

FREQUENTLY ASKED QUESTIONS – GRANT INVESTMENTS **Updated – June 6, 2017 (*Document will be updated as needed*)**

UNITED WAY'S DIRECTION AND APPROACH

What is United Way of Snohomish County's new direction?

United Way of Snohomish County is moving beyond its traditional role of simply being a fundraiser to being a funder, partner, convener, and catalyst for positive, lasting community change.

We are embarking on new methods to solve some of Snohomish County's toughest social problems, adopting two promising national models: Collective Impact and a 2-Generational Approach.

Why are you changing your approach and role in the community?

Many United Ways around the country have moved or are moving toward a Collective Impact model because it creates a more focused, measured way to collaborate and produce long-term outcomes.

United Way of Snohomish County is growing in response to the demands of a changing community. Our work is at the beginning of an exciting new chapter and will be focused on cross-sector collaboratives (groups of community partners working together) creating long-term solutions for families with young children.

We believe that simultaneously meeting the needs of both the child and the adult has the greatest potential to advance family success.

What is the 2-Generational Approach?

The 2-Generational approach provides opportunities for, and meets the needs of children and their families together. This approach focuses on outcomes around early childhood education, postsecondary and employment pathways, economic assets, health and well-being, and social capital for both the child and the adults in each family.

What is Collective Impact?

Utilizing five conditions: common agenda, shared measurement plan, progress measures, mutually reinforcing activities, continuous communication, and backbone support, Collective Impact fundamentally changes the way nonprofits, public, and private partners work together to address the root causes of complex social issues with which families with low income struggle.

What are some examples of Collective Impact and 2-Generational work?

In the United Way system, Salt Lake City and Cincinnati are two examples of those farthest along in their Collective Impact work.

There is momentum toward Collective Impact building across the nation. Hundreds of initiatives are using this approach, including several federal programs such as the 2014 Social Innovation Fund and programs of the Center for Disease Control and Prevention (Source: The Collective Impact Forum, 2015). You can read more about Collective Impact at www.collectiveimpactforum.org.

National conversation is also building around the successful outcomes of surrounding both a child and their family with solutions-based work, or the 2-Generational Approach. Ascend at The Aspen Institute is the leading voice on this approach. Learn more at www.ascend.aspeninstitute.org.

CREATING OPEN ROADS TO EQUITY (CORE)

What is CORE?

Creating Open Roads to Equity (CORE) is about placing the whole family at the center of a collaborative partnership where multiple nonprofit, public, and private partners are working together to meet not only the needs of the child, but those of the entire family.

How will CORE help families with young children?

CORE is about addressing complex root causes that are as unique as each family. It's about moving families with young children toward successful long-term outcomes, and effectively changing the lives of their children and generations to come.

What is a Collaborative?

A collaborative partnership or "Collaborative" is a formalized group of cross-sector partners utilizing a 2-Generational approach and the conditions of Collective Impact: shared understanding of the work (common agenda), common progress measures (shared measurement plan), coordinated plan of strategies/activities (mutually reinforcing activities), communication plan between partners (continuous communication), and supporting infrastructure of staff or a central organization (backbone support) with a focus on long-term outcomes for young children and their families with low income.

Why focus on children birth to age 8?

The learning, development, and stability of a child's early years is crucial to their success in life. Proving success through this model around families will find solutions that are scalable and replicable to affect long-term systems change to achieve access to opportunity or everyone in our community.

What are you doing to prepare the community and partners for this change?

Over the last few months, United Way has been in constant communication with our community partners. We have shared our new direction and have been working closely with cross-sector partners across Snohomish County to help facilitate the development of intentional Collaboratives. In April, we awarded Collaborative Planning Grants to 26 groups of cross-sector partners who are having conversations about collaborative approaches for families with young children. We have been providing ongoing technical assistance along the way to help partners prepare for the release of our multi-year Collaborative Grants and 1-year Basic Needs Grants on June 6. Here is a list of the funded planning projects and their potential partners:

<https://www.uwsc.org/sites/uwsc.org/files/listofundedplanningprojects5-18-17.pdf>

What will happen to programs that no longer fit your birth to age 8 and families with low income population?

We anticipate that some currently funded programs will no longer fit our focus on children birth to age 8 and their families with low income. We have communicated specifically with these partners to make sure they are aware of our new eligibility criteria and timing. We are also in routine conversations with other Snohomish County funders to discuss possible funding gaps with our new CORE approach, helping to facilitate conversations between those who may not receive United Way funding and other local funders to help fill those potential gaps.

What about senior programs or programs addressing the needs of people with disabilities? How do they fit into the CORE approach?

The new Collaborative grant funding holds new opportunities for all partners. The 2-Generational approach allows for many new possibilities as the adults of children birth to age 8 can include many populations, including seniors and persons with disabilities. United Way of Snohomish County is requiring that the focus of both our Collaborative funding and basic needs funding be children birth to age 8 and their families with very to extremely low-income, but the Collaboratives and Basic Needs investments are open to all agencies, including senior and disability focused.

Could a Collaborative that serves older children or individuals without young children be eligible?

Yes, but 100% of the funding from United Way must be used for the purpose of supporting young children (0-8 yrs., including prenatal) and their families with very to extremely low-income.

Tell me more about the fiscal sponsor criteria.

The Fiscal Sponsor must be a 501c3 or a public entity to serve in this capacity. There is no limit to the number of proposals an agency may submit for the Basic Needs program grant funding nor is there a limit to the number of Collaboratives an agency may serve as Fiscal Sponsor for.

Must all 5 partners (min. allowed) in a Collaborative be non-profit (501c3) organizations?

No; you are encouraged to seek out cross-sector partners such as government, public entities like schools, businesses/private sector, faith community, community members and neighborhood groups.

Can one agency be a part of multiple collaborations?

Yes!

Is there someone who can talk with before we submit our Letter of Intent LOI(s)?

Yes! Please call or email our Director of Impact & Investment, Lark Kesterke at lark.kesterke@uwsc.org or 425.374.5506 or Senior Manager of Investment, Amy Franklin at amy.franklin@uwsc.org or 425.374.5508. We would be happy to be a sounding board for your ideas.

If we did not receive a Collaboration Planning grant this past Spring, can we apply for the CORE Collaborative funding?

Yes!