



2024 GRANT APPLICATION

RUTHERFORD & CANNON

BOLD GOALS

United Way of Rutherford
& Cannon Counties



1

50% or more of children will be kindergarten-ready.

2018 Baseline » 25.5% of children ready to start kindergarten.
Source: Murfreesboro City Schools

2

80% or more of households will pay less than 30% of their income on housing.

2017 Baseline » 73% of current households are paying less than 30% of their income on housing.
Source: U.S. Census Bureau

3

75% or more of households will be above the ALICE* threshold.

*Asset Limited, Income Constrained, Employed 2016 Estimate » 52% of households are above the threshold. Source: United for ALICE

4

Improve mental health by 25% or more.

2016 Baseline » Average number of mentally unhealthy days reported in the last 30: 4.2 days/month. Source: County Health Rankings and Roadmaps

5

30% or less of public school students and adults will be overweight or obese.

2017 Baseline » 40.3% of public school students are overweight or obese. | 2015 Baseline » 33% of adults are obese. Source: Tennessee Department of Education Source: County Health Rankings and Roadmaps

6

Decrease drug-related overdose deaths and suicides by 25% or more.

2017 Baseline » 20 deaths per 100,000 people.
Source: Tennessee Department of Health

TODAY'S GOALS

United Way of Rutherford
& Cannon Counties



- Communicate funding priorities
- Clarify application timeline & access
- Overview of application components & evaluation criteria
- Review tips for success
- Clarify post-award expectations
- Address remaining questions

yourlocaluw.org/grants

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2024 UW GRANT

United Way of Rutherford
& Cannon Counties



Funding Priorities

- Alignment with Bold Goals, Strategies, and Tactics
- Collaborative Funding
- Addressing Gaps in Services

GRANT TIMELINE

United Way of Rutherford
& Cannon Counties



- **February 5:** Grant Application opens
- **February 6:** Collaborative Working Session
- **February 28:** Deadline to request access to application
- **March 21:** Grant Application closes
- **Mid-June:** Award notifications
- **July 1:** Funding cycle begins

ACCESS THE APPLICATION

Intent to Apply

UWRCC 2024 Grant Application

Primary Contact Name

First Name Last Name

Email

example@example.com

Phone Number

Area Code Phone Number

Please choose the option that best represents your status:

- I am requesting access for a Collaborative application with multiple agencies.
- I am requesting access for the same agency and program that I requested access for in 2023 (even if the 2023 application was not submitted or a grant was not awarded).
- I am requesting access for the same agency but applying for a new program in 2024.
- I am requesting access for a new agency that did not have access to the 2023 application.

Comply

Refer Clear Impact United Way of Rutherford and Cannon Counties Support Ella Weaver

Program A Agency A

Participants

- All Participants 111
- Create Participant
- All Groups 142
- Create Group
- Import
- Pending 0
- Referrals

Data Collection Analytics Admin United Way of Rutherford and Cannon Counties

Program A Agency A
ejweaver@gmail.com
Active
ID: 6JND5G73
Created via public form

Personal info

NAME
Program A Agency A

GENDER
Female

RACE

DOB | AGE

Collected Data 4 Notes 3 Documents 0 Outcomes 0 History

Collected Data 4

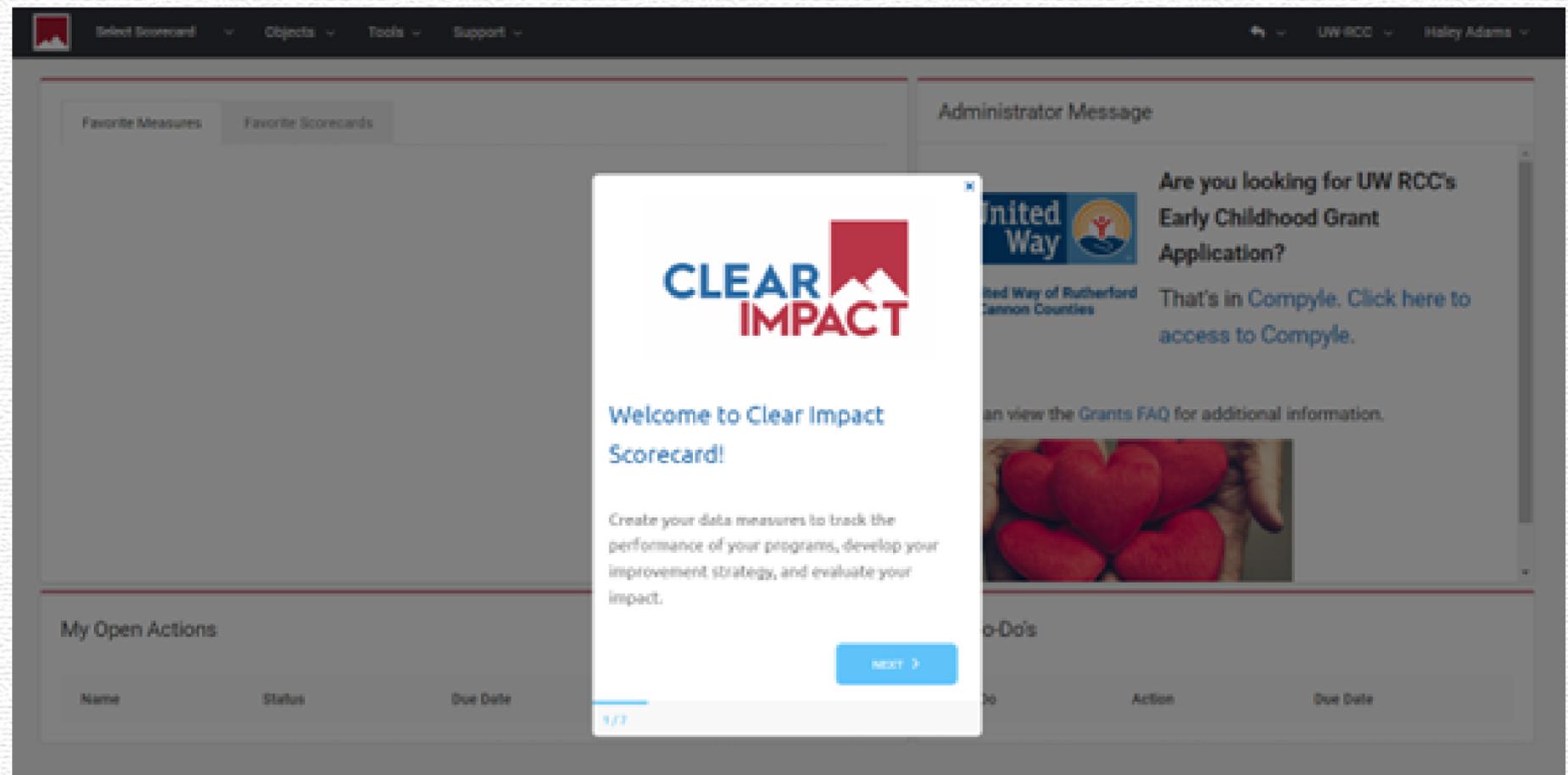
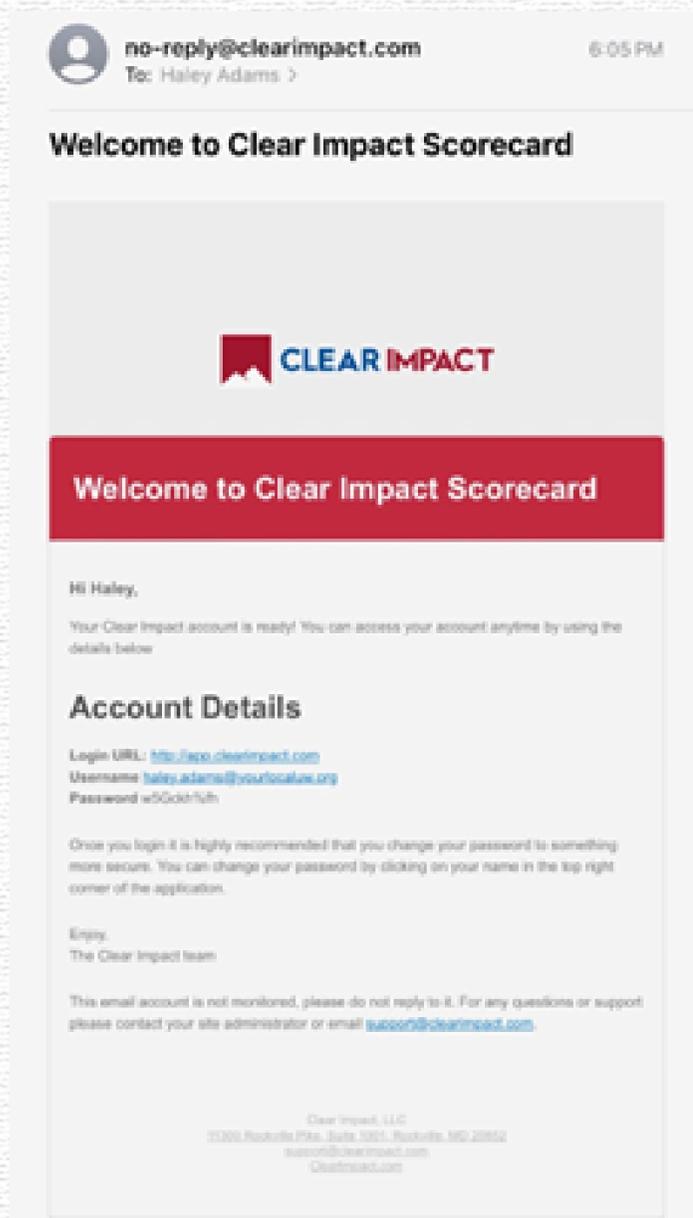
Show All

Title	Instance	Status	Last Edited
2024 Grant Application	2024 Grant Application	Pending	02/01/2024 14:40:00
2023 Draft Grant Application	2024-01-19	Incomplete	01/19/2024 10:41:00
2023 Draft Grant Application	2023-02-26	Incomplete	02/28/2023 11:44:00

UW-RCC Grant Applications 3 Open

Surveys

ACCESS THE APPLICATION



APPLICATION COMPONENTS

United Way of Rutherford
& Cannon Counties



- Agency Information - Collaborators, Giving Matters, 211
- Program Information
- Bold Goal Alignment
- Statement of Need
- Program Budget + Budget Narrative
- Program Impact & Evaluation + Demographics
- Bonus Points
 - Collaboration
 - Addressing a Gap in Services
- Final Agreements & Submission - Patriot Act, Partnership Agreement, DEI Statement

EVALUATION CRITERIA

- Case for Funding
 - Program aligns with funding priorities, including the Bold Goals 2030 and the UWRCC DEI Statement.
 - Demonstration of need is compelling and uses current local data.
- Effective Use and Impact of Funding
 - Specific use of funds is clear.
 - Budget and budget narrative demonstrate reasonable costs and diverse revenue sources that support the successful implementation of the program.
- Program Impact & Evaluation
 - Program creates positive impact on the individuals it serves.
 - Measurable objectives and clearly defined outcomes are ambitious and achievable considering the program design and budget.
 - The tools and systems used to measure the indicators/outcomes are reasonable and appropriate.

EVALUATION CRITERIA

United Way of Rutherford
& Cannon Counties



- Bonus: Collaboration
 - Program design clearly defines a collaborative framework among the participating organizations, outlining roles, responsibilities, and communication channels.
 - Program partners are diverse in terms of expertise, resources, and perspectives leading to innovation or approaches that leverage their collective strengths and capabilities.
- Bonus: Addressing a Gap in Services
 - Gap in services is clearly defined and substantiated with relevant data or evidence.
 - Program strategies and activities are innovative, unique, or easily distinguished from others addressing similar gaps in services.
- Overall Strength of Program Design
 - There is alignment between the needs of the priority population, program activities/services, and the anticipated impact.
 - Applicant has a realistic plan to implement the program including a realistic timeline in relation to the grant funding cycle.

TIPS FOR SUCCESS

United Way of Rutherford
& Cannon Counties



- Alignment with funding priorities
- Recommended word limit
- File uploads
- Save progress often
- Read the Applicant Instructions
- Request assistance early
- Fully answer the questions

Example: Describe how the collaborators will engage with each other to meet the goals of the program. Include the roles and responsibilities of each agency, the resources each agency will commit, and identified communication strategies.

POST-AWARD EXPECTATIONS

- Updated Partnership Agreement with Collaborators
- Revised outcome goals (if necessary)
- Quarterly Reporting on chosen Shared Measurements
- Disaggregated Demographics
 - Participants
 - Outcomes
- Site Visit with UW Staff



QUESTIONS & ANSWERS

Timeline

- **February 6:** Collaborative Working Session
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SUPPORT

& RESOURCES