



**Valley of the Sun  
United Way**



Instructions for Submitting a

# **Letter of Intent Application**

to the

Valley of the Sun United Way's  
**Helping the Working Poor Fund**

**2010 - 2011**

# Mission, Vision and Guiding Principles

**Mission:** To improve lives by mobilizing the caring power of our community.



**Vision:** To build a caring community where all children and youth succeed, families are self-sufficient, neighborhoods are vital and safe, and all people enjoy maximum health and independence.

## Guiding Principles:

- Uphold the highest ethical standards
- Act with compassion and caring
- Exceed our customers' expectations
- Be accountable in all we do
- Commit to quality work and continuous improvement
- Reflect the diversity of our community
- Promote teamwork and cooperation



## Valley of the Sun United Way Community Outcome Statements

VSUW worked with its community partners to determine areas that VSUW could make a positive impact in the community. The following are the Community Outcome Statements that were developed.

- Children entering school are ready to succeed.
- Youth become productive members of our community.
- Youth achieve greater academic success.
- Individuals develop new skills and knowledge.
- Individuals and families are physically & mentally healthy.
- Individuals gain and maintain employment.
- Individuals and families are financially stable.
- Individuals and families have access to affordable housing.
- Individuals increase independence for daily living.
- Neighborhoods are safe and stable.
- Individuals and families in crisis move toward stability.
- Individuals and families are safe
- Individuals' and families' basic needs are met



## HWP Overview

The **Helping the Working Poor Fund** invests in collaborative projects that provide a combination of services designed to create conditions and opportunities that enhance the quality of life for hard working individuals and their families in Maricopa County. Grants are made on an annual basis with no guarantee of future funding. Helping the Working Poor projects will not be financially supported longer than five (5) years.

The intended goal of this fund is to develop comprehensive approaches to respond to the major issues associated with welfare reform and make a significant positive impact for hard working individuals and their families in Maricopa County.

The following objectives **must** be addressed:

- Programs must provide a comprehensive delivery of services, including but not limited to: job training and placement, childcare, transportation, food and shelter; services that responds to the needs of hard working individuals and their families in Maricopa County;
- Programs must include collaborative efforts in implementation;
- Programs must define reasonable, logical and appropriate outcome measurements that will evaluate the client benefits/success.

The Helping the Working Poor Fund is allocated on a fiscal year basis. The 2010-2011 fiscal year begins July 2010 and ends June 2011.

### General Grant Eligibility Criteria

To apply for funding from the Helping the Working Poor (HWP) Fund, an organization must meet the following requirements:

- The agency must be registered by the Internal Revenue Service as a 501(c)(3) tax-exempt, nonprofit organization.
- The agency must provide health and human care services in Maricopa County aligned with VSUW's Community Outcome Statements.
- The agency must be in compliance with all applicable Arizona State laws and regulations including the maintenance of corporate status as designated by the State of Arizona's Corporation Commission.
- The agency must be governed by a local board of community volunteers.
- The agency must not be a religious, fraternal, educational, or political institution, a governmental municipality, or an environmental group. Ineligible organizations would include churches/temples, universities, political parties, fraternal clubs and agencies run by the State, County or City.

While VSUW does not fund schools or government entities directly, collaborations between nonprofit, community-based organizations and schools and/or are government are allowed provided that the nonprofit organization is the fiscal agent (or funded entity) for the program.

VSUW funding may not be used for any capital expenditures, including buildings, equipment, furnishings, vehicles or computer hardware.



### Specific HWP Grant Eligibility Criteria

- Lead agencies must be recognized and certified by the Arizona Department of Revenue as a qualifying charitable organization\*, meaning:
    - A charitable organization that is exempt from federal income taxes.
    - Must spend at least 50% of their budget on services to AZ residents whose household income is less than 150% of the federal poverty level.
    - The organization must provide services necessary to meet basic needs, and services must be provided in Arizona.
- \* See Attachment A: *Qualifying Charitable Organization*
- The primary services to be included in all program requests should be job training and placement services, as well as services that address barriers to an individual gaining and maintaining employment (at a livable wage). Childcare, transportation, food and shelter are barrier that must be addressed in HWP programs. Programs must address **each** of these areas to be considered for funding. HWP funds are meant to assist low-income, working individuals (and their families) in improving their economic status and addressing barriers to gainful employment.
  - Programs will serve the “working” poor; defined as those living in households below 150% Federal Poverty Level, who should be working or have worked in the last 6 months. Program funds should not provide a duplication of services available to TANF eligible clients. The VSUW Helping the Working Poor Fund is meant to target Working Poor Individuals and their Families who are **not** receiving TANF benefits.

### Additional HWP Project Specifications

- Funds provided by this program must not supplant federal or nonfederal funds for existing services and activities that promote the purpose of this program.
- The lead agency is expected to link with other existing resources. Funds are to be utilized to fill gaps in services.
- Previously funded HWP programs may be considered for additional funding. Following three (3) years of financial support, funding may decrease in an effort for programs to become self-sustaining. **HWP programs will not be financially supported longer than five (5) years.**
- For agencies which have HWP programs replicated at multiple sites, it is the practice of the Community Investment volunteers to view each site as having its own five year funding limit. **Additionally, each program site must have its own, unique proposal submitted.**



### **Aligning to a VSUW Community Outcome**

Valley of the Sun United Way's community outcome statements articulate what VSUW intends to achieve when investing community dollars. To be successful in the Helping the Working Poor application process, funding requests must clearly identify how the proposed activities align with and/or contribute to **ONE** of the outcome statements. Although program activities and strategies may contribute to more than one of the outcome statements, all agency proposals are expected to determine the **ONE** outcome statement that best aligns with the purpose and goal of the program.

Due to the nature and expectations of the HWP Fund, programs must align with one of the following VSUW Outcome Statements:

- Individuals *gain and maintain* employment.
- Individuals and families *are* financially independent.
- Individuals and families in crisis *move* toward stability.

### **Funding Period & Amounts**

Helping the Working Poor grants are for one year only. This year's investment cycle will begin in July 2010 and will end June 2011. Programs funded for this grant period are not guaranteed continued funding in future years. To this end, proposals should build in plans for program sustainability.

HWP grants awarded for fiscal year 09/10 ranged from \$15,000 to \$100,000, with a total allocation of \$850,000 funding 14 programs. VSUW has a minimum funding threshold of \$15,000. Funding requests under \$15,000 will not be considered.

### **Investment Process**

A panel of community volunteers will allocate the funds raised through the annual campaign and apportioned to the Helping the Working Poor Fund. Panel composition is designed to reflect the diversity of the community across a number of characteristics. Volunteers receive instruction and guidance in the eligibility requirements, guidelines and policies as well as educational information about the health and human service issues being addressed through the fund. The Investment Volunteers will first review the Letters of Intent to determine which agencies will be asked to submit a proposal application. Next the Investment Volunteers will review and evaluate the proposals and hold Site Visits at agencies to determine program funding recommendations. The panel's funding recommendations will be then be submitted to the Valley of the Sun United Way's Board of Directors for final approval.

### **Outcome Measurements and Reporting**

All agencies submitting a HWP program application will need to develop and submit a program logic model (included in the proposal application). Additionally, HWP funded programs are required to submit periodic reporting covering budget income and expenses and program outcome measurements.



## LETTER OF INTENT INSTRUCTIONS

The following instructions are provided to assist you in completing the Letter of Intent portion of the 2010/2011 VSUW Helping the Working Poor Fund application process. If you require additional assistance or have a specific question, please contact Charlie Boyce, the Community Investment Manger overseeing the HWP Fund, at 602.631.4879 or [cboyce@vsuw.org](mailto:cboyce@vsuw.org).

### Application Instructions:

- The application process begins with a Letter of Intent attached to the required Cover Sheet (provided with this packet.) Required content for the Letter of Intent is detailed below.
- The required cover sheet is also available in Microsoft Word via email. To request a copy of the form via email, please email a request to [jdemass@vsuw.org](mailto:jdemass@vsuw.org). For questions about the HWPLOI application process, contact Charlie Boyce at 602.631.4879 or [cboyce@vsuw.org](mailto:cboyce@vsuw.org).  
**Note:** Electronic submissions will not be accepted. All forms and required documents must be submitted in hard copy format during the Letter of Intent phase of the application process.
- Include six (6) copies of the Letter of Intent and six (6) copies of the Cover Letter with your submission.
- Please do not include additional attachments, video tapes, marketing materials, etc. These items will not be considered during the LOI evaluation process. Additional compliance documentation will be requested during the full application process.

### Letter of Intent Content and Format

Letters must be no longer than two (2) pages, should employ a readable font size of no less than 10pt. and allow for one-inch margins. This letter must be attached to the Cover Page provided with this packet and should include:

- Provide a brief description of your organization. This description should provide context for the program being proposed.
- Describe the program being proposed. This description should include an overview of the community needs, problem or opportunity; the targeted population to be served; and how the organization's proposed activities will serve this population and address this community need.
- Explain of how the proposal concept addresses the purpose of the Helping the Working Poor Fund; and list the Valley of the Sun United Way Long-term Community Outcome to which this program aligns.
- Share the design of the program, including how all required areas (job training and placement, child care, transportation, food and shelter) will be addressed; also including all collaborative partners for the project and the role they will play.
- Share the program expected outcome measurement results and how the organization will measure client benefits.
- State amount of funding requested.



**Submission Instructions:**

Please submit the **6 copies** of your Letter of Intent with **6 copies** of the Cover Sheets. Applications are due in the office of the Valley of the Sun United Way by **4:00 p.m. on Thursday, October 29, 2009**. The address is as follows:

Valley of the Sun United Way  
Attention: Charlie Boyce  
1515 E. Osborn Road  
Phoenix, AZ 85014

**Investment Timeline:**

<b>September 24, 2009</b>	LOI Application Released via mailings
<b>October 29, 2009</b>	Letter of Intent Due at VSUW by 4 p.m.
<b>December 15, 2009</b>	Agency Notification mailed out – advance/decline letters
<b>January 4, 2010</b>	Release Proposal Applications on e-CImpact
<b>January 7, 2010</b>	Proposal Orientation o 9:30 a.m. to 11:00 a.m.
<b>January 28, 2010</b>	Proposal Applications Due on e- CImpact by 4 p.m.
<b>February 11, 2010</b>	Technical Feedback Available to Agencies via e-CImpact
<b>February 19, 2010</b>	“Best & Final” Version of Proposal Application Due on e- CImpact by 4 p.m.
<b>February 22-26, 2010</b>	Agency Site Visit Orientation (TBD)
<b>March 29 - April 16, 2010</b>	Agency Site Visits
<b>May 31, 2010</b>	Agency Award Notification Letters mailed
<b>July 1, 2010</b>	Signed Funding Agreements Due
<b>July 15, 2010</b>	Monthly Allocation payments begin
<b>September 30, 2010</b>	Compliance Documents due



# COVER SHEET

Due October 29, 2009 by 4:00 p.m.

Agency Name \_\_\_\_\_

Chief Professional Officer, Name/Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Proposal Contact Person, Name / Title \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Program Name \_\_\_\_\_

Primary Program Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

\$ \_\_\_\_\_

Total Funding Requested from VSUW Helping the Working Poor Fund

Program Type/Status:

- New Program
- Continuing
- Expansion
- Enhancement
- Expansion & Enhancement

Program Alignment with Outcome (Choose **only ONE**)

- Individuals *gain and maintain* employment.
- Individuals and families *are* financially independent.
- Individuals and families in crisis *move* toward stability.

Using the "key" in the instructions, indicate ONE Primary service delivery area.

Geographic Delivery Area	SWV		NV		EV		TE		ME		GL		NWV		CPH	
	EPH		WPH		NPH		SPH		WV		VW		SC			

Checklist:

Does the agency conduct an annual independent financial audit?  Yes  No

If no, please explain \_\_\_\_\_

What agency-year has undergone the most recent audit? (i.e. CY 2008, FY 2007/08) \_\_\_\_\_

What is the amount of the Total Agency Budget? \_\_\_\_\_

Is the agency listed with the Arizona Department of Revenue as a Qualifying Charitable Organization?  Yes  No

**Agency Mission Statement:**



## Cover Sheet Instructions

**Agency Name:** Full name of the lead agency that is applying for VSUW's Helping the Working Poor Funding. If you are applying as a collaboration between one of more entities, identify the agency that will serve as the fiscal agent.

**Chief Professional Officer:** Full name and title of the chief executive from the lead agency.

**Mailing Address:** Identify the main business office location or P.O. Box address for the receipt of official correspondence.

**Phone:** Provide the direct phone for the person listed above.

**Email:** Provide the email address for the person listed above.

**Proposal Contact Person, Name / Title:** Identify a person from the lead agency that can be contacted directly to answer questions regarding this application. Include this contact's title.

**Phone:** List the identified proposal contact's direct phone number.

**Email:** List the identified proposal contact's email address.

**Program Name:** Identify how the lead agency refers to this program (e.g. Phoenix Workforce Program, etc.)

**Primary Program Address/Location:** List the primary address where the program is offered, including the city and zip code, and describe the location (e.g. 5000 Archduke Dr., Anywhere, AZ 85036/ Westdale Community Center).

**Funding Request:** Enter the total amount requested from VSUW for this program.

**Program Description:** Select **ONE** of the following to **best describe** the proposed program:

- *New Program:* A "new" program is defined as a program within your agency that is new to the agency and is currently in the planning/implementation stages.
- *Continuing Program:* A "continuing" program is defined as an existing program that your agency is currently operating and plans to maintain in its current form.
- *Expansion:* A program "expansion" is defined as an existing program that is being expanded to include an additional service delivery area and/or additional clients.
- *Enhancement:* A program "enhancement" is defined as an existing program that is being enhanced by the addition of new services to the same program.
- *Expansion & Enhancement:* A program that is including additional service delivery areas and/or clients at the same time that new services are being added.



**Program Alignment with Outcome**

Please indicate the one Valley of the Sun United Way Community Long-term Outcome that this program best aligns with. If your program addresses more than one area/outcome, select the ONE that most clearly aligns with the programs primary goal. For more information on the VSUW’s Community Long-term Outcomes, please refer to [www.vsuw.org](http://www.vsuw.org) and download the Logic Model Handbook, or contact Charlie Boyce at 602.631.4879 or [cboyce@vsuw.org](mailto:cboyce@vsuw.org).

**Geographic Delivery Area**

Using the table below indicate one Primary service delivery area on the Application Form. Identify service delivery area with an “X”.

SWV	NV	EV	TE	ME	GL	NWV	CPH
Avondale	Carefree	Chandler	Tempe	Mesa	Glendale	El Mirage	Central Phoenix
Buckeye	Cave Creek	Gilbert				Peoria	
Gila Bend	Fountain Hills	Guadalupe				Surprise	
Goodyear	Paradise Valley	Queen Creek				Wickenburg	
Litchfield Park	Scottsdale					Youngtown	
Tolleson							
EPH	WPH	NPH	SPH	WV	VW	SC	
East Phoenix	West Phoenix	North Phoenix	South Phoenix	West Valley	Valleywide	Sun Cities	

**Checklist:**

- Check yes or no to indicate whether the lead agency conducts an annual independent financial audit.
- If no audit, then briefly explain why the agency does not or has not yet undergone a financial audit.
- Identify the timeframe for the most recent audit.
- Fill in the amount of the lead agency’s total agency budget for the 2008/2009 fiscal year.
- Check yes or no if the agency is listed with the Arizona Department of Revenue as a Qualifying Charitable Organization.

**Agency Mission Statement:**

Provide the lead agency’s formal mission statement.



**Attachment A:  
House Bill 2286 and Qualifying Charitable Organization Certification Form**

**HOUSE BILL 2286  
CHAPTER 80  
CHANGES TO THE CREDIT FOR CONTRIBUTIONS TO  
QUALIFYING CHARITABLE ORGANIZATIONS**

A.R.S. §43-1088

The individual income tax credit is for voluntary cash contributions made by the taxpayer during the taxable year to a qualifying charitable organization of up to \$200/\$400. There is a 5-year carry forward.

*CHANGE: The credit can only be taken if the taxpayer itemizes deductions in the taxable year. There is no longer any baseline amount, 1996 or otherwise. If the taxpayer donates money to the qualified charity and itemizes their deductions, they are eligible to take the credit.*

*CHANGE: The definition of a qualifying charitable organization has been expanded. This still has to be a 501(c)(3) organization or a designated community action agency that receives community services block grant program monies pursuant to 42 United States Code section 9901. The organization must spend at least 50% of its budget on services to Arizona residents who receive temporary assistance for needy families or low income Arizona residents and their households OR TO CHRONICALLY ILL OR PHYSICALLY DISABLED CHILDREN WHO ARE ARIZONA RESIDENTS. Chronically ill or physically disabled is defined in section 36-262 as children who are under 21 years of age and whose primary diagnosis is a severe physical condition which may require ongoing medical or surgical intervention. Services to residents means cash assistance, medical care, child care, food, clothing, shelter, job placement and job training services or any other assistance that is reasonably necessary to meet immediate basic needs and that is provided and used in Arizona.*

**CERTIFICATION PROCESS:**

1. The qualifying charitable organization must provide ADOR with a written certification that it meets all criteria to be considered a qualifying charitable organization.
2. The written certification must be signed by an officer of the organization under the penalty of perjury.
3. The written certification must include
  - a. verification of the organization's 501(c)(3) status or verification that the organization is a designated community action agency
  - b. financial statements indicating the organization's budget for the prior operating year and the amount of the revenue spent on services to Arizona residents who either
    - i. receive Temporary Assistance of Needy Families (TANF) benefits
    - ii. are low income residents



- iii. are chronically ill or disabled children
- c. a statement that the organization plans to continue spending at least 50% of its budget on services to the qualified people.

ADOR shall review each written certification and determine if the organization meets the criteria to be considered a qualifying charitable organization. ADOR shall notify the organization of its determination. ADOR may periodically request recertification from the organization.

All charitable organizations that have previously submitted a written certification must send ADOR another written certification containing all the information required above. An organization that fails to recertify:

1. No longer qualifies as a qualifying charitable organization and shall be removed from the list.
2. May be added at a later date if it supplies the required information and is determined to be a qualified charity by ADOR.



## Qualifying Charitable Organization

I, \_\_\_\_\_ hereby certify that  
(Please print Officer's name and title here)

\_\_\_\_\_ meets each of  
(Name of Charitable Organization – please print)

the following criteria to be considered as a charitable organization:

ARS § 43-1088.G.2 states that a “qualifying charitable organization” means a charitable organization that is exempt from federal income taxation under section 501 (c) (3) of the Internal Revenue Code or is a designated community action agency that receives community block grant program monies pursuant to 42 United States Code, Section 9901. I have provided a copy of my organization’s 501 (c) (3) status or copy of verification that my organization is a designated community action agency.

My organization meets this criteria: \_\_\_\_\_  
(initial here)

ARS § 43-1088.G.2 states that the organization spends “at least fifty percent of its budget on services to Arizona residents who receive Temporary Assistance for Needy Families (TANF) benefits or to Arizona resident low-income households or to chronically ill or physically disabled children who are Arizona residents”. As defined in ARS § 43-1088.G.3, “Services means cash assistance, medical care, child care, food, clothing, shelter, job placement and job training services or any other assistance that is reasonably necessary to meet immediate basic needs and that is provided and used in this state”.

My organization meets this criteria: \_\_\_\_\_  
(initial here)

I have provided a copy of my financial statements for the prior operating year specifying the amount of that revenue spent on services to residents of Arizona who either:

- (a) Receive Temporary Assistance of Needy Families (TANF) benefits
- (b) Are low income residents of Arizona
- (c) Are chronically ill or physically disabled children

My organization meets this criteria: \_\_\_\_\_  
(initial here)



My organization plans to continue spending at least fifty percent of our budget in the future on services to residents of Arizona who either:

- (a) Receive Temporary Assistance of Needy Families (TANF) benefits
- (b) Are low income residents of Arizona
- (c) Are chronically ill or physically disabled children

My organization meets this criteria: \_\_\_\_\_  
(initial here)

\_\_\_\_\_  
Printed Name of Officer Title

\_\_\_\_\_  
Signature of Officer

\_\_\_\_\_  
Address Telephone Number

I declare and affirm under penalty of perjury that the statements made herein are true and correct to the best of my knowledge, information and belief.

Notarized by:

\_\_\_\_\_  
Notary Name My Commission Expires

\_\_\_\_\_  
Date



## Attachment B

# Pre-Screening for Helping the Working Poor Fund

**Please review the following Helping the Working Poor Fund information to determine if this funding opportunity is right for your agency/project.**

**Target Population Criteria:** The Valley of the Sun United Way Helping the Working Poor Fund is meant to target Working Poor Individuals and their Families who are **not** receiving TANF benefits. The HWP Fund was created to assist this "notch" group of low income individuals and families who earn too much to be eligible for TANF, yet require supportive services in order to improve their situation.

**Project Funding Criteria:** The VSUW Helping the Working Poor Fund applications **must** address a continuum of services consisting of, but not limited to, Job Training & Placement, Childcare, Transportation, and Food and Shelter. Applications that do not address **all** of these components will not receive funding. Agencies will need to demonstrate how the proposed project will provide a comprehensive and collaborative service approach addressing needs in the areas of:

- food,
- shelter,
- child care,
- transportation,
- job training and placement.

### **Minimum Eligibility Criteria for Valley of the Sun United Way Funded Agencies**

An Agency Must:

- ✓ Be A Nonprofit 501(c)(3) Tax-Exempt Entity
- ✓ Provide Health & Human Care Services
- ✓ Be In Compliance w/ All Applicable State Laws
- ✓ Be Governed By A Local Volunteer Board
- ✓ NOT Be A Religious, Fraternal, Educational, Or Political Institution; A Governmental Municipality; Or An Environmental Group

### **Specific Criteria for Agencies Receiving Helping the Working Poor Funds**

Lead agencies must be recognized by the Arizona Department of Revenue as a 'qualified charitable organization'.

- A charitable organization that is exempt from federal income taxes.
- Must spend at least 50% of their budget on services to AZ residents whose household income is less than 150% of the federal poverty level.
- The organization must provide services necessary to meet basic needs, and services must be provided in Arizona.