

UNITED WAY OF THE GREATER CAPITAL REGION WOMEN UNITED®

Women United's Perfect Pitch 2023 Request for Proposal

ABOUT WOMEN UNITED & UWGCR WORK

Women United is a group of energetic, passionate, and philanthropic women empowered by the United Way of the Greater Capital Region (UWGCR) to make a true impact in our community. Our many and diverse experiences moving through the world as women informs how we mobilize change to invest in, advocate for, and host events with a mission to drive equity and excellence for all women.

In 2024, Women United is focusing on organizations that address women's rights, center women's experiences, and look at the social determinants of health that affect women in the Capital Region. We recognize that women experience the health, education, and economic systems differently and we know that programs designed to support the health and well-being of women are not prioritized and adequately resourced. This past year, we have been active and vocal in what needs to be done to support well-being for women.

- During the International Women's Day panelists spoke about gender health inequity in this country. Women in America are unwell. We're sicker, more stressed, and die younger compared to women in other high-income countries. Key findings highlighted the maternal mortality crisis in this country, death from preventable disease (being a woman is *not* a disease), higher rates of chronic illness, and bias in the healthcare system. NYS Department of Health, in its Health Equity Impact Assessment legislation and statute categorizes "women" as a medically underserved class.
- In May, we advocated on Menstrual Equity Day asking New York lawmakers to providing *sufficient* funding for free and consistent access to menstrual hygiene products in all public schools, NYS facilities, pantries, shelters, correctional facilities. Menstruation should not prevent or limit any girl, woman, and person who menstruates from participating in their daily lives, yet for many it does. We will keep this on the agenda for the 2024 legislative session and 2025 Budget.
- We are working to ensure nutrition security is equitable. [53% of SNAP participants](#) in NYS are in households with children. [Recent data on participation](#) show that women, people of color, LGBTQ+ people, and people with disabilities were more likely to participate in SNAP, the bedrock nutrition and anti-hunger program in this country. This fall we will continue to keep the pressure on state and federal lawmakers for key nutrition programs that if not passed and/or not sufficiently resourced will have an inequitable negative impact on women and children.

Post pandemic, we know that many families and especially those headed by women are struggling to make ends meet. 74% of these households in New York are below the ALICE threshold meaning they do not have enough to afford their essentials for housing, food, education, health and transportation ([2023 ALICE Report](#)). The pandemic showed us possibilities and promises of reducing poverty, supporting nutrition security for kids and their families, and increased health access; however, many of these supports and programs have 'returned to normal' meaning we are reversing course.

We know there is much to be done. Our goal with Perfect Pitch is to help shine a light on the importance of women's health, education, and economic equity, uplift outstanding leaders and efforts in this space, and generate community wide discussion and advocacy for positive change. Our intention with Perfect Pitch is to encourage organizations with their new initiatives, to lean into something promising, or to support their work in changing the dominant narrative molding women. While not every organization will walk away with the grant, we can promise that each finalist will walk away with a network of people who want to support this work and will follow that up with action.

GENERAL ELIGIBILITY

All non-profit 501(c)(3) agencies that service the 8- county area of the Greater Capital District (Albany, Columbia, Greene, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie) may apply for funding, subject to meeting general United Way requirements. By applying, you certify that your organization can provide the following documentation at any time during the course of the selection process: Proof of 501(c)(3) or fiscal sponsor status; List of current Board of Directors and their affiliation.

Organizations who have been awarded the Perfect Pitch grant in the past two years are ineligible for the award in 2024.

GRANT SIZE, DURATION, AND DELIVERABLES

The grant amount is **\$10,000**. The selected agency funded as the 2023 Perfect Pitch grantee will be the Women United Premier Partner in 2024 for the duration of 1 year. This means that in addition to the \$10,000 provided through this grant, this agency will receive additional support from Women United such as in-kind contributions, volunteer support, strategic support in advocacy from United Way and other means that would be useful as identified by the organization.

To be considered for funding, an agency **must fully complete this application and submit by: October 6, 2023. The grant period will be from January 1, 2024 to December 31, 2024.**

Grantees funded under this effort will be expected to engage in the activities and provide the specific deliverables listed below, which will help to demonstrate program progress and success:

1. Consistent Communication with UWGCR/Women United, and meeting with the Women United Nonprofit Partnership Committee.
2. A calendar of upcoming events for Women United to support in 2024

3. A list of needs, programs, and volunteer projects that Women United may be able to support throughout 2024.
4. A final report/interview on the impact of being the 2024 Premier Partner. More details will be shared upon selection of the awardee.
5. Invitation to inform the coaching process for 2024 RFP Perfect Pitch participants.

EVALUATION PROCESS

1. To increase transparency, UWGCR makes its evaluation point values available to all applicants as part of this RFP. The application questions indicate the maximum point value for each question. Please use this as a guide to determine your responses. There are two sections (Budget and Additional Information) that do not carry a point value; however, they are also important.
2. Finalist Selection Process. Four Finalists will be selected by a Review Committee which will be comprised of Women United Members and UWGCR staff. The Committee will review RFP applications based on the criteria laid out in this RFP. Finalists will be selected by October 25, 2023 and will be notified shortly thereafter by Women United & UWGCR. Unsuccessful applicants will receive notification the following week. We will not be able to select all worthwhile applications.
3. The written application carries a maximum of 75 points. The Presentation (Pitch) carries a maximum of 25 points. Points scored on this application will be accounted for during the night of the pitch and will be based on 100 points. Correspondence and details on the evaluation for the day-of event will follow.
4. Finalists will present at the December 6, 2023, Shark-Tank style Perfect Pitch event as the final stage of this application. Finalists are expected to attend the Perfect Pitch event.
5. Funding will be determined on the evening of December 6, 2023.

2023 UNITED WAY & WOMEN UNITED RFP FUNDING PRIORITY

UWGCR's goal is to advance community well-being on a generational scale. To us, well-being means that *everyone* across the Greater Capital Region experiences the conditions and opportunities *they* need and want to be happy, healthy, and thriving. We do so through granting, capacity building, convening, and co-creating solutions to some of the most pressing social challenges in the region. With this RFP, Women United requests proposals that speak to one of the following:

- Initiatives that center women's rights and diverse experiences in living those rights;
- Initiatives that address the gendered impact of the application of social determinants of health (in particular those that impact health, education or economic well-being) that affect women.

Successful organizations will recognize that women in their diversity experience these systems differently and their proposal will speak to how their work addresses this. Examples of eligible programs could include strengthening women's participation in advocacy and collective action, access to affordable childcare, equitable health access and

health outcomes, economic empowerment, reproductive healthcare, support to survivors of domestic violence, workforce development, and more.

This grant provides unrestricted funds, intended to be flexible to best support partners' needs, from programs to projects to operating expenses, including rent, salaries, communications, travel, programmatic expenses.

APPLICATION

GENERAL INFORMATION

1. Agency Name
2. Contact Name and Email (Please note that this information will remain confidential and will only be shared with those distributing the grant funding)
3. Agency Address:
4. Geographic location(s) of programming (drop down menu)
6. Is your Organization incorporated as a 501(c)(3) organization with tax exempt status? Yes/ No. (skip 5)
 - a. EIN #
7. If your organization is not a 501c3 do you have a fiscal sponsor? Yes/ no. (if no to 7 and 8, move to page that they're ineligible).
 - a. Yes: Name of fiscal sponsor
8. How long has your organization been incorporated and in operation?
9. How representative of the communities you serve is your staff?
 - a. Highly (>80%)
 - b. Mostly (50-79%)
 - c. Somewhat (25-49%)
 - d. Not very (<25%)
10. How representative of the communities you serve is your board?
 - a. Highly (>80%)
 - b. Mostly (50-79%)
 - c. Somewhat (25-49%)
 - d. Not very (<25%)

AGENCY INFORMATION

1. Diversity, equity, and inclusion are of integral importance to the UWGCR. We understand that building an organization centered on equity is an ongoing process, not something that will be achieved at a particular moment in time and endure without attentiveness and effort. We understand that how an organization thinks about diversity will depend on the geographic region in which it is working. Who is marginalized and how that manifests looks different in different contexts. But marginalization itself is universal and social exclusion is relevant everywhere. **How does your organization proactively promote diversity, equity, and inclusivity** in your work internally and externally? (15 Points)

2. What are the **strengths** of your organization? (10 Points)

PROGRAM INFORMATION

1. **Program Summary.** Please share a brief summary of your organization. Please speak to your approach and efforts center women and their experiences moving through the world as women, women's rights, and/or women's health equity. (max 200 words, 5 points)
2. **What program or initiative are you Pitching?** Please share details of how exactly this investment will support your mission/ initiative and through what actions. How will it address the priority area (e.g. centering women's rights, addressing the gendered impact on social determinants of health and women's health outcomes). We consider this investment a contribution and do not expect the full budget of the proposed idea to be covered by the investment. (max 250 words, 15 points)
3. Tell us about the current situation/challenge you are looking to address that makes this work necessary. Please share why you are well poised to lead this work and any information that you feel distinguishes your organization's approach. (max 200 words, 10 points)
4. Paint a picture of what well-being would look like for your program participants/community as you define it and in reference to your Pitch. What **opportunities** exist in your organization, community and/or within the Greater Capital Region that can work towards this vision of well-being. Over the next year (2024) what do you believe is achievable? (max: 250 words, 15 points)
5. Please tell us about the **specific populations and communities** you are serving. Provide any quantitative or qualitative data that you use to better understand your communities. How will these funds specifically support populations who have been historically the most disproportionately impacted by issues affecting women? (5 points)

III. PROJECTED PROGRAM BUDGET

1. **Please indicate the total budget (expenses) for your proposed project/initiative.** In other words what is the total amount of resources that it takes to realize the work as you have described in the above sections. Your response to this question will better inform Women United and UWGCR about the necessary resources for your work.

2. **If successful, how do you envision spending the \$10,000 grant.** (e.g., on salaries, on program related expenses, on overhead, transportation, on stipends, etc.).

IV. DOCUMENTS & ADDITIONAL INFORMATION

Should you be selected as one of the four Perfect Pitch finalists, the following information will be shared in official communications as we announce the finalists and publicize the event. It will also be shared with the Judges (Sharks) prior to the event.

1. Title of your Pitch
2. What your Pitch (i.e., program/initiative/strategy) is in 3 sentences. *For example, what is your idea, why is it important/necessary, and how will you do it. You don't need to provide details here, that is what your presentation is for on December 6.*
3. A very brief description (or link to your website page with this information) of your organization's work and mission. This information will be used when we announce the finalists and promote your organization on social media. Please include some photos we can use to promote your work leading up to the event.
4. Headshot, name and title of the person(s) who will be presenting on December 6, 2023, at Perfect Pitch
5. Your organization's logo (file upload). It should be Hi-Res in PDF, PNG or JPG format.
6. Please provide links for your organization (we will tag on social media):
 - a. Website
 - b. Facebook
 - c. Instagram
 - d. LinkedIn
 - e. Twitter (X)