BLACK EMPOWERMENT WORKS

2023 | GRANT APPLICANT INFORMATION

United Way
of Greater Cincinnati

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WHAT IS BLACK EMPOWERMENT WORKS?

Black Empowerment Works promotes Black self-determination, social mobility and economic prosperity by providing resources and funding to grassroots/community-based, Black-led work. Since its inception in 2020, the program has invested over $3 million in 100 ideas and their leaders.

This work exists for two reasons:
1. There is an over-representation of Black families experiencing poverty and an underinvestment in community-based, Black-led work and expertise to address it.
2. We are compelled to hold spaces and provide resources to imagine and bring to life unencumbered, self-determined Black futures.

More than just a grant fund, Black Empowerment Works seeks to contribute to the ecosystem of support for Black changemakers. We provide access to capacity-building resources, opportunities for partnership, access to a shared workspace and more.

This year, in partnership with bi3 and P&G Always brand, we are positioned to invest $1.6 million and engage more than 40 community members to make those investment decisions. Applicants can apply for up to $40,000, with the grants being renewable contingent upon performance and funds available. Applicants may submit only one application per year.

WHAT ARE WE LOOKING TO FUND?

We seek to fund Black-led work focused on building solutions and/or aligning systems to help families in our community thrive, with an intentional focus on supporting Black families. This grant opportunity is open to nonprofit 501(c)(3) organizations, for-profit social enterprises, community coalitions and individuals whose work meets our eligibility requirements.

Applicants may submit only one application per year, with request amounts ranging from $4,000 to $40,000.

ELIGIBILITY REQUIREMENTS

To be considered for funding, applying organizations/individuals and their work must meet the following eligibility requirements:

- **Geography:** Located and providing services within the UWGC nine-county service region (Hamilton, Clermont, and Brown counties in Ohio; Boone, Campbell, Grant, and Kenton counties in Kentucky; Dearborn and Ohio counties in Indiana).
- **Black Leadership and Labor:** At least 60% of the leaders of the work (those empowered to make decisions on behalf of the group) identify as Black. The work has an intentional (though not necessarily exclusive) focus on advancing the well-being of Black people.
- **Grassroots/Community-Based:** Community members, especially those directly or indirectly impacted by the focus of your work, have and continue to shape the work you do. Example: staff leading this work have direct experiences with the challenges your work seeks to overcome.
- **Community Benefit:** The work benefits the community rather than benefitting any private individual, group or business. The work has a focus on individuals, families and/or communities with limited access to resources.
- **Actionable:** The work is far enough along in development or execution that if provided funding, it could produce measurable results by September 2024.

FOCUS AREAS

We are open to a diverse array of work. The focus areas you'll be asked to select from are listed below. You can pick more than one.

- Quality Early Child Care and Education (Ages 0-5)
- Quality K-12 Education, including academic after-school time.
- Youth Social Emotional Skill Building and Leadership Development
- Career and Post-Secondary Preparation, Exploration and Training
- Financial Empowerment and Asset Building
- Basic Needs and Housing
- Birth Equity (assurance of optimal births)
- Physical Health
- Mental Health
- Systems Change, Mobilizing and Movement Building
- Community and Social Connectedness
- Other (please describe)

FUNDING POOLS & SPECIAL FOCUS AREAS

This year, Black Empowerment Works will invest in organizations through three funding pools: general pool, the Always Confidence Fund, and the bi3 Health Equity Fund. Selected work will be funded through ONE of these sources.

In total, we will have approximately $1.6 million to invest.

General Pool
This is the primary (and largest) funding pool for Black Empowerment Works. This general pool will invest in strong work that meets the eligibility criteria.

Always Confidence Fund
In alignment with the Black Empowerment Works focus and P&G Always brand's mission to unleash girls' and women's confidence, the Always Confidence Fund will invest in Black Empowerment Works-eligible work that:
- Tackles societal barriers on period stigma and gender inequality.
- Supports confidence-building of puberty-aged people with periods.
- Provides access to period products and education to help people with periods understand their bodies.

Priority will be given to work that addresses one of the opportunity areas lifted up by the panel of girls who helped to shape the fund:
1. Frank conversations and education around periods to reduce stigma and mystery.
2. Period education for boys and men.
3. Reshape, challenge school policies and practices that negatively impact girls.
4. Equip public spaces, especially schools, with a diverse array of period and period-adjacent products
5. Create/provide opportunities for girls to explore their interests, whether they be academic, creative, or career focused.
6. Provide space for girls to practice positive self-care.
7. Equip people to advocate for the safety and protection of girls (and equip girls to advocate for themselves).

bi3 Health Equity Fund
In partnership with Black Empowerment Works, the bi3 Health Equity Fund invests in Black-led nonprofit organizations working to improve health outcomes and build health equity, transforming the health and well-being of all people in Greater Cincinnati.

In 2023-2024, the bi3 Health Equity Fund will prioritize organizations focused on the following:

- **Accelerating birth equity**: Projects that improve the birth experience and reduce health disparities in maternal and infant health, resulting in better outcomes for Black families, including initiatives that address racial and social barriers that lead to poor outcomes.
- **Improving youth mental health:** Projects that improve mental health and provide mental health services, resources and assistance for Black youth, including projects focused on prevention and reducing stigma. Special priority will be given to youth-led projects.

Organizations must be a 501(c)(3) nonprofit organization to apply.

USES OF FUNDS

Through Black Empowerment Works, we trust that organizations know best how to spend the grant dollars to carry out the work. To that end, these funds are truly flexible and can be used for a broad range of purposes including but not limited to:
- Personnel (staff costs)
- Equipment/supplies
- Technology/software
- Assistance to individuals
- Indirect costs (rent, utilities other administrative expenses)
- Research and evaluation
- Professional fees and travel

What's most important is the ability to demonstrate that with funds secured (this grant and any other resources), the work can be carried out.

QUALITIES OF A STRONG APPLICATION

We know there is no shortage of amazing ideas to be funded, and we know we won't be able to fund all the strong ideas proposed. Qualities of strong applications include:
- The proposed work is clear, defined.
- The provided budget and timeline are clear and feasible.
- With funding and other supports, the organization can demonstrate having sufficient capacity and resources to carry out the proposed work.
- The work can produce measurable works within a year (September 2023-September 2024)
- The work demonstrates a strong alignment to the BEW eligibility criteria, especially the "community-based" and "community benefit" criteria.
- The work demonstrates strong alignment to one of the focus areas identified or makes a strong case for another focus area.

WHAT WON'T WE FUND?

While we aim to make this program accessible to a variety of different organizational structures and work, we do have some restrictions around funding. Funding cannot be used for the following purposes:
- General business operating support. This is not a traditional small-business grant. Applications must demonstrate a community benefit, aligned to one of the focus areas and beyond a benefit provided to employees and stakeholders of the business.
- Capital campaigns (a targeted fundraising effort to raise a large amount of money in a specific timeframe for a large project, like securing or developing a property)
- Political campaigns or partisan political work
- Debt reduction or work occurring prior to the grant period.
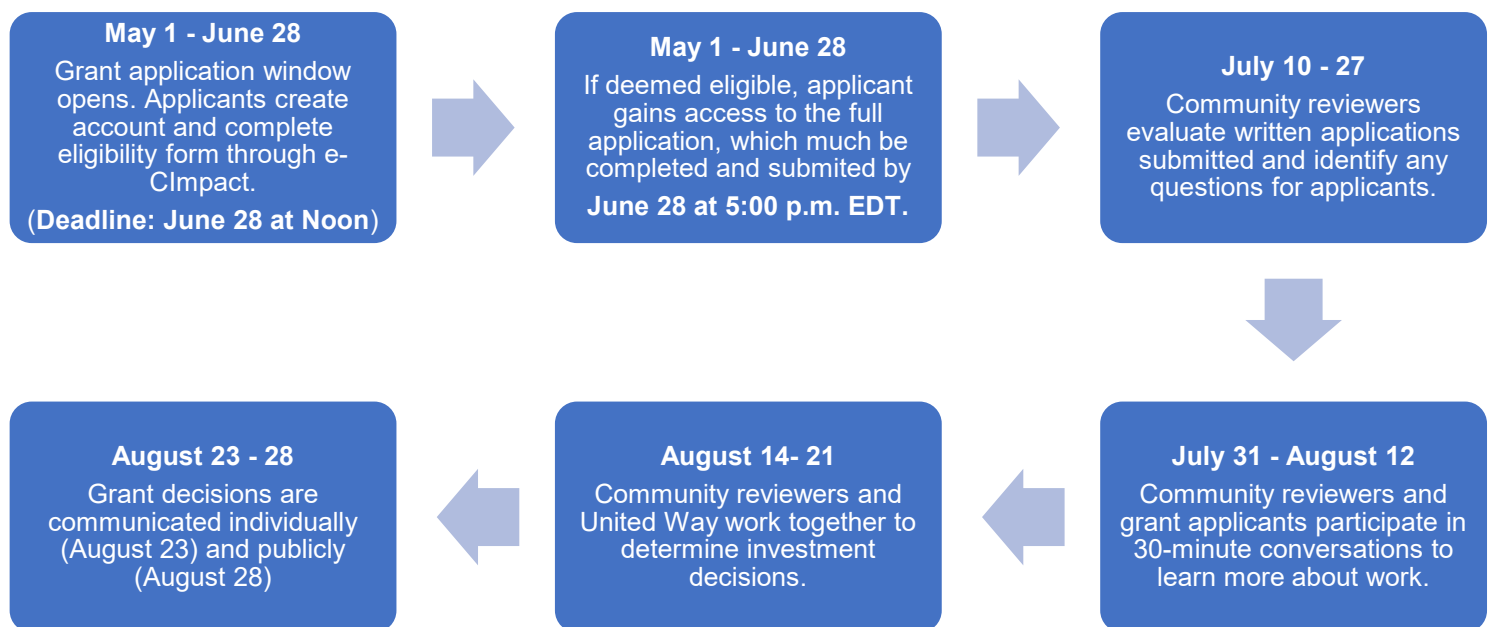- Work occurring outside of the UWGC nine-county service region.

HOW WILL DECISIONS BE MADE?

Big picture, our goal is to invest in a diverse portfolio of work in terms of organizational size, structure, focus areas, communities served and tenure (new work and organizations vs. existing work and organizations).

Grantees will be selected by community reviewers. All applications will be reviewed by at least three reviewers. In addition to the written applications, Grant Applicant/Reviewer Conversations will take place, where applicants can share more about their work and reviewers can ask additional questions to inform their decision-making.

All grant applications will be assessed using a standard rubric. Assessment criteria include:

- Alignment to Black Empowerment Works eligibility criteria and mission.
- Clarity of proposal; how the work addresses an existing community opportunity or need.
- Feasibility of budget
- Demonstrated capacity to carry out the work proposed.
- Actionability and measurability of work

May 1 - June 28
Grant application window opens. Applicants create account and complete eligibility form through e-CImpact.
(**Deadline: June 28 at Noon**)

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May 1 - June 28
If deemed eligible, applicant gains access to the full application, which much be completed and submited by **June 28 at 5:00 p.m. EDT.**

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July 10 - 27
Community reviewers evaluate written applications submitted and identify any questions for applicants.

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August 23 - 28
Grant decisions are communicated individually (August 23) and publicly (August 28)

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August 14- 21
Community reviewers and United Way work together to determine investment decisions.

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July 31 - August 12
Community reviewers and grant applicants participate in 30-minute conversations to learn more about work.

HOW DO I APPLY?

To create an account and complete the eligibility survey, visit https://agency.e-cimpact.com/login.aspx?org=37100U. For support with navigating the online system, review the pages 14-19 of this packet.

HAVE QUESTIONS? CONNECT WITH US!

There are several ways to connect with us to get more information:

- **Attend one of our information sessions:** Visit www.uwgc.org/bewapply to register for a session or watch a recording.
- **Send us an email** at black-led@uwgc.org.
- **Give us a call** at 513-762-7233. Leave a voicemail if we don't answer, and we'll get back to you within 24 hours.
- **Schedule a question session** for dedicated one-to-one time to talk through any questions you may have. Link to schedule here.

ELIGIBILITY SURVEY QUESTIONS

1. **First and last name**
2. **What are your pronouns?**
   a. She/Her/Hers
   b. He/Him/His
   c. They/Them/Theirs
   d. Other/Prefer to Self-Describe
3. **Email Address**
4. **What is the best phone number to reach you?**
5. **What is the name of your organization/group applying for Black Empowerment Works funding? If you are applying as an individual, you can write your own name.**
6. **What is the structure of the organization/group applying for this grant?**
   a. Nonprofit, 501(c)(3) designation
   b. For-profit social enterprise
   c. Community coalition/group
   d. Individual
   e. Other
7. **Does your work take place within the United Way Greater Cincinnati service region (OH: Hamilton, Clermont, and Brown counties. KY: Boone, Kenton, Campbell, and Grant counties. IN: Dearborn and Ohio counties)?**
   a. Yes
   b. No
8. **Is your work far enough along in development or execution that if provided with funding through this grant opportunity, you would be able to produce measurable results by September 2024?**
   a. Yes
   b. No
9. **Does your work meet the Black Empowerment Works eligibility requirements for "Black-led"?**
   a. At least 60% of the leadership of your work (those empowered to make decisions on behalf of the group) identify as Black. [Yes/No]
   b. At least 50% of the Board, if you have one, identifies as Black. [Yes/No/Not Applicable]
   c. The work seeking funding intentionally contributes to advancing the well-being of Black people (meaning: there is an intentional focus on serving, supporting Black people though not necessarily exclusively) [Yes/No]
10. **How does your work reflect the Black Empowerment Works criteria for "Grassroots" and "Community Benefit"?**
    a. The work benefits the community rather than benefitting any private individual, group or business. Ineligible uses include: general small-business operating support; work that doesn't demonstrate a community benefit; capital campaigns; political campaigns/partisan work; debt reduction and/or work occurring prior to the grant period. [Yes/No]
    b. The work has a focus on individuals, families and/or communities with limited access to resources. [Yes/No]
    c. Community members, especially those directly or indirectly impacted by the focus of your work, have and continue to shape the work you do. Example: staff leading this work have direct experiences with the challenges your work seeks to overcome. [Yes/No]
11. **Thinking about the potential work you'd like to request investment for, which focus area(s) best align? Please check no more than three.**
    a. Quality Early Child Care and Education (Ages 0-5)
    b. Quality K-12 Education, including academic after-school time
    c. Youth Social Emotional Skill Building and Leadership Development

d. Career and Post-Secondary Preparation, Exploration and Training
e. Financial Empowerment and Asset Building
f. Basic Needs and Housing
g. Birth Equity (assurance of optimal births)
h. Physical Health
i. Mental Health
j. Systems Change, Mobilizing and Movement Building
k. Community and Social Connectedness
l. Other (please describe)

12. **Provide a BRIEF description about the work you do. Note: This is not the application, so it is not expected that your description will be more than a couple of sentences – just enough to provide a basic understanding of what you're proposing for funding.**
13. **How did you hear about this opportunity? Check all that apply.**
    a. Social Media (United Way)
    b. Social Media (other)
    c. Word of Mouth
    d. UWGC website or email
    e. News/Traditional Media
    f. Community Flyer/Information Session
    g. Other (please describe)

FULL APPLICATION QUESTIONS

<u>Grantee Profile</u>

Organization/Group Name:

Organization Structure:

- Nonprofit, 501(c)(3) designation
- For-profit/social enterprise
- Community coalition/group
- Individual
- Other

Organization/Group Physical Address:

Organization/Group Phone Number:

Organization/Group Email Address:

Organization/Group Website:

Organization/Group Overview – Note, this should be a BRIEF snapshot of what your work is overall (like a mission statement). This is NOT the full application detail.

<u>Application Questions</u>

Impact Area: Black Empowerment Works

Primary Contact:

Pronouns:

- She/Her/Hers
- He/Him/His
- They/Them/Theirs
- Other/Prefer to Self-Describe

Focus Areas:

- Quality Early Child Care and Education (Ages 0-5)
- Quality K-12 Education, including academic after-school time
- Youth Social Emotional Skill Building and Leadership Development
- Career and Post-Secondary Preparation, Exploration and Training
- Financial Empowerment and Asset Building
- Basic Needs and Housing
- Birth Equity (assurance of optimal births)
- Physical Health
- Mental Health
- Systems Change, Mobilizing and Movement Building
- Community and Social Connectedness
- Other (please describe)

Geographic Service Area(s)

- Hamilton County (OH)
- Clermont County (OH)
- Brown County (OH)
- Boone County (KY)
- Campbell County (KY)
- Grant County (KY)
- Kenton County (KY)
- Dearborn County (IN)
- Ohio County (IN)

Who is the primary population served by your work (specifically the work you're requesting funding for)? Check all that apply:

- Youth
- Adults
- Seniors
- Families

<u>Special Fund Eligibility</u>: There are three funding sources within the Black Empowerment Works program: general pool, Always Confidence Fund and bi3 Health Equity Fund. Note: if selected, your organization would

receive funding through ONE of these sources. The below questions will support us in determining your eligibility for the Always Confidence Fund and/or bi3 Health Equity Fund.

Always Confidence Fund Consideration: Does your work address one of the following priority areas:
- Tackling societal barriers on period stigma and gender inequality.
- Support confidence-building of puberty-aged people with periods.
- Provide access to period products and education to help people with periods understand their bodies.

[Yes/No]

bi3 Health Equity Fund: Does your work address one of the following priority areas:
- **Accelerating birth equity**: Projects that improve the birth experience and reduce health disparities in maternal and infant health, resulting in better outcomes for Black families, including initiatives that address racial and social barriers that lead to poor outcomes.
- **Improving youth mental health:** Projects that improve mental health and provide mental health services, resources and assistance for Black youth, including projects focused on prevention and reducing stigma. Special priority will be given to youth-led projects.

[Yes/No]

Amount of Funding Request (not to exceed $40K): $

1. Describe the work you're looking to have funded: What is it, and what community opportunity or issue does it address? Your response should explain the work you do in the focus area(s) selected, including any special fund focus areas.
2. Who benefits from your work? Please describe your target population including any specific neighborhoods or regions.
3. Which option best describes the work you're looking to have funded:
    a. New Work
    b. Existing Work
    c. Existing Work with a New Twist
4. What would success look like for this work in 12 months and how will you measure it? What do you hope are the short-term and long-term impacts of your work? If this is existing work, share previous successes.
5. What would this funding allow you to do?
6. Please provide a simple budget for this work. If you have other funds, include those in your budget and clearly indicate uses for these BEW funds. Don't forget to include any staffing, space or material costs. We have provided an optional template you can use for this budget. (Provide attachments as necessary in the Program/Project Attachments section)
7. Other than this funding you are requesting, what resources (funds, people or otherwise) do you currently have to carry out this work? List any partners.
8. What other resources, if any, would you need for the work to be successful that you do not currently have?
9. If this work were to receive funding, share with us a timeline of what you would do over the next 12 months? (Provide attachments as necessary in the Program/Project Attachments section)
10. Sometimes the work is better understood by seeing it. Please provide any links to any additional websites and/or social media or content that might better help the decision-makers understand what you do. Don't have any links to share? No worries!
11. Who are the leaders of this work/your organization or group? Please provide their first and last names, separating each name by commas.
12. What motivates you (and your team, if applicable) to do this work? How have you/your team been impacted by the opportunity/issue area(s) your work addresses?

13. Has this work/your organization received grants before (from any funder)?
    a. Yes
    b. No
14. Have you applied for a Black Empowerment Works grant in previous years?
    a. Yes
    b. No
15. Beyond providing funds, we hope to increase access to resources to build the capacity, knowledge and networks of changemakers. Please list areas where you could use support (i.e., social media, website development, board development, writing grants, networking).

CREATING AN ACCOUNT/ELIGIBILITY SURVEY STEPS

In order to get to the application, you'll first need to create an account in e-CImpact. Immediately after creating an account, you will complete the eligibility survey.

1. Navigate to https://agency.e-cimpact.com/login.aspx?org=37100U. You will land on a page like the one below. New users will click the green "Click here to create a new e-CImpact account."

2. You will be taken to a welcome page. Click "Next."

3. You will reach the Agency Profile form. Complete the questions. **Note: Only the questions with an asterisk (∗) are required**. For individuals applying for funding, feel free to put your name in the Agency Name field. Document the login and password you create during the registration process. You will need it to login to e-CImpact going forward.

4. On the next screen, select the application for "2022 Black Empowerment Works," and then click "Next."

UNITE COMMUNITIES _to_ **CHANGE LIVES**

United Way of Greater Cincinnati

UNITED WAY OF GREATER CINCINNATI

Application Selection

Please review the list of currently available applications below. Select from the list to request an application. Some investments may require pre-qualification information be provided.

Black Empowerment Works

2022 Black Empowerment Works

2022 BEW Grant Application

Thank you for your expressed interest in being a Black Empowerment Works grantee. Black Empowerment Works promotes Black self-determination, social mobility and economic prosperity by resourcing and funding grassroots/community-based, Black-led ideas, programs and projects.

For information on eligibility requirements and what makes a strong application, visit the Resource Center or click here to access the Black Empowerment Works Grant Information Packet.

There are three components of the application:

(1) the Organizational Profile

(2) the Program/Project Information

(3) Attachments (optional)

Applications must be submitted no later than July 1, 2022 at 5:00 PM EST. Late applications will not be accepted.

Have questions? Email us at black-led@uwgc.org, call (513) 762-7118, or book time to chat

For technical questions regarding e-CImpact please email UWGCe-CImpact@uwgc.org.

Previous   Next

5. You have reached the eligibility survey. Complete all questions and when finished, click "Complete Registration." You will receive a confirmation email once you submit.

Organization Qualification Form (2022 BEW)

Fields marked with an * are required fields.

QUALIFICATION STEP

*****THIS IS NOT THE APPLICATION*****

The information submitted is meant to confirm whether or not you are eligible to receive funds through the Black Empowerment Works program. You will receive a follow-up email indicating whether or not you are eligible to move forward to the full application. If you have questions, contact us at black-led@uwgc.org or call (513) 762-7118.

Note: The following work is not eligible for funding

-General business support: This is not a small business grant. Applications must demonstrate a community benefit, aligned to one of the focus areas.

-Capital campaigns

-Political campaigns or partisan political work

Eligibility Survey

Name (first and last)* — FirstName LastName
Limit up to 150 characters (18 used).

Pronouns* —
- She, Her, Hers
- He, Him, His
- They, Them, Theirs
- Ze/Hir/Hirs
- Ze/Zir/Zirs
- Other/Prefer to self-describe

Email* — black-led@uwgc.org

Best phone number to reach you* — (513) 762-7100

Organization or Group name of applicant for Black Empowerment Works. (If you are applying as an individual, please enter your own name.)* — Test Agency
Limit up to 150 characters (11 used).

What is the structure of the organization/group applying for this grant?* —
- Non-Profit (501(c)(3) designation)
- Community Coalition/Group
- For-Profit/Social Enterprise
- Individual
- Other (please specify)

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6. Within 24 hours of your submission, the United Way team will review for eligibility. You will receive an email indicating whether your eligibility application has been accepted or rejected. Should your application be rejected, you will have the opportunity to contact us to discuss the decision.

NAVIGATING THE ONLINE APPLICATION:

Should you be deemed eligible for the program, you will have the ability to access and complete the full application.

LOGGING IN: Navigate to https://agency.e-cimpact.com/login.aspx?org=37100U. Sign in using the account information you've created.

GETTING TO THE APPLICATION: Once you've logged in, you should land on a home page that looks similar to the image below. If not, click "Home" from the left-hand navigation.

There are a couple ways to access the application: clicking the application under "Open Process" in the center of the page, clicking "Click Here to Get Started" from the center of the home page, or selecting the application under "Apply/Report" on the left-hand side of the page.

CREATING A PROGRAM TO ACCESS THE FULL SET OF APPLICATION QUESTIONS: There are three sections of the application: (1) the Grantee Profile, (2) Program/Project Description, and (3) Program/Project Attachments. The first time you log in, you will see only the Grantee Profile – click "Create a New Program and Assign it to this Form Packet."

When you are satisfied with your responses on the section, mark it completed by clicking on the Save My Work and Mark Completed at the bottom of each section page.

To access a section of the application, click the section name. You may save your work at any time by clicking on the "Save My Work" link at the bottom of the section. When you are satisfied with your responses in a section, mark it completed by clicking "Save My Work and Mark Completed" at the bottom of each section. Note: You will still be able to edit sections marked as complete up until you submit the application.

When all sections on the application have been marked as complete, the application may be submitted. **Applications must be submitted no later than July 8, 2021 at 11:59 PM EST.** Late applications will not be accepted.

Click the link to 'Create a New Program and Assign it to this Application' to proceed to the Add new program profile page. Do not create duplicate programs.

Please ensure to click 'Complete Registration' on the Review page to successfully add your program to the application. When the Program Profile registration is complete, all of the forms for that program will display in your list of forms below.

➕ Create a New Program and Assign it to this Form Packet

Fill out all the questions in the Program registration form and click "Save/Complete Registration."

You'll be prompted to "Complete Registration." The next time you return to the application, you should see all three sections of the application.

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COMPLETING EACH SECTION OF THE APPLICATION: To access a section of the report, click the link for that section. As you are working in each report section, be sure to save your work as you go by clicking "Save My Work" at the bottom of that section page. You may complete the sections in any order and save and return to your work later.

ACCESSING THE BUDGET TEMPLATE/UPLOADING ATTACHMENTS: While you are not required to upload any attachments to complete the application, you have the option to add up to four. All attachments can be uploaded in the Program/Project Attachments section of the report. Be sure any attachments are labeled clearly and to click, "Save/Upload Attachments" before navigating away from this page.

We've included a budget template should you want to include a budget as an attachment, and you don't have a format of your own. To access the budget template, find and download the correct document in the Resource Center.

ACCESSING THE RESOURCE CENTER: Scroll to the bottom of your e-CImpact profile home page. On the lower left of the menu look for a blue bar with "Resource Center." This contains the Black Empowerment Works supplementary application material.
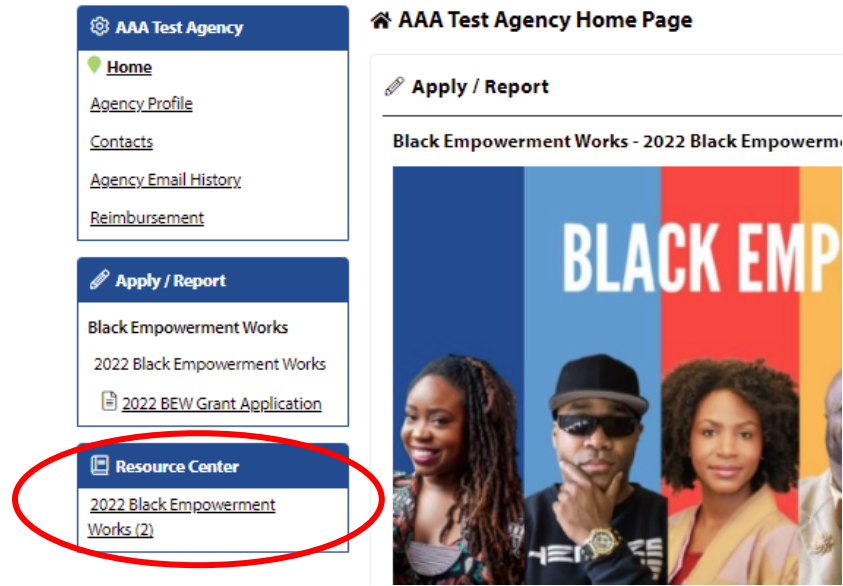
SUBMITTING THE APPLICATION: In order to submit the application, make sure each report section indicates "Completed/Ready to Submit." To update the status to "Completed/Ready to Submit," go into each of the application sections and click "Save My Work and Mark as Completed."

Once you do this in all sections (even the optional Program/Project Attachments section), you'll see "Completed/Ready to Submit" under each status and the red "Submit this Application Now" button will appear above.

Confirm your submission by inputting the Executive Director name and then click the red "Submit This Application Now" button.

OPTIONAL: ADDING/EDITING CONTACTS: You may want to have multiple team members collaborate to complete the application, all with unique login information. From the "Home" page, click "Contacts" from the left-hand side navigation.
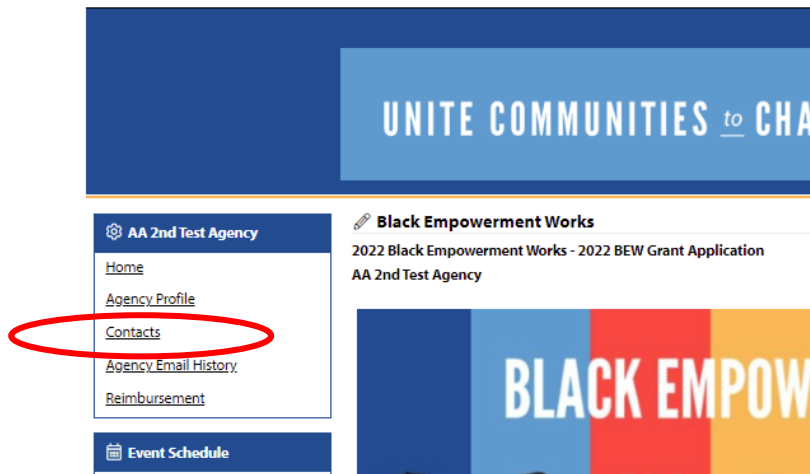
You will see a full list of the contacts connected to your account. To edit a contact, click "Edit" next to their name. To add a new contact, click "Add New."
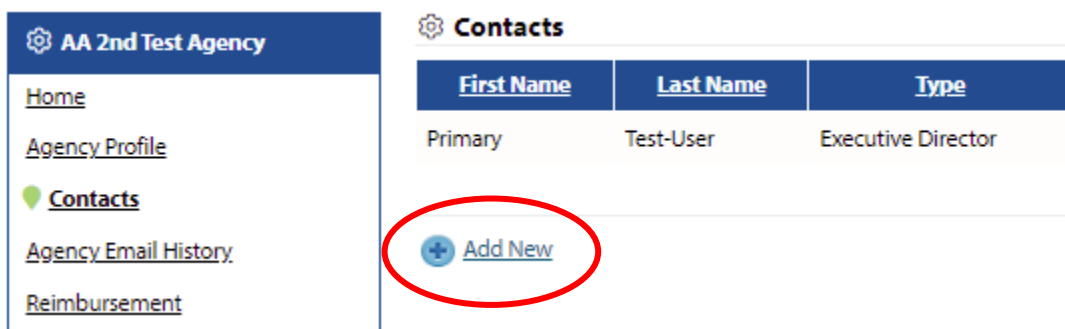
Fill out the form that appears. If you would like the contact to have access to e-CImpact, check the box under Login Account that reads, "Do you want to create a Login Account to e-CImpact for this contact?" Click "Save/Update."