



UNITED WAY OF GREATER LOS ANGELES

Prosperity Fund

LOCAL INITIATIVE FUNDING APPLICATION

Office Hours





SESSION DETAILS

- Overview of the Prosperity Fund Opportunity + Q&A
- Previous Information Session has been pre-recorded and has been posted for all applicants to benefit from.
- All RFP Materials, including the link to apply, are available at unitedwayla.org/grantseekers

TODAY'S AGENDA

UWGLA Overview

- Crisis Solutions
- Shared Prosperity

Fund + Application Overview

- Prosperity Fund Overview
- Funding Details
- Ask Examples
- Application Components
- Timeline

Q&A



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.





UNITED WAY OF GREATER LOS ANGELES

Fund + Application Overview



PROSPERITY FUND OVERVIEW

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.



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



MARKET OPPORTUNITY VALUE EXAMPLES

Market Opportunity Value Estimate Examples

- *Market Size Estimation – Overall market size in terms of potential revenue*
- *Revenue Projections – How much revenue will be generated?*
- *Benchmarking – comparing similar businesses that have entered similar markets*

Project-Specific Examples

- *Increase in sales or value of business for local vendors/entrepreneurs*
- *Local resident spending captured*

KEY TAKEAWAYS

- *The Prosperity Fund puts a strong emphasis on projects that demonstrate thoughtfulness in how projects are community-rooted, community-led, and community-benefitting.*
- *The ability to advance inclusive economic projects in a feasible, yet innovative way, is an important consideration.*



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 November–December submission window, your organization will receive a response by end of January.
- Applicants are not eligible to submit a new application until receiving notification of award/decline on any application already under review.
- Questions can be directed to rfp@unitedwayla.org



Q&A





UNITED WAY OF GREATER LOS ANGELES

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)

