



UNITED WAY OF GREATER LOS ANGELES

Prosperity Fund

LOCAL INITIATIVE FUNDING APPLICATION

Information Session – Recorded 07/11/2024





SESSION DETAILS

- Information Session has been pre-recorded and posted for all applicants to benefit from.
- As this is a recording, all questions in follow up to the recording should be submitted directly to UWGLA following the instructions within this presentation.
- All RFP Materials, including the link to apply, are available at unitedwayla.org/grantseekers

TODAY'S AGENDA

UWGLA Overview

Community Prosperity Initiative
Prosperity Network

Fund + Application Overview

Prosperity Fund Overview
Funding Details
Application Components

Submission Process + Selection

Submission Process
Review Criteria

Application Support



UNITED WAY OF GREATER LA

believes that every community across Greater L.A. must be rooted in justice and equity, where every generation prospers.

We can accomplish more together than alone. By combining community power, donations, and new solutions to long standing challenges, we can support neighbors in crisis and close the prosperity gap.

CRISIS SOLUTIONS

We support people where they are. Whether they need a safe place to sleep or help paying bills—we are there.

SHARED PROSPERITY

We tackle pervasive disparities in housing, education and community wealth, so everyone can own a share of L.A.'s future.



COMMUNITY PROSPERITY INITIATIVE

OVERVIEW

WHAT IS THE INITIATIVE?

The Community Prosperity Initiative aims to close the racial wealth gap by creating locally owned economic engines and corridors, allowing residents to retain and pass on the wealth they have historically generated for others.

INITIATIVE GOALS

- **Base Building:** Building an active base of community members rebuilding their local economy
- **Ownership:** Growing local ownership of businesses, property and land
- **Regeneration:** Redirecting spending by large institutions and residents into these community enterprises.

PROSPERITY NETWORK

We believe the building blocks of our next economy - the talent, history, untapped spaces, and social capital - exists most strongly in our communities of color and immigrant neighborhoods. These communities serve as the foundation for this Initiative, creating an ecosystem of partners and projects that are building a more inclusive economic future for L.A together – the **Prosperity Network**.

The Network is more than a collaborative of local leaders but is formed as a collective that believes that we prosper most when we share what we have and take action together to grow our shared resources.

PROSPERITY NETWORK

The Network is designed with layers of engagement from more intensive co-planning and implementation spaces to broader connection and learning spaces, that create space for all interested groups.

All partners will be welcomed in to become at minimum Allies and Learners with access to trainings, peer learning spaces and other opportunities for celebration, learning, and shared action.



PROSPERITY FUND

A major driver of our Community Prosperity Initiative and one of many onramps to become a Prosperity Network partner is UWGLA's Prosperity Fund.

The **Prosperity Fund** creates space for community and institutional leaders to combine and direct resources to organizations and ideas advancing a more inclusive economy that centers community wealth and well-being.

The Fund offers support for one-time costs that help to unlock a market opportunity that advances inclusive economic principles and programs.

Current focus is on essential industries that fill community needs, generate economic opportunity, and intersect with the interests and experiences of our participating residents including food ecosystems, construction, apparel, healthcare, public safety and care services, such as childcare and eldercare.



UNITED WAY OF GREATER LOS ANGELES

Fund + Application Overview





PROSPERITY FUND

Organizations of all types working to advance an inclusive economic future are welcome to apply.

Impacts of programs/projects outlined in request must be rooted in an eligible community within Los Angeles County.

Within application are a set of pre-approved communities – any requests that center these communities will be automatically considered. All other applications must explain how their chosen community meets the following criteria:

- Community must have a strong identity and representative history overcoming exclusion, particularly centering communities of color and immigrant neighborhoods, AND
- Already have a collaborative or strong leader located in the neighborhood that is mobilizing local partners around more democratic and localized models of community economic development.



FUNDING DETAILS

One-time costs that help to unlock a market opportunity

- *capture and keep resident spending locally*
- *facilitate movement of procurement from anchor institutions (e.g., universities, public agencies) to localized/ community vendors*
- *attract public funding opportunities that advance inclusive economic principles and programs*

Up to \$150,000 allowed per ask – Asks should represent 1 cost, not a series of programmatic costs/project needs.

Organizations can apply multiple times within a year. Maximum \$150,000 per UWGLA fiscal year (July-June) across approved applications.

ASK EXAMPLES

We welcome applicants to share what would be most relevant to their needs, below are examples of costs that could be funded if all other requirements of the Fund are met.

- Market research, feasibility studies, and financial modeling that help to understand a market opportunity that can be unlocked for community benefit.*
- Equipment purchase to start up or expand an idea that would unlock a specific market opportunity (i.e., specific procurement stream, resident spending, public funding).*
- Physical space improvement that facilitates partnerships around a shared enterprise (e.g., modifying an organizational kitchen space to become shared across organizations/residents).*
- One-time software upgrades that facilitate partnerships around a community enterprise.*
- One-time learning experiences that help to advance local understanding and application of inclusive economic solutions.*

This funding will NOT support direct services, investments to expand service delivery that do not have a connected market opportunity, or existing/ongoing program and operations costs.



APPLICATION COMPONENTS

Organization Information

Request Details

- Market Opportunity Description & Value Estimate
- Economic Impact Potential
- Initiative Description
- Neighborhood of Focus
- Request Amount
- Request Description
- Field Building
- Additional Materials Upload + Links



Submission Process + Selection





HOW OFTEN CAN I SUBMIT?

- Only one application will be considered per organization at a time.
- Each UWGLA fiscal year (July-June) organizations may apply as many times as eligible but may only receive a maximum of \$150,000 across all awarded requests.



HOW DO I SUBMIT?

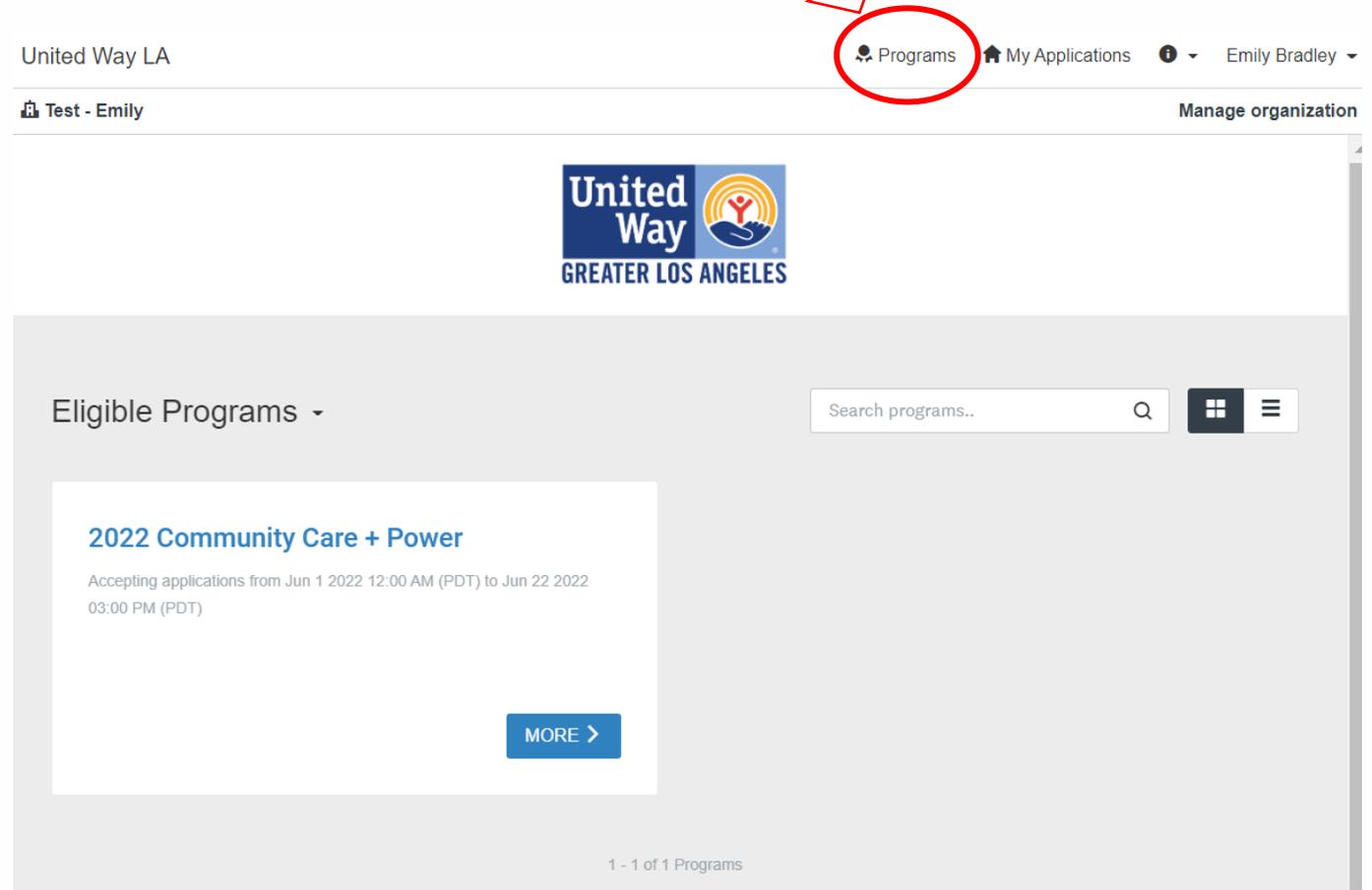
- All applications must be submitted through UWGLA's online grants portal, Survey Monkey Apply.
- Previous applicants can use their existing login credentials. New organizations must register with the system.
- Please try logging into SMA well before the deadline to make sure you can access the application.

USING SURVEY MONKEY APPLY TO SUBMIT

Check if you have an organizational account first – if you do not know, use password retrieval function, ask around, and then email UWGLA through rfp@unitedwayla.org to confirm

From main login dashboard, select "Programs" and then follow pathway to the specific funding opportunity you are looking for.

Click Programs on menu bar to get to RFP



The screenshot shows the United Way LA dashboard. At the top, the text "United Way LA" is on the left, and the navigation menu on the right includes "Programs", "My Applications", and "Emily Bradley". The "Programs" link is circled in red, with a red arrow pointing to it from the text "Click Programs on menu bar to get to RFP". Below the navigation bar, the text "Test - Emily" and "Manage organization" are visible. The main content area features the United Way Greater Los Angeles logo. Below the logo, there is a section titled "Eligible Programs" with a search bar and a list of programs. The first program listed is "2022 Community Care + Power", which is accepting applications from Jun 1 2022 12:00 AM (PDT) to Jun 22 2022 03:00 PM (PDT). A "MORE >" button is located at the bottom right of the program card. At the bottom of the page, it says "1 - 1 of 1 Programs".

USING SURVEY MONKEY APPLY TO SUBMIT

Make sure to press
Submit button after all
tasks are complete

The screenshot displays the SurveyMonkey application interface. On the left, a summary card shows '0 of 3 tasks complete', 'Last edited: Jun 6 2022 10:52 AM (PDT)', and 'Deadline: Jun 22 2022 03:00 PM (PDT)'. It features 'REVIEW' and 'SUBMIT' buttons, with the 'SUBMIT' button circled in red. A red arrow points to the 'SUBMIT' button. Below the summary card is an 'Add Member or Team' button. On the right, the main application view shows '2022 Community Care + Power' with tabs for 'APPLICATION' and 'ACTIVITY'. A 'Your tasks' section is circled in red, listing three tasks: 'Project Lead Information', 'Program/Project Questions', and 'Organizational Documents', each with a right-pointing arrow.

Make sure to complete all tasks and then press the "Submit" button to complete your application.

Use the "Add Member or Team" feature to add folks as collaborators that you have already connected to your organization using the "Manage Organization" feature of the main login page.

Use system's questions & tech support features if you run into system issues



WHEN WILL I FIND OUT IF MY REQUEST IS APPROVED?

- Applications will be accepted on a rolling basis with reviews taking place every quarter. For example, if you submit within July–August submission window, your organization will receive a response by end of September.
- Applicant are not eligible to submit a new application until receiving notification of award/decline on any application already under review.



REVIEW CRITERIA

Competitive applications will...

- Alignment with principles of community prosperity/wealth building and potential of funded product and larger project to advance field of inclusive economic development.
- Clear and defined market opportunity. Potential/Anticipated impact of market opportunity within eligible neighborhood(s).
- Balance of innovativeness and feasibility, including readiness of community, initiative, and request.
- Potential of initiative/concept to be replicated or scaled through organization or others.
- Depth of scaling down into named community of focus to ensure economic impact and allow to take root for sustained community benefit.
- Alignment with current focus industries of Initiative and Network (see page 3).
- Level/scale of shared benefit across partners, owners/residents, and the Prosperity Network.



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Application Support



SUPPORT MATERIALS

- All relevant materials are saved on the UWGLA Grantseekers webpage – www.unitedwayla.org/Grantseekers. This includes:
 - RFP Document
 - Application Copy – *For planning purposes only. Only submissions through the online portal will be considered.*
 - Recorded Information Session
- Any updates / adjustments to the Fund will be outlined on the webpage and all relevant materials.
- Check out field information like **The Democracy Collaborative** [“Action Guide for Advancing Community Wealth Building in the United States”](#) to learn more about shared prosperity efforts before you apply!
- Questions can be directed to rfp@unitedwayla.org



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Thank You

Sign up for future funding notifications at www.unitedwayala.org/Grantseekers

Follow United Way of Greater LA online across social channels at [@launitedway](https://twitter.com/launitedway)

