



# 2025-2026 UWGC Community Investments

December 10 & 12, 2024



# Community Investments Team



**Brian Beaulieu**  
Director of Community  
Investments & Partner  
Relations



**Abby Garrison**  
Vice President of Community  
Investments



**Cassie Nice**  
Community Investments  
Manager

# Today's Agenda

1. Welcome & Introduction
2. Impact Agenda & Impact Priorities
3. Grant Approach
4. What's New For 2025?
5. Application Timeline & Office Hours
6. Overview of Grant Types
7. Application Requirements & Limits
8. Data & Evaluation
9. Application Overview on Foundant
10. Partner Benefits & Next Steps
11. Q&A







## Vision & Mission

**Our Vision:** *We envision a community where everyone achieves their full human potential through education, stability, and health & well-being.*

**Our Mission:** *Uniting people and resources in building a stronger, healthier community.*



# ***2030 Impact Agenda & Impact Priorities***

# 2030 Impact Agenda



**Our Aspiration:** *Unite our community to advocate for children and working families living in financial hardship.*

## Six Core Action Areas



Build an Ecosystem of Nonprofits



Drive Public Policy Advocacy



Align Investment Strategy



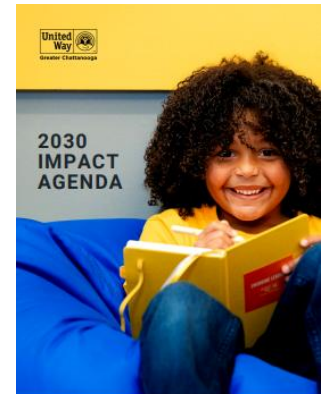
Empower Local Businesses to Act



Strengthen Basic Need Services



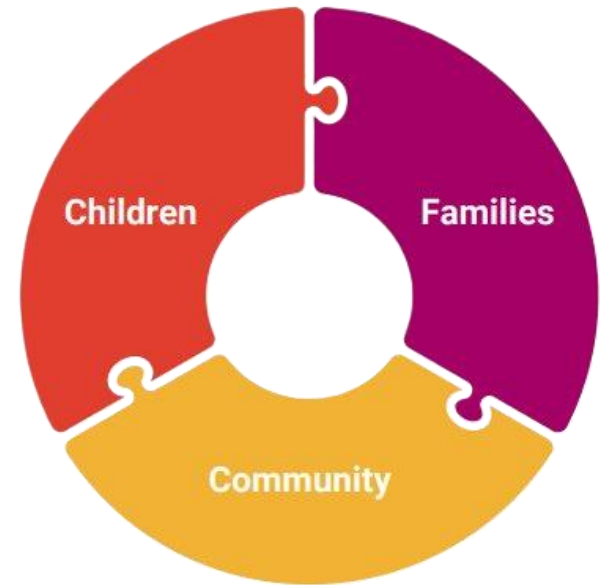
Engage Volunteers & Donors to Support



[Click to Learn More!](#)

# Impact Priorities

- 1. Opportunities for all Children:** We are supporting a healthy start and quality learning experiences for all children, regardless of race, income, neighborhood, or ability.
- 2. Economic Mobility for Families:** We are investing in efforts to help working families obtain stable, high-quality jobs and take control of their financial future.
- 3. A More Connected Community:** We are helping to build a vibrant, engaged, and equitable community where children and families can thrive.



# ALICE



**ALICE** = **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed

- Households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold).
  - **54,835** households (**36%**) in Hamilton County
  - **44%** of children in Hamilton County
  - **77%** (TN) and **82%** (GA) of Single-Female-Headed households



# TWO-GENERATION (#2GEN) APPROACHES CENTER WHOLE FAMILIES



**CHILD-FOCUSED**



**CHILD-FOCUSED WITH  
PARENT & CAREGIVER  
ELEMENTS**

This could include early childhood development with parenting skills; family literacy with health screenings; and/or other child-focused services that also identify ways to support the adults in their lives.



**WHOLE FAMILY**

Two-generation (2Gen) approaches build family well-being by intentionally and simultaneously working with children and the adults in their lives together.

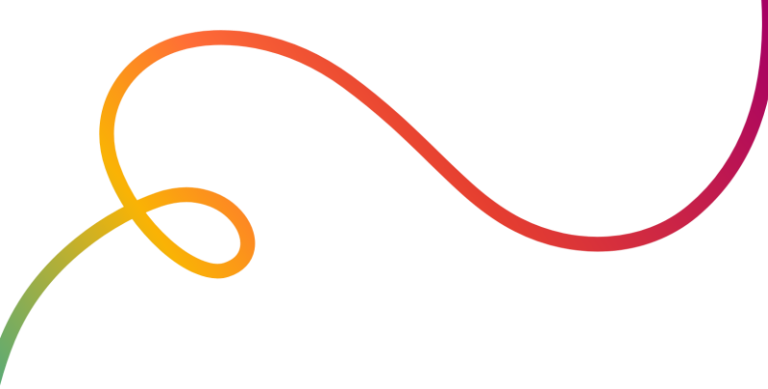


**PARENT- & CAREGIVER-  
FOCUSED WITH CHILD  
ELEMENTS**

This could include workforce programs offering child care referrals; food and nutrition supports for student parents; and/or other adult-focused services that also identify ways to support their role as parents or caregivers.



**ADULT-FOCUSED**



# ***UWGC's Approach to Grantmaking***

# Current Grant Model

- Open to any recognized 501c3 in:
  - Hamilton County (TN)
  - Catoosa, Dade, & Walker Counties (GA)
- Agency established prior to January 1, 2022 (via IRS Determination Letter)
- Alignment with 2030 Impact Agenda
- Commitment to Equity
- All applicant reviews & final recommendations are community led
- Financial Health review
- Applications submitted through Foundant platform (\*New)

# Trust-Based Philanthropy



=





# Steps to Apply

1. Confirm the organization meets all eligibility requirements
2. Create Foundant profile
3. Application portal opens on **Wednesday, January 15**
4. Select your Funding Stream
  - Impact, Catalyst, and/or Bridge funding
5. LOI / Pre-Application Submission
  - **Deadline: February 5, 2025**
6. LOI / Pre-Application Review & Approval
  - Applicants will be notified if updates are needed
7. Application Submission
  - **Full Application Deadline: February 27, 2025**

# CI Workflow



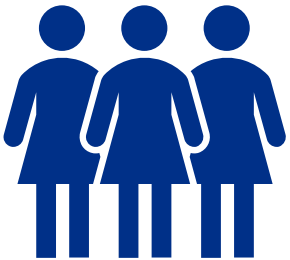
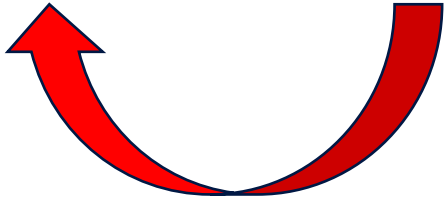
*LOI/  
Pre-Application*



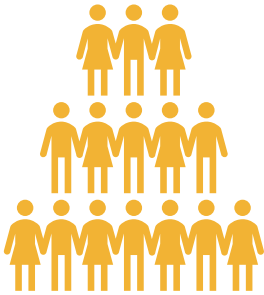
*Alignment Check  
By UWGC Staff*



*Full Application*



*Volunteer Reviews*



*CI Committee  
Recommendations*



*UWGC Board  
Approval*



*Award  
Announcements*

# Current Investments, 2024-25

- **\$4M** were invested across **73** nonprofit agencies.
- **\$12.6M** in funding requests from **180** submitted applications.



# Community Investments, 2025-26

## What's Staying the Same?

- Impact, Catalyst & Bridge Funds
- Commitment to Equity
- Investments are Volunteer-driven
- Bridge & Catalyst Grants to remain 1-year funding cycle
- All funding streams available in Hamilton County
- Seat at our table for all nonprofits, regardless of CI partner status
- **Every dollar raised in the six-county coverage area, will continue to stay in the county it was raised in**





# Community Investments 2025-26

## What's New for 2025?

- Foundant replaces Survey Monkey Apply as UWGC's grantmaking platform.
- Steps to Success model replaced by new metrics aligning with the 2030 Impact Agenda.
- Impact-shift to 3-year funding model, w/ required participation in cohort for measuring outcomes.
- Catalyst– Focus on innovation (not capacity) & collaboration with the intention of scaling up.
- **North GA:** Only eligible for Bridge & Catalyst.
- **Marion/Sequatchie:** Grants are not available for 2025-26. Resources to focus on 2-1-1 helpline and services to the Emergency Assistance funds.



# Timeline: Grant Applications

- **January 15, 2025**: Applications Opens (via Foundant)
- **February 5, 2025**: Deadline for LOI/Pre-Application submission
- January 16, 2025 – February 27, 2025: UWGC Staff Office Hours (Zoom)
- **February 27, 2025**: Full Application Closes
- March 2025: Volunteer Grant Reviewers begin to review applications
- April 2025: Reviewer evaluations submitted
- May 2025 CI Committee meetings with funding recommendations made
- June 2025: Funding recommendations made to Board of Directors
- **June 2025**: Award announcements made



# Virtual Office Hours

**Every Tuesday and Thursday from 11am-12pm (EST)**

- Thursday, January 16 thru Thursday, February 27
- The CI Team will do its best to answer or provide clarity around your application questions.
- Example Questions:
  - *Which funding stream(s) should my organization apply for?*
  - *Clarity around specific questions in the application.*
  - *Technical help navigating the Foundant platform.*
- Zoom registration link [HERE](#)





# *Grant Types*

# Available Funding Types

- **Impact Collaborative**: Investing in local nonprofits through competitive grants for collaborative and transformational work to find solutions to systemic issues in our community.
- **Catalyst Accelerator**: Accelerating impact by investing in and supporting innovation and collaboration efforts.
- **Bridge Funds**: Supports programming which provides direct support for those who find themselves in a moment of immediate need.

# Impact Collaborative



- Data-backed programs and initiatives addressing solutions to systemic issues in our community
- Heavy emphasis on programing incorporating two-generation approaches that largely serves families with children under the ALICE threshold
- Requests can be program specific or for General Operating Support
- Participation in a collaborative cohort for shared learning and measurement
- Max Funding Request – None (limitations may apply)
- Open to: Hamilton County only
- Multi-year funding – July 2025 thru June 2028 (3 years)

# Catalyst Accelerator



- Types of Applications for Innovation
  - A new program or new aspects of an existing program
  - Scaling up or expansion of a current program
  - Test a potential solution to a root cause issue or barrier to effectiveness in your work
- Innovative growth, emerging ideas, or creative solutions to accelerate impact
- Emphasize and encourage collaboration with one or more organizations
- Max Funding Request – \$50,000
- Open to: Hamilton County & Northwest GA
- Single-year funding – July 2025 thru June 2026



# Bridge Funds



- Supports programming which provides direct support for those who find themselves in a moment of immediate need (food, health services, transportation, disaster relief, housing, or childcare).
- All dollars goes directly towards client's needs
- 211 closed-loop referral partners will be prioritized
- Average Funding Request ~ \$35,000
- Open to: Hamilton County & Northwest GA
- Single-year funding – July 2025 thru June 2026



# Grant Funding Types – Quick Guide

	<b>IMPACT</b>	<b>CATALYST</b>	<b>BRIDGE</b>
Max \$ Request	No Max	\$50,000	No Max
Cohort Participation	Yes	No	No
2-Gen Focus	Yes	Yes	Optional
ALICE Focus	Yes	Yes	Optional
Cross-sector collaboration	Yes	Yes	Optional

# Application Requirements

- Organization's IRS Determination Letter dated prior to January 1, 2022
- Include latest 990 or 990EZ & organizational board-approved budgets from current and previous year.
- Organization must provide services and have staff (Full-Time, Part-Time, and/or Volunteer) in the geographical region served.
- Serving ALICE households with children through a 2-Generational approach (Impact & Catalyst-Innovation).
- Commitment towards collaboration with another local organization(s) (nonprofits, businesses, or government) to accelerate impact.

# Application Limits

- Organizations may be awarded an Impact **OR** Catalyst grant – but not both simultaneously
- Awarding of Bridge Fund **AND** either an Impact or Catalyst is allowed
- UWGC is not equipped to support the following proposals for funding:
  - Capital Campaigns
  - Endowments
  - Individuals
  - Membership Dues
  - Orgs with written policies of discrimination
  - Private & Charter Schools
  - Sponsorship or Fundraising Events

***Grant Application Platform:  
Intro to Foundant***



Greater Chattanooga

About Us

Our Work

Get Help

Get Involved

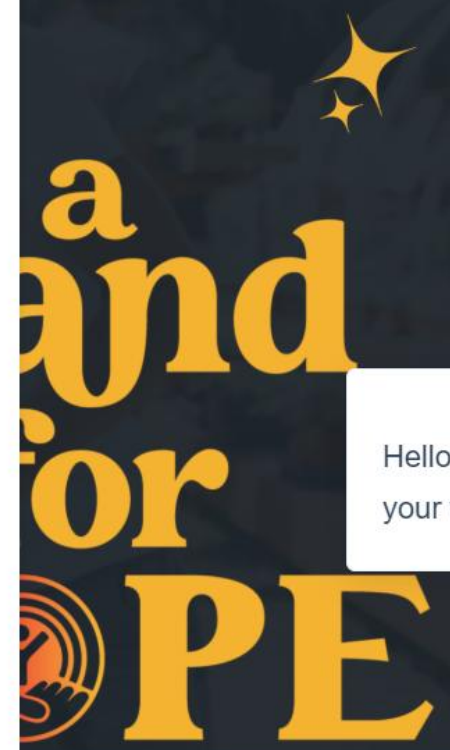
Ways to Give



# Give a Hand for Hope

We're calling on you, our generous community, to support our 211 helpline – a lifeline for families in our region that connects neighbors to food boxes, rent and utility assistance, and more. 100% of the dollars raised will go directly to 211.

- 2030 Impact Agenda
- Annual Report
- Nonprofit Support
- Youth United
- Community Investments
- United for Working Families
- ALICE Insights
- Tutoring
- Financials



Donate Today

Hello, I'm here to help you find your way!





# ***Data and Evaluation***

# Outputs & Outcomes

- Applicants will be asked to select one or more of the following:
  - **Outputs**: Counts of services, activities, and people served, including the demographic characteristics of those served. Outputs are static numbers collected at different intervals of time.
  - **Short-Term Outcomes**: The immediate changes in knowledge, attitudes, or behaviors you see in people or practices following program participation and delivery.
  - **Intermediate Outcomes**: Often happen as a result of the short-term outcomes realized after participating in or receiving services.
- Full list of outputs and outcomes can be [found here](#)

# Opportunities for All Children

## Impact Goals

1. More children are born healthy and more expectant mothers will remain healthy before, during, and after childbirth.
2. More children and adults will be fully insured and able to access comprehensive, high-quality healthcare services, including mental health and disease prevention resources.
3. Increase access to high-quality, affordable early childhood education and ensure more parents/caregivers receive early childhood resources to prepare their children to succeed in school.
4. With the support of in-school and out-of-school programs, more children will succeed academically, advance to higher grades, and graduate high school ready for college or work.
5. Improve access to fresh, healthy food for children and their parents/caregivers to promote healthy, productive lifestyles.

# Economic Mobility for Families



## Impact Goals

1. Improve technical and soft job skills among unemployed/underemployed adults and make connections to high quality employment.
2. Reduce environmental and systemic barriers to employment including access to transportation, quality, affordable childcare, and accommodations.
3. By providing access to affordable housing and offering financial tools for debt management and reduction, more families will be empowered to increase their savings and investments.
4. Increase access to small business support and capacity building resources to empower families to build financial stability and create jobs in our region.
5. More local workplaces provide families and individuals access to family-friendly employment opportunities (eg. benefits such as childcare, health care, fair wages, flexibility, etc.)

# A More Connected Community



## Impact Goals

1. Improve access to safe, inclusive outdoor environments to strengthen communities and promote active lifestyles among children and families.
2. Improve mobilization and collaboration of community resources for disaster relief and recovery.
3. Increase collaborative and innovative relationships among nonprofit service providers.
4. An increased percentage of families in need are assisted by the 211 helpline to receive access to basic needs, community resources, and public benefits.
5. Increase in the rate of volunteerism, giving, community engagement, and networking opportunities across diverse community members.

# Grant Portal

<https://www.grantinterface.com/Home/Logon?urlkey=uwchatt>



## Logon

Email Address\*

Password\*

[Log On](#)

[Create New Account](#)

[Forgot your Password?](#)



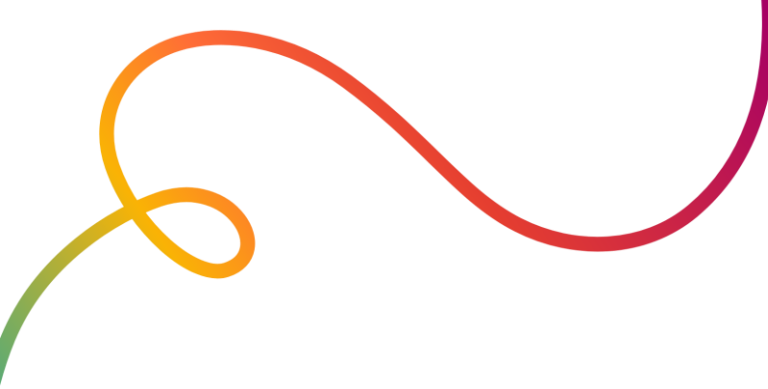
Welcome to the United Way of Greater Chattanooga's Online Portal.

New Users: Please click on "Create New Account" to complete the registration process and create your logon credentials.

Existing Users: Please enter your credentials and log in. If you forgot your password, please use the "Forgot your Password?" link to the left to reset your password.

Not Sure? If you think that you or someone at your organization has already registered in the system, do not create a new account. Please contact our Grant Administrator to receive your username.





# *Next Steps*

# Where Should My Nonprofit Start?



- Review our [Application Guidelines](#) to ensure eligibility and alignment
- Create your organization account through Foundant at:  
<https://www.grantinterface.com/Home/Logon?urlkey=uwchatt>
- Prepare your [responses to the application questions](#), so when it goes live on January 15, 2025, you can plug it in
- Add this email to your safe sender list: [administrator@grantinterface.com](mailto:administrator@grantinterface.com)



## Application Timeline

- **January 15, 2025:** Grant Portal Opens (via Foundant)
- **February 5, 2025:** Deadline for Pre-Application/LOI submission (via Foundant)
- **January 16, 2025 – February 27, 2025:** CI Staff Office Hours – every Tuesday & Thursday from 11am-12pm EST via Zoom
- **February 27, 2025:** Deadline for Full Application submission by 5:00pm (EST)



# Resources and Links

- UWGC [Community Investments](#) page
  - Previous webinars, full application guidelines, application examples
- UWGC [Nonprofit Support](#) page
  - Upcoming trainings and gatherings
- [UWGC 2030 Impact Agenda](#)
- ALICE Resources: [Tennessee](#) / [Georgia](#)
- Two-Generation Resources – [Ascend at the Aspen Institute](#)
- [Foundant](#)
- [Outputs and Outcomes metrics](#)
- Virtual Office Hours [Registration](#)
- Email our team: **impact@uwchatt.org**



**Greater Chattanooga**