



United Way  
of Greater Philadelphia  
and Southern New Jersey



# Philadelphia Poverty Action Fund

Frequently Asked Questions:  
Family Stability Community Challenge

December 2020

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Type	Question
<p><i>Newly added questions - updated 12/10</i></p>	<p><b>The way the proposal is written implies that services can really only be provided for Philadelphia residents. Are Southern NJ populations excluded, even though United Way of Greater Philadelphia and Southern New Jersey is helping execute the grant?</b></p> <p>This particular grant program, in partnership with the City of Philadelphia is specifically serving Philadelphia residents.</p> <p><b>Can you please clarify what is meant by “Estimated Value of Services Provided (\$)” in the Projected Outputs table? Does the note “including actual cash drawn down and projected value of services” mean “Total Cash Value to Clients “ (column 3) PLUS cost of services provided?</b></p> <p>Yes. The asterisk that is next to the "Estimated Value of Services Provided (\$)" column indicates "including actual cash drawn down and projected value of services." Estimated value of services may include the value of free tax preparation, legal services, financial counseling, or other services provided free of charge to clients as part of your partnership.</p> <p><b>Will the Projected Outputs table be used as a deliverable once grants are made? E.g. will we be tracking against the numbers that we submit in the Projected Output table if/when grants are finalized and projects are launched?</b></p> <p>Please populate the Projected Outputs table with outputs you are confident that your partnership can deliver. This table will be used as a guide for a measurement and accountability plan, though final deliverables will be determined collaboratively with grantees and our learning and evaluation partners once grantees are onboarded.</p>
<p><b>Goals &amp; Expectations</b></p>	<p><b>How do small organizations get involved and ensure equitable participation?</b></p> <p>The partnership approach is designed to enable small organizations with expertise and community reach to be part of collaborations. We encourage lead applicants to consider a wide range of partners -- especially those that have the capacity to engage individuals and families who may be eligible for benefits and services, but have not previously accessed them.</p> <p><b>What if we have more than seven partners?</b></p> <p>For lead partners collaborating with a wider range of organizations, please include smaller subgrants in the “contractor” line of the budget and provide detail in the budget notes on the organizations, amounts, and purpose of the subgrant.</p> <p><b>Is the goal to touch and assist a critical mass of people across the city, or is a small, piloted approach with the intent to hone a model and scale up in the future something that would be of interest?</b></p> <p>The goal is to fund partnerships that strengthen access and help build connections to benefits and services for a broad and diverse range of individuals and families.</p> <p><b>Are there specific outcomes you are looking for grantees to reach? Are there specific outcome numbers you are looking for grantees to reach?</b></p> <p>Please see the Data Collection Resources and Expectations section in the Call for Collaborations (page. 6) for more details about outcomes expectations.</p>

**In terms of data collection, establishing strong collaborations, and other network-building activities, are we allowed to request funds for that or is that part of the separate funding for an outside evaluation?**  
 You may include costs related to data collection and supporting collaborative work expenses in your budget. Technical assistance and support, but not direct funding for staffing and data collection infrastructure, will be provided in addition to grant funds

**Funding**

**What org is providing the funding for this?**  
 This initiative is a jointly funded effort between the City of Philadelphia and private philanthropy.

**How many awards are anticipated?/How many awards will be granted?/How many collaborations will be funded?**  
 The number of awards will be determined by the size of requests and number of qualified proposals.

**Are higher eds able to apply on their own or do they need a community partner?**  
 Please see the Eligibility and Requirements section in the Call for Collaborations (page. 8) for more details about who is eligible to apply.

**Is the goal to award several grants that will be focused on specific communities, neighborhoods or populations, or is the focus on several city-wide projects?**  
 The goal is to fund partnerships that strengthen access and help build connections to benefits and services for a broad and diverse range of individuals and families. Both geographically-based and multi-site projects will be considered.

**Could funds be used to pay for the development of an app (educational technology) for teens to be more engaged with the program?**  
 Applicants may determine the most relevant expenses based on the goals outlined in the Call for Collaborations. See page 12 for more details about including relevant narratives describing the purpose of specific budget items.

**Can grant funds be used to provide innovative cash assistance to clients?**  
 Yes

**Will partner organizations bill United Way directly or will invoices go through the lead organization?**  
 Grants will be made to the lead organization at the beginning of the grant period. Funds are expected to be allocated to partner organizations based on the budgets provided.

**What is the turnaround time for invoices? The City can be up to 60 days and that is very long.**  
 Grants will be made to the lead organization at the beginning of the grant period.

**Are some or all of these funds government funds? (this is relevant for our accounting, finance and legal teams)**  
 Yes, this initiative is a jointly funded effort between the City of Philadelphia and private philanthropy.

**Partnerships & Program**

**Are there any aspects of the project that must be delivered directly by the lead entity vs. a project partner?**  
 We have no explicit guidance on this but your submission should touch on the distribution of roles/responsibilities among the lead organization and partners. Please see the Written Narrative’s “Description of Approach and Activities” section in the Call for Collaborations (page. 9) for more details.

	<p><b>Can community-organizations partner with various lead organizations and be included in multiple proposals?</b> Community organizations can collaborate with multiple lead organizations and be included in more than one proposal.</p> <p><b>Does an organization with a pre-existing network of sites where they either provide one of the desired services, or train host org staff to provide the desired service qualify as being “population based”?</b> Yes. Please see the Community Challenge Purpose and Expectations section in the Call for Collaborations (page. 5) for more details about population-based approaches.</p> <p><b>In terms of the January start date, is there an expectation to start all services immediately?</b> We anticipate we would likely need time to scale up and hire and train in some areas, which could impact outputs. Applicants may stagger the start of different services, but are encouraged to maximize participation during the one year service period.</p>
<p><b>Proposal Guidelines (e.g., timeline, budget, output)</b></p>	<p><b><u>Timeline</u></b> <b>What time are proposals due?</b> 11:59pm ET on the submission date</p> <p><b><u>Output</u></b> <b>Is tax prep a requirement?</b> Please see the Community Challenge Purpose and Expectations section in the Call for Collaborations (page. 5) for more details about partnership expectations.</p> <p><b>For the Projected Outputs sheet, how many categories should awardees expect to participate in? Are projects required to include all categories?</b> The list of benefits and services included in the appendix (page 14) is not meant to be exhaustive, nor are applicants required to include all services listed. Please see the Community Challenge Purpose and Expectations section in the Call for Collaborations (page 5) for more details about partnership expectations.</p> <p><b><u>Budget</u></b> <b>Is there a minimum or maximum for applicants' current operating budget to be eligible?</b> No. Please see the Budget section in the Call for Collaborations (page. 12) for more details about preparing budgets.</p> <p><b>Can the budget be multi-year or must funds be fully expended in the first year?</b> Budgets must be for one year.</p> <p><b>Do you have resource recommendations to help us complete the total cash/value projections section?</b> Please draw on past experience of the partners to make projections about expected outputs and value, and provide a short description of your methodology.</p> <p><b>Is there an allowance for admin/overhead costs? If so, what percentage? Is there a limit of how much of any budget can be attributed to administrative expenses?</b> Administrative costs may be included. Please see the Budget section in the Call for Collaborations (page. 12) for more details about preparing budgets.</p>

**The budget includes leveraged funds. Are outputs only for new people served or can we also include the people we serve through the leveraged funds?**

Outputs may include services from these grants funds and leveraged funds.

**Submission process**

**What is the proposal submission mechanism?**

Please email all proposal submissions as a PDF to the following email address (ppaf@uwgpsnj.org) using the following subject line: "SUBMISSION: Family Stability Community Challenge Proposal"

**Review Process**

**How are applications reviewed?**

Applications are reviewed by an advisory committee with broad and diverse expertise.

**General**

**Have future challenges been identified, after the first round focusing on Family Stability? What is the total number of Community Challenges and how is each defined?**

So far 2 are planned. In the future, there may be new community challenges that are introduced.

**When will the second challenge be opened for proposals? When will the information about the next challenge be available?**

More information will be shared in February 2021.

**Have target populations or initiatives been identified for future rounds of funding?**

Grantmaking logistics for future rounds of funding are still being determined and finalized.

**How many challenges may organizations be awarded to participate in? If we are awarded during the 1st challenge, can we not participate in the second challenge?**

Participation in one community challenge will not exclude you from participating in future community challenges.

**Would workforce development for teens coupled with an evidence-based social-emotional program be appropriate?**

There will be a future community challenge specifically targeting jobs and career opportunities.

**What is the email address for additional questions?**

Email address for questions is [PPAF@unitedforimpact.org](mailto:PPAF@unitedforimpact.org)