



UNITED WAY OF
GREATER LOS ANGELES

PROSPERITY FUND :
Local Initiative Funding Application

KEY DATES

Submissions accepted on rolling basis through UWGLA Grants Portal. Only one application will be considered per organization at a time, but organizations may apply multiple times a year.

Applications will be accepted on a rolling basis with reviews taking place every quarter. For example, if you submit within the July – August submission window, your organization would receive a response by end of September.

Only complete, eligible submitted applications through UWGLA’s Grants Portal will be considered for funding.

UWGLA's COMMUNITY PROSPERITY INITIATIVE

United Way of Greater Los Angeles (UWGLA) believes that every community across Greater L.A. must be rooted in justice and equity, where every generation prospers. We contribute to this vision with community data and research, targeted projects, investments of resources, and policy and advocacy efforts across two larger strategy areas – Crisis Solutions and Shared Prosperity.

The core of our Shared Prosperity work centers on localized solutions that build community wealth and well-being through our **Community Prosperity Initiative (Initiative)**.

The 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. This work centers:

1. Building an active base of community members rebuilding their local economy
2. Growing local ownership of businesses, property and land
3. Redirecting spending by large institutions and residents into these community enterprises.

PROSPERITY NETWORK

UWGLA's over 100 year history is rooted in local communities, originally formed as a network of more than 35 [Community Chests](#) stretched across L.A. County, springing up in neighborhoods with strong identities, civic pride, and local leaders. Today, our Community Prosperity Initiative has seen the same energy and momentum building in these types of communities and aims to bring together and amplify the work to imagine a new, prosperous L.A. County for everyone.

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. This 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.

The Prosperity 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 Prosperity Network 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.

- **Allies and Learners:** Our broadest level of engagement welcoming organizations in early stages of exploration and engagement around inclusive economy and ownership models.
- **Network Leaders:** Core tables of invited institutional and neighborhood leaders coordinating efforts and planning shared actions and advocacy.
- **Neighborhood Network:** Our most intensive Network partnerships where invited partners work collaboratively to incubate and innovate hyperlocal solutions, projects and partnerships that unlock economic opportunities in target neighborhoods. The communities of focus within UWGLA's Neighborhood Network will grow as the Network grows. Current communities of focus are North Long Beach, Pico Union, San Fernando, and Willowbrook.

THE 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. Newly launched in 2024, the Prosperity Fund (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.

For on-the-ground partners, this Fund offers funding support for 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, or attract public funding opportunities that advance inclusive economic principles and programs.

While we know the Initiative will continue to evolve in focus to be most responsive to opportunities and needs of community, we are launching the Fund centered on current Initiative focus 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.

ELIGIBILITY

Organizations of all types working to advance an inclusive economic future are welcome to apply. We believe that any organization can become a champion and contributor to a shared economic future. Groups already actively engaging in or newly expanding into more localized and democratic economic development are encouraged to apply once there is a specific and compelling opportunity for funding to advance work.

Impacts of programs/projects outlined in request must be rooted in an eligible community within Los Angeles County. UWGLA will consider requests centering any of the following communities as automatically meeting this eligibility requirement — Crenshaw, El Monte, Little Tokyo, North Long Beach, Panorama City, Pico Union, Pomona, San Fernando (City), Watts, and Willowbrook. Requests outside of those areas will be required to outline how their area of focus meets the following community eligibility criteria: 1) Community must have a strong identity and representative history overcoming exclusion, particularly centering communities of color and immigrant neighborhoods, AND 2) 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

While 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.

For applicants requesting funding for physical improvement projects, up to 10% of the total funding requested may be used to support indirect expenses. This 10% cap applies only to applications that are specifically focused on projects that have a central physical improvement component and does not include any other types of projects or funding requests made through the Prosperity Fund. Examples of eligible physical improvement-related projects include, but are not limited to, physical space improvements, site upgrades, site renovations, infrastructural improvements, and facility expansions. Eligible indirect expenses may include administrative personnel costs, office and rent utilities, office supplies and equipment, and marketing costs.

Up to \$150,000 may be requested each application for a relevant cost that helps to advance inclusive economic solutions and unlock a market opportunity. Organizations must submit for a single cost, not a project or program.

All organizations selected for funding through the Fund will be invited to be part of the Initiative's growing Prosperity Network. All organizations will be invited into celebration, learning, and peer spaces, while some will be invited into deeper coordination and collective action opportunities based on their interest, capacity, Network need, and depth of engagement and impact in focus industries and communities.

SUBMISSION & SELECTION

SUBMISSION PROCESS

Applications will only be accepted through electronic submission using UWGLA's Survey Monkey Apply grant system. Applicants that have previously applied for UWGLA funding should use their existing login. If your organization is unsure if it has a login, contact rfp@unitedwayla.org.

Only one application will be considered at a time. For example, if an organization has an active ask under review they must wait for funding notification before submitting another request. 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.

All application materials are available for download on [United Way Grantseekers webpage](#). Application questions may be emailed to rfp@unitedwayla.org with subject line "Prosperity Request."

REVIEW & SELECTION

All applications will undergo an initial screening for completeness, satisfaction of minimum requirements, and alignment with the initiative's goals and priorities. Only applications meeting the minimum eligibility criteria will be considered for funding consideration against the below listed criteria:

- 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.

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. Organizations selected for funding will be contracted with UWGLA and asked to provide reporting on progress and results, and, where relevant, contribute to collective data and shared impact understanding of the Network.