenue [FY 2017].
8. Projected organizational revenue [FY 2018].
9. Upload board list that includes member name and affiliation (i.e. current or former employer).

**Demographic profile (Answers will not impact funding decisions.)**

<table>
<thead>
<tr>
<th>Organizational Leadership Demographics</th>
<th>Executive Director</th>
<th>Senior Staff (Excluding ED)</th>
<th>Board of Directors</th>
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<tbody>
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<td>African American or Black</td>
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<td>American Indian or Alaska Native</td>
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<td>Native Hawaiian or Other Pacific Islander</td>
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<td>Individuals living with disAbilities</td>
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<td>Individuals NOT living with disAbilities</td>
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Alignment

Program design

1. Provide the start and end dates for the 2017 program year.

2. Which of the following most closely represents how the organization delivers IRS approved Volunteer Income Tax Assistance (VITA) services?
   - Organization’s staff delivers IRS approved VITA services to clients
   - Organization partners with an IRS approved VITA provider to deliver services to clients
   - Other________
   - None of the above

3. Which of the following most closely represents how the organization delivers financial counseling services?
   - Organization’s staff delivers financial counseling services to clients
   - Organization partners with a financial counseling service provider to deliver financial counseling services to clients
   - Organization refers clients to an off-site financial counseling provider
   - Other________
   - None of the above

4. Which of the following most closely represents how the organization delivers financial coaching services?
   - Organization’s staff delivers financial coaching services to clients
   - Organization partners with a financial coaching service provider to deliver financial coaching services to clients
   - Organization refers clients to an off-site financial coaching service provider
   - Other________
   - None of the above

5. If the organization provides VITA tax, financial counseling or financial coaching services as part of a partnership with another organization, upload a Memorandum of Understanding (MOU) that is signed by the Executive Director/CEO of the applicant organization and the Executive Director/CEO(s) of the partner organization(s).

6. In 750 words or less, describe the organization’s asset building program. Make a clear connection between the program design and intended program impact. Be sure to include a discussion of the following elements, if applicable
   - Community context
   - Program design/structure (such as recruitment, staffing, frequency and duration of program activities, case management supports)
   - VITA services
   - Financial counseling and/or coaching services

United Way of Greater Philadelphia and Southern New Jersey
• Benefits access services
• Intended program impact

7. Is the organization currently implementing an accredited financial counseling model? If yes, provide the name of the model and the accrediting body. [Enter N/A if the organization does not offer financial counseling.]

8. Is the organization currently implementing an accredited financial coaching model? If yes, provide the name of the model and the accrediting body. [Enter N/A if the organization does not offer financial coaching.]

**Targeted service delivery**

9. Which of the following targeted populations does the program have an intentional strategy for recruiting and serving? [Check all that apply]
   - EITC eligible tax filers
   - Immigrants/Refugees
   - LGBTQIA community
   - People experiencing intimate partner violence
   - People experiencing homelessness and/or housing instability
   - People experiencing substance abuse issues
   - People experiencing mental health issues
   - People living with physical disAbilities
   - People living with mental disAbilities
   - People living at or below 200% of the federal poverty level
   - People with low literacy and/or low numeracy skills
   - Returning citizens
   - Recipients of TANF
   - Veterans
   - Other________
   - None of the above

10. In 250 words or less, describe how the program determines the needs of the target population(s) checked in response to the previous question.

11. *In 500 words or less, explain how the program tailors its staff training, recruitment/identification and/or service delivery approach to meet the need(s) of the target population(s) checked in response to the previous question.*

**Partnership**

1. *In 500 words or less, describe the key partnership(s) the organization leverages to deliver the asset building program, particularly partnerships that ensure that the individuals and/or families served have access to stability supports. Include a discussion of how these partnership(s) contribute to the organization’s ability to achieve the intended program impact. [Exclude a discussion of VITA, benefits access, financial coaching and financial counseling partnerships here.]*
Performance results

Each performance measure has an alternate option: “Organization does not collect data for this performance measure.” Fiscal year 2016, fiscal year 2017, and projected fiscal year 2018 performance results will be collected.

1. How much?
   - # of unduplicated individuals who received VITA tax filing services
   - # of unduplicated EITC eligible tax filers who received VITA tax filing services
   - # of unduplicated individuals who received financial counseling/coaching services
   - # of unduplicated individuals whose household income was at or below 200% of the federal poverty level [of those who received financial counseling, coaching and/or VITA services]
   - # of unduplicated individuals who were unbanked [of those who received financial counseling, coaching and/or VITA services]

2. How well?
   - # of unduplicated EITC tax filers who received financial counseling/coaching services
   - # of unduplicated individuals who secured fair and affordable financial options and products [of those who received financial counseling/coaching services]
   - # of unduplicated individuals who reduced their debt [of those who received financial counseling/coaching services]
   - # of unduplicated individuals who reduced their debt by 25% [of those who received financial counseling/coaching services]
   - # of unduplicated individuals who increased their credit score [of those who received financial counseling/coaching services]
   - # of unduplicated individuals who increased their credit score by 100 points [of those who received financial counseling/coaching services]
   - # of unduplicated unbanked individuals who opened a bank account [of those who received financial counseling, coaching and/or VITA tax services]
   - # of unduplicated individuals who opened a Children’s Savings Account (CSA) [of those who received financial counseling, coaching and/or VITA tax services]
   - # of unduplicated individuals who opened an Individual Development Account (IDA) [of those who received financial counseling, coaching and/or VITA tax services]
   - # of unduplicated VITA tax preparers trained

3. Is anyone better off?
   - # of unduplicated individuals who increased their savings [of those who received financial counseling/coaching services]
   - # of unduplicated individuals who increased their savings to reflect three months of household expenses [of those who received financial counseling/coaching services]
   - # of unduplicated individuals who built assets [of those who received financial counseling/coaching services]
   - # of unduplicated individuals who maintained the value of their assets [of those who received financial counseling/coaching services]
   - # of unduplicated individuals whose household income increased above 200% of the federal poverty guideline [of those who received financial counseling, coaching and/or VITA tax services]
• Cumulative savings accrued by individuals who increased their savings

4. Disaggregate the following indicator – number of unduplicated individuals who received VITA tax filing services **AND** number of unduplicated individuals who received financial counseling/coaching services during the 2017 program year – by:
   - Race/ethnicity
   - Gender
   - Age
   - Individuals above 200% of the federal poverty level
   - Individuals at or below 200% of the federal poverty level
   - Individuals served at site(s) **in** the following zip codes with concentrated poverty:
   - Individuals served **from** the following zip codes with concentrated poverty:

   Atlantic County: 08217, 08401
   Burlington County: 08015, 08068
   Cape May County: 08251
   Camden County: 08102, 08103, 08104, 08105
   Cumberland County: 08321, 08324
   Delaware County: 19013, 19014
   Montgomery County: 19401, 19464
   Philadelphia County: 19121, 19122, 19124, 19131, 19132, 19133, 19134, 19139, 19140, 19141, 19142, 19143, 19144

   • Service across UWGPSNJ’s counties

5. In 250 words or less, provide any additional information that may assist reviewers in better understanding the performance results provided in this section.

6. In 500 words or less, describe how the organization uses client, program implementation, and outcome data to improve program quality and assess progress toward program goals/objectives.

**Organizational capacity**

**Learning community participation**

1. Is the organization willing to commit staff time to participate with UWGPSNJ’s learning communities in accordance with the expectation outlined in the Funding Tier guidance document? (Y/N)

2. If the organization is applying to be a Regional or Key partner, upload the job description for the individual who will participate with the learning community meetings. [Enter N/A if applying to be a Supporting Partner in this objective.]

**2-1-1**

1. Is the organization’s information in the 2-1-1 (NJ and/or PA) database system? (Y/N)
2. If yes, is the organization’s information (location and service) updated in the 2-1-1 (NJ and/or PA) database? (Y/N)

3. In 200 words or less, describe how the organization promotes 2-1-1 (NJ and/or PA) as a resource for the individuals and families served.

**Trauma-informed care**

1. Which of the following most closely represents how the organization delivers trauma-informed services:
   - The organization’s services are not currently trauma-informed.
   - The organization implements a trauma-informed approach when delivering some services.
   - The organization implements a trauma-informed approach when delivering most services.
   - The organization implements a trauma-informed approach when delivering all services.

**Advocacy**

1. In 500 words or less, describe the organization’s experience advocating for solutions to improve education, financial stability, and/or community well being. Include an overview of relevant organizational alliances or collaborations, successes achieved as a result of the advocacy work, and how the advocacy effort is connected to the organization’s programmatic work and/or mission. Limit the response to the last three years. [Enter N/A if the organization does not currently engage with any advocacy efforts.]

**Two-generation approach**

1. Which of the following most closely represents how the organization delivers services to more than one generation of clients:
   - The organization does not currently offer programming or assistance to the families of clients.
   - The organization offers programming or assistance to the families of clients.
   - The organization offers programming or assistance to and tracks outcomes for the families of clients.

**Volunteer management**

1. Total # of volunteers engaged during fiscal year 2017.

2. Total # of volunteers engaged during fiscal year 2016.

3. Who on staff is responsible for volunteer management:
   - Organization has one or more FTEs dedicated to volunteer management
   - Organization dedicates part of a FTE to volunteer management
   - Volunteer management is not part of anyone’s specific job responsibilities and is treated as “other duties as assigned”
   - Not applicable
4. *In 350 words or less, describe the organization’s approach to managing volunteers.* [Enter N/A if the organization does not currently engage volunteers in its work.]

5. *In 350 words or less, describe the organization’s approach to utilizing volunteers to achieve its program goals and/or mission.* Include an overview of the positive programmatic or organizational results achieved as a result of volunteer activities. Limit the response to the last three years. [Enter N/A if the organization does not currently engage volunteers in its work.]

**Program budget**

Use the template below to provide an overview of the programmatic revenue and expenses required to achieve the performance results (i.e. outcomes) specified in the results section. Provide actual expense and revenue information for the 2016 and 2017 program year. Provide projected expense and revenue information for the 2018 program year. The template categories are directly aligned with those that would be reported in the organization’s audited financial statements and/or 990. The definitions below provide additional clarification.

1. The total indicated in the Expenses column is what percentage of the organization’s overall budget? [Separate calculation for 2016, 2017, and 2018.]

2. Explain the dollar amount in the Other Income and/or Other Expenses columns for 2016, 2017, and 2018. [Enter N/A if box was left empty.]

3. What is the cost per unit of service/customer served in 2016, 2017, and 2018?

4. Explain how the cost per unit of service/customer served was calculated for 2016, 2017 and 2018.

5. List the organization’s top five funders and corresponding funding amounts for 2016, 2017 and 2018.

**Direct Expenses** – Program services expenses should be included here. Direct expenses include any costs associated with delivering program services. Examples of such expenses include: rent, consumable supplies, client activities and incentives, postage, travel, marketing, outreach, etc. Do not include costs related to training, professional development, program staff salaries, program staff benefits, program staff payroll taxes, subcontractors, consultants or professional fees in this line.

**Other Expenses** – Support services expenses should be included here. Examples of costs related to support services include: printing, meeting costs, insurance, dues, subscriptions, etc. Do not include fundraising, consultant fees, administrative overhead, or training, conference and related travel costs in this line.

*United Way of Greater Philadelphia and Southern New Jersey*
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<td>United Way of Greater Philadelphia &amp; Southern New Jersey</td>
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<td>Salaries, Benefits &amp; Payroll taxes</td>
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<td>Corporations, Foundations and/or Other United Ways</td>
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<td>Subcontractors, Consultants and/or Professional Fees</td>
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<td>Government Grants and/or Contracts</td>
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<td>Indirect cost/Administrative Overhead</td>
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<td>Fundraising</td>
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<td>Program Service Fees, Memberships and/or Dues</td>
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<td>Training and/or Conferences and Training/Conference Related Travel Costs</td>
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<td>Rental Income and/or Facilities Management Fees</td>
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<td>Additional Direct Expenses</td>
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<td>Other Income</td>
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<td>Other Expenses</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>350</strong></td>
<td>*2017</td>
<td><strong>2018 Projected</strong></td>
<td><strong>Total</strong></td>
<td><strong>54</strong></td>
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<td><strong>Total</strong></td>
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*Organizations should provide actual or projected information based on fiscal year end and timing of the end-of-year financial reconciliation.