2025 Impact agenda & Grant Strategy

**The mission of United Way of York County (UWYC) is to assist working households in our community on their journey toward financial stability by collaboratively and equitably reducing barriers to prosperity.**

**Our vision is an equitably thriving York County.**

In keeping with our vision of creating an equitably thriving York County, UWYC has adopted our 2025 Impact Agenda which will utilize the Results-Based Accountability (RBA) Framework to determine success. This simple and straightforward method of approaching and evaluating our work utilizes an equity lens and asks three questions:

* How much did we do?
* How well are we doing it?
* How many people are better off?

ALICE in York County

**Our goal is to serve at least 5,000 ALICE households with childcare, transportation, and financial wellness solutions in 2025.**

ALICE stands for Asset Limited, Income Constrained, Employed. These individuals represent 25% of York County and are often one financial emergency away from slipping into poverty. Utilizing statistical data from United For ALICE, we’re able to help move our community from survival to stability. For more detailed data on ALICE budgets visit unitedforalice.org/household-budgets/Pennsylvania

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **York County ALICE Survival Budget** | | | | |
| Name | Single Adult | Two Adults | Two Adults Two Children | Two Adults Two Childcare |
| Housing - Rent | $529 | $528 | $714 | $714 |
| Housing - Utilities | $163 | $258 | $310 | $310 |
| Child Care | $0 | $0 | $561 | $1,581 |
| Food | $476 | $872 | $1,467 | $1,296 |
| Transportation | $396 | $637 | $1,047 | $1,047 |
| Health Care | $191 | $429 | $761 | $761 |
| Technology | $86 | $116 | $116 | $116 |
| Miscellaneous | $184 | $284 | $498 | $583 |
| Tax Payments | $318 | $438 | $959 | $1,172 |
| Tax Credits | $0 | $0 | ($433) | ($433) |
| Monthly Total | $2,343 | $3,562 | $6,000 | $7,147 |
| ***ANNUAL TOTAL*** | ***$28,116*** | ***$42,744*** | ***$72,000*** | ***$85,764*** |
| Hourly Wage | $14.06 | $21.37 | $36.00 | $42.88 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **York County ALICE Stability Budget** | | | | |
| Name | Single Adult | Two Adults | Two Adults Two Children | Two Adults Two Childcare |
| Housing - Rent | $818 | $1,022 | $1,712 | $1,712 |
| Housing - Utilities | $163 | $258 | $310 | $310 |
| Child Care | $0 | $0 | $769 | $2,318 |
| Food | $727 | $1,353 | $2,470 | $2,095 |
| Transportation | $822 | $1,096 | $1,579 | $1,579 |
| Health Care | $208 | $464 | $832 | $832 |
| Technology | $86 | $116 | $116 | $116 |
| Miscellaneous | $282 | $431 | $779 | $896 |
| Savings | $282 | $431 | $779 | $896 |
| Tax Payments | $564 | $793 | $1,662 | $2,057 |
| Tax Credits | $0 | $0 | ($433) | ($433) |
| Monthly Total | $3,952 | $5,964 | $10,575 | $12,378 |
| ***ANNUAL TOTAL*** | ***$47,424*** | ***$71,568*** | ***$126,900*** | ***$148,536*** |
| Hourly Wage | $23.71 | $35.78 | $63.45 | $74.27 |

How do we work toward an equitable approach to impact?

An **equitable impact agenda** builds on our existing strategy, which defines key areas of focus, goals, strategies, programs, and desired outcomes. However, this agenda takes it further by placing equity at the core of every step.

This approach begins with listening to community members to understand their challenges. From there, we set meaningful goals, develop effective strategies, and monitor progress to ensure fair and lasting results.

As part of this commitment, UWYC will open grant applications to York County nonprofits supporting the **25% of households that fall within the ALICE population** (Asset Limited, Income Constrained, Employed)—families who live above the poverty line but below the threshold of self-sufficiency. Special priority will be given to ALICE populations disproportionately affected by income instability.

**Priority Populations**  
Although 25% of York County households are ALICE, the following groups face even greater challenges.

* **Young Children (0-5)**: 29%
* **Single Parents**: 37%
* **Veterans**: 16%
* **Black & Hispanic Households**: 40%
* **Older Adults (65+)**: 39%

**2025 Impact Agenda**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **FOCUS ISSUE** | **GOAL** | **STRATEGIES** | **APPROACHES** | **RESULTS** |
| ALICE | Serve 5,000 ALICE households with childcare, transportation, and financial wellness supports | Utilize short term interventions and long-term planning to reduce known barriers to economic mobility, focusing on priority populations:   * Young Children (0-5) * BIPOC * Veterans * Older Adults (65+) * Single Parents | Transportation   * Ride United * Transportation Equity Coalition * Grantmaking   Childcare   * Childcare scholarships * ECHO * Grantmaking   Financial Wellness   * VITA * Financial Wellness Seminars | Outputs   * Who did we help? * What barrier was addressed? * What were we able to accomplish for ALICE? (Increased savings, earnings, peace of mind) |

Our Grantmaking Philosophy

We seek applications that:

* **Align with our mission and vision:** We will award grants for community solutions that equitably reduce the barrier that childcare and transportation pose for ALICE households, placing priority on disproportionally affected ALICE populations:
* **Are bold and simple:** We know that the most effective interventions are often the simplest. Our funds are intended to support projects that have proven success in meeting ALICE households where they are.
* **Value engagement and communication:** Our Impact Agenda was created out of years of listening to our community. We invite applicants to engage in an ongoing, open conversation with UWYC to develop solutions for long-term change.

Our 2025 grantmaking will fall into three cycles:

**Spring: Childcare Center**

**Unrestricted Grants**

February 3: Grant Opens

March 3: Grant Closes

April 1: Funding Decisions

May 1: Funding Distributed

**Summer: Ride United**

**Micro Grants**

June 2: Grant Opens

June 30: Grant Closes

July 15: Funding Decisions

July 30: Funding Distributed

**Fall: Transportation Innovation**

**Grants**

August 1: Grant Opens

September 15: Grant Closes

October 15: Funding Decisions

November 1: Funding Distributed

Funds distributed through the 2025 grant process will be in adherence to the approved FY25-26 UWYC budget

spring cycle request for proposals (RFP): Childcare in York County

*United Way of York County recognizes that the childcare needs in our community are varied and far-reaching. To make the deepest impact with our grant dollars, and in recognizing the role that our community partners play in supporting the childcare ecosystem, UWYC has identified the following role to play in grantmaking to support York County childcare:*

We will fund: Unrestricted grants for existing non-profit PA DHS Certified Childcare Centers serving children ages 0-5, with a Keystone Star 3 or 4 designation, whose service population includes ALICE households.

**Eligibility**

* Eligible organizations must be 501(c)(3) tax-exempt organizations. Organizations without this status must apply under an eligible fiscal sponsor.
* Organizations must be in existence at least two years upon application submission and be able to demonstrate financial and organizational capacity to implement proposed initiatives.
* Eligible organizations must serve those living in York County and any awarded funding should be dedicated to supporting York County residents.
* Early learning centers applying for funding must hold a Keystone STAR 3 or 4 through PA Office of Child Development and Early Learning (OCDEL)

**Considerations**

* Organizations whose mission or projects exclude any group of individuals based on race, color, religion, sex (including pregnancy, sexual orientation, or gender identity), national origin, or disability will not be considered.
* Preference will be given to solutions that specifically address the needs of one of our priority populations (Children ages 0-5, Single Parents, Older Adults 65+, BIPOC, Veterans).
* Funding will be considered for general operating expenses as it relates to reducing the burden that childcare costs incur on ALICE families.
* Capital campaigns, capital projects, endowments, budget shortfalls, or debt retirement cannot be funded through this grant opportunity.
* Proposals must illustrate measurable impact, and organizations must agree to measure and report on defined outputs if funding is awarded.
* UWYC values proposals that demonstrate collaboration. This can include, but is not limited to, partnerships with nonprofits, government, faith-based, and business entities.

**Organizational Viability, Capacity, & Alignment**

Organizations should demonstrate alignment with UWYC’s mission and vision of an equitably thriving York County, as well as financial and organizational capacity to implement proposed solutions.

UWYC will review and consider organizational documents to assess:

* Eligibility for UWYC investment
* The sources and diversity of funding for the organization
* Sound management of resources
* Adequacy of organizational documents
* Financial health
* Mission alignment

Organizations must upload the following documents:

* 501c3 IRS Designation
* Most recent IRS Form 990, if applicable
* Current Bureau of Charitable Organizations certificate, if applicable
* List of current Board of Directors, including service terms and corporate affiliation, if any
* Organizational Diversity, Equity and Inclusion (DEI) statement, and/or anti-discrimination statement
* Organizational Budget
* Annual audit, independent financial review, or board-approved financial statements, dependent upon organizational revenue size
* Audit required for organizations with annual revenues greater than $500,000
* Independent financial review required for organizations with annual revenues between $250,000-$499,000
* Financial Statements with narrative required for organizations with annual revenues under $250,000 .

**To apply for this grant opportunity, visit our website at unitedway-york.org/childcare.**

**GRANT APPLICATION QUESTIONS**

**ALIGNMENT**

1. Provide your organization’s mission statement.
2. Please list the URL of your organization’s website
3. What percentage of your Board Members identify as BIPOC \_\_\_
4. Does your organization require the Board and/or staff to complete Diversity, Equity, and Inclusion training?

* Yes, please list trainings offered
* No, please indicate wiliness to attend UWYC United for Equity trainings in 2025

1. Describe your organization’s mission alignment with UWYC’s mission, vision, and Impact Agenda with a specific focus on how the work supports the needs of ALICE households in York County.
2. Total number of households served annually?
3. Does your organization serve households that include any of the following priority populations? If so, what percent of your overall service population do they represent?

* Residents of York County
  + % of total clientele served
* Black and/or Hispanic
  + % of total clientele served
* Individuals 65+ years of age
  + % of total clientele served
* Veterans
  + % of total clientele served
* Children
  + % of total clientele served
* Single Parents
  + % of total clientele served

Applications will be reviewed to ensure the basic alignment and eligibility expectations are met. Organizations that do not meet eligibility criteria will be less competitive throughout the remainder of the application process.

**PROPOSAL**

In this section, organizations should outline how they are best equipped to positively impact one or more of the issues outlined in UWYC’s Impact Agenda.

1. Describe the program(s) or initiative(s) for which your organization is seeking funding.
2. Describe how your organization reduces the burden of childcare costs on ALICE families in York County through initiatives, programs and/or services. Explain the organization’s value and benefit to clients and the community.
3. Describe the systems you will put in place, or the systems that may already be in place, to track the following outputs?
4. Who did we help? (Race, gender, age, income)
5. What were we able to accomplish for ALICE? (Increased savings, earnings, peace of mind)
6. Identify new or ongoing collaborations that support ALICE households beyond childcare related needs that are part of your program.
7. Describe how your organization **intentionally** serves the populations selected in the previous section, and how you’re working to decrease disparities experienced by these populations.
8. If applicable, describe how community residents and program recipients, especially those experiencing racial/ethnic disparities, have been engaged in meaningful decision making and to inform program activities.
9. Describe your organization’s staff capacity to effectively implement the solution(s) proposed. Include role and responsibilities of key implementation staff and organizational leaders.

**GRANT REQUEST**

How much funding does your organization request to achieve the selected proposal and anticipated outcomes?

*Please note: This is simply to provide UWYC with more context for understanding the scope of your proposal. Organizations are not guaranteed an allocation of the entire request amount.*

**PROPOSAL ENGAGEMENT MEETING**

We request that each applicant who meets basic eligibility criteria agree to a 30-minute virtual or in-person meeting for our review committee to gain deeper insights into your program.

I agree \_\_\_

**IMPACT STORIES**

United Way of York County relies on impact stories to continue our impact work and advocate for systemic change. Please indicate your commitment to connecting UWYC with clients who would be willing to share how UWYC funding impacted their life.

I agree \_\_\_