



# 2019 Funding Application Guide

Organizations providing health and human service programming in El Paso and Teller Counties are invited to submit proposals for funding consideration by Pikes Peak United Way. All requests must be consistent with the mission, vision, and guidelines of Pikes Peak United Way. Programs must also align with one or more of the identified priorities to be eligible for consideration.

The following document describes our funding approach and application process. Please note there are two deadlines associated with the application process. Organizations who do not meet the first deadline will not be eligible to submit the final application.

We anticipate the number of proposals received and dollars requested will exceed our available resources. We thank grant seekers in advance for the work put into proposals and your consideration of how you might partner with Pikes Peak United Way.



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## About Pikes Peak United Way

Pikes Peak United Way advances the common good by providing a safety net for basic needs. We work to prevent tomorrow's problems by addressing issues today. Our focus is Youth Success and Family Stability.

### Mission, Vision, and Values

**Mission:** *To improve the quality of life in our community.*

**Vision:** *Through strengthened collaboration, we will achieve measurable improvements in education, income stability, and health for the residents of El Paso and Teller Counties.*

### Impact Areas

Pikes Peak United Way has established funding priorities that represent a comprehensive range of health and human services. Programs seeking United Way funds must demonstrate their alignment with one of the United Way impact areas—*Education, Income, or Health* and related strategies from the identified funding priority areas listed below.

### Goals, Outcomes, and Indicators

Pikes Peak United Way awards community impact grants through the Community Investment Fund. The priorities for this fund are listed below. ALL applicant organizations must commit to reporting on **at least two** outcomes and the corresponding indicators.

#### **Education: Help children and youth succeed in life**

- Outcome: Children are ready to learn and thrive in kindergarten and beyond
  - Indicators:
    - # of children (0-5) enrolled in high-quality early childhood programs
    - # and % of children (0-5) served who achieve developmental milestones
    - # and % of children who meet or exceed widely held expectations in social and emotional development
    - # of children receiving literacy supports in grades K-3
    - # and % of children (K-3) served who are proficient on school readiness assessments
    - # and % of children (K-3) served reading at grade level
    - # and % of children (K-3) served who maintain satisfactory or improve school attendance
- Outcome: Parents/Caregivers are informed, involved and engaged in their students' learning
  - Indicators:
    - # of families, caregivers provided with information, resources, tools, trainings and/or teaching skills
    - # and % of parents/caregivers who report increased knowledge of how to help their child develop and learn
    - # and % of parents who report change in behavior due to information/supports received
- Outcome: Youth gain the knowledge, skills, and credentials to obtain family-sustaining employment
  - Indicators:
    - # and % of middle/high school youth served who develop soft skills
    - # of elementary/middle/high school youth served who participate in school and/or community-based out-of-school time programs and/or receive individualized supports
    - # and % of middle/high school youth served who earn passing grades in core subject areas
    - # and % of elementary/middle/high school youth served who maintain satisfactory or improve school attendance
    - # and % of youth served who transition from middle to high school on time
    - # and % of youth served who graduate high school on time
    - # and % of youth served who gain post-secondary employment, further education, or credentials

### **Income: Individuals/families improve their socioeconomic status**

- Outcome: Individuals have opportunities and support needed to earn a life-sustaining wage
  - Indicators:
    - # and % of youth served (15-24) who gain employment
    - # and % of youth served who receive job skills training
    - # of individuals served who receive job skills training
    - # and % of vets who gain employment
    - # and % of individuals served who earn job-relevant licenses, certificates, and/or credentials
    - # and % of individuals served who gain employment
    - # and % of individuals served who increase disposable income by accessing benefits and/or reducing costs
    - # and % of individuals who spend less than 30% of their income on housing
    - # of individuals served who access affordable housing, financial products, and services

### **Health: Improve family stability and well-being**

- Outcome: Individuals and families obtain and maintain safe and stable housing
  - Indicators:
    - # of HH who received services which enabled them to maintain their safe and stable housing
    - # and % of families who developed a plan to obtain safe and stable housing
    - # and % of families who progressed along a path toward safe and stable housing
    - # and % of families who obtained safe and stable housing
- Outcome: Individuals and families have access to essential life sustaining needs, such as financial aid, medical care, food, and clothing during crisis
  - Indicators:
    - # and % of individuals who receive financial assistance
    - # and % of individuals served with access to healthcare services and supports
    - # and % of individuals served with access to healthcare insurance
    - # and % of individuals who receive food assistance
    - # and % of individuals who increase food security
    - # and % of individuals who increase their knowledge of healthy food choices
    - # and % of individuals who receive clothing assistance
- Outcome: Vulnerable populations are safe, socially engaged, and live with dignity
  - Indicator:
    - # and % of individuals who receive supportive services to ensure that adults can live independently to the extent possible

***Additional indicators may be incorporated after funding decisions have been made.***

## 2019 Request for Proposals

### Eligibility Checklist

In order for an organization to be eligible to be considered for a grant, it must meet certain standard eligibility criteria. **Please use the checklists below to determine if your organization is eligible for consideration.**

#### **Applicant organizations must:**

- Qualify under the IRS Code as a non-profit 501(c)3 organization or be a legally established public entity
- Be governed or advised by a volunteer Board of Directors of at least five, preferably seven or more unrelated people, which is representative of the community being served
- Provide a direct service program in El Paso or Teller Counties that fits within one of the funding priorities identified in the 2019 Pikes Peak United Way Request for Proposals
- If an organization has an affiliation with a religious institution, client participation in religious programming or services is not a requirement to receive assistance
- Have an annual independent audit or review completed by an independent Certified Public Accountant. (If the operating budget is *under \$250,000*, certified year-end financials approved by Board Chair and Executive Director may be substituted. If the organization is a public entity, year-end program financial statements, certified by Board Chair, Program Director and/or Department Director, or equivalent, may be substituted)
- Have accounting and financial reporting standards that are relevant Financial Accounting Standards Board (FASB) or Government Accounting Standards Board (GASB) requirements
- Have a non-discrimination policy in place
- Certify that organization complies with the USA Patriot Act
- Have a system for measuring client outcomes, which reflects the program's effectiveness in achieving its stated objectives

#### **After being approved for a grant, the organization must agree to the following:**

- Submit signed contracts by deadline date or face possible loss of grant funding
- Complete and submit mid-year and year-end outcome reports by required dates
- Participate in periodic planning and goal-setting with Pikes Peak United Way Community Investment grantees or collaborating organizations
- Conduct a United Way employee giving campaign in your agency's workplace
- Encourage the organization's employees to make undesignated contributions to PPUW's Community Investment Fund
- Help promote the United Way campaign in your communications during the Fall
- Promote the partnership and grant through your social media, newsletters and website
- Support PPUW's volunteer engagement efforts, including identification and support of ongoing corporate, affinity group and other donor volunteer opportunities
- Provide meaningful volunteer project(s) throughout the calendar year
- Agree to acknowledge and identify PPUW as a funder in all published materials, on website and any other places where funders are listed
- Agree to include PPUW's logo and follow PPUW's branding guidelines in all appropriate materials related to programs and activities funded by the grant
- Agree to participate in a shared measurement system
- Have the ability to report on **at least two** outcomes and their corresponding indicators
- Be able to accept electronic ACH deposits if awarded funding

***Pikes Peak United Way reserves the right to make exceptions to these requirements if necessary.***

## Funding Requests

Eligible organizations are invited to submit an application for program funding. Requests for general operating support will not be accepted at this time.

Historically, Pikes Peak United Way has limited their funding to no more than 25% of a program budget. The average grant during the 2018-2019 funding cycle was \$26,500. The minimum grant amount that will be awarded during the 2019-2020 funding cycle will be \$10,000 unless otherwise determined by the Pikes Peak United Way Board of Directors for special circumstances.

## Current Partner Agencies

While all previously funded programs are eligible and encouraged to apply for funding in 2019, grant funding is not guaranteed. All programs will be involved in a competitive review process that uses standard criteria, including applicant programs' alignment with the funding priorities and the ability to measure outcomes.

## Non-Funded Partner Organizations

Nonprofit agencies whose mission and programs align with those of Pikes Peak United Way may apply for partner agency status without requesting funding. For more information on this process, please contact Deana Hunt at [deana@ppunitedway.org](mailto:deana@ppunitedway.org) or 719-955-0762

## New Program Funding Requests

Pikes Peak United Way will accept proposals from entities that align with one or more of the funding priorities but do not currently receive a United Way grant. Agencies who choose to apply must meet all of the criteria listed on the eligibility checklist and must meet Pikes Peak United Way guidelines to be considered for funding.

## Faith Based Organizations

Faith based organizations are welcome to apply for Community Investment Funds, but participation in religious programming or services must not be a requirement for clients to receive assistance.

## Outcomes Reporting

Funded programs must demonstrate how they are positioned to contribute to the achievement of community outcomes identified within the funding priorities. Funded programs are required to report on shared outcomes that are relevant to the program's services and objectives. When a funded agency's program is unable to collect and report specific shared outcomes data relevant to the program, it is encouraged to discuss the matter with United Way staff. The lack of relevant shared outcomes data could negatively impact the review of the applicant's funding proposal and future funding.

Shared outcomes data collection will inform United Way's future community impact planning. During the upcoming cycle, as data is collected and analyzed, refinement of outcomes and performance measures may occur. Funded programs may be required to make adjustments to the data in subsequent reporting periods. While no changes will take place with respect to program grants during the cycle, refinement of outcomes measures will serve as a foundation for future program investment planning.

Programs are not limited to reporting on the shared outcomes identified by United Way. They are encouraged to report on additional outcomes where data is available and measurements are important to participant wellbeing.

**Failure to submit timely reports may result in loss of remaining funding, and/or inability to apply for funding the following year.**

## Multiple Program Requests

Organizations seeking funding for multiple programs will need to submit a funding proposal for each program. Financial information, which includes the most recent audit, agency budget, and IRS determination letter only needs to be submitted once.

### Donation Categories

During Pikes Peak United Way's community fundraising campaigns, donors are given the opportunity to designate funds to the Community Investment Fund or other categories including: Military/Veterans Assistance, Success By 6, Education, Health, Homelessness, and Income. The funds in the other categories also help to support the Community Investment Fund, but are restricted to assist organizations working specifically on those issues.

### Collaborative Funding Proposals

Pikes Peak United Way encourages the submission of collaborative proposals to the Community Investment Fund. Such proposals are particularly encouraged when collaboration in the delivery of a program leads to increased administrative efficiencies and effective service to the target population. In preparing such a collaborative funding proposal, agencies should consider the following guidance:

1. Consideration will be given to collaborative proposals in which two or more agencies share joint responsibility for delivering a program.
2. Preference will be given to collaborative programs that are better positioned to achieve participant outcomes, more effectively address the needs of the target population, and which leverage greater resources than if operated by a single organization.
3. Collaborative proposals should identify a lead agency, which has responsibility for submitting the funding proposal, receiving the grant (if awarded) and dividing the funds among the collaborating agencies as outlined in the proposal.
4. The budget narrative section of the PPUW funding proposal should specify the portion of the funds requested to be used by each participating agency.
5. The proposal should include a single budget that reflects the combined program income and expenses of the collaborating agencies.

### Funding Timeframe

The Pikes Peak United Way funding cycle will last for 1 year, and will require mid-year data reporting (January 2020) and an annual outcomes report (July 2020). The funding cycle will last from July 1, 2019 through June 30, 2020. Payments will be disbursed monthly through direct deposit. Any funds granted through PPUW's grant process must be expended within the fiscal grant year.

## How to Apply

### Application Checklist

- Complete Agency Eligibility Checklist (located on page 4)
- Review the shared outcomes and indicators (located on pages 2-3) for the program category and determine which of the identified outcomes apply to your agency's program(s) and which will be used for reporting
- Participate in an Applicant Workshop
- Write a cover letter
- Submit Intent to Apply documentation with Cover Letter through e-CImpact (PPUW's online application portal) by 11:59 PM on Friday, February 15, 2019. **Late submissions will NOT be accepted**
- Complete the online application through e-CImpact. Limit the length of your response to each question to the designated word limit
- Submit the funding proposal and attachments to Pikes Peak United Way by 11:59 PM **Friday, March 15, 2019** via the online portal. **Late submissions will NOT be accepted**

***Grant seekers are encouraged to contact Pikes Peak United Way staff with any questions.***

### Applicant Workshop

PPUW will host applicant workshops on the following dates and times for agencies who are interested in applying for Community Investment Funds:

- January 29<sup>th</sup> from 9:00—10:30 a.m.
- January 30<sup>th</sup> from 11:00 a.m.—12:30 p.m. (lunch will NOT be provided, but feel free to bring your own)
- January 31<sup>st</sup> from 2:00—3:30 pm.

The workshops will be held at Pikes Peak United Way (518 N Nevada Ave.) in the Community Room. We will review the online application and answer any questions that applicant organizations may have regarding the application process. Space is limited so please RSVP either through e-CImpact or to [slade@ppunitedway.org](mailto:slade@ppunitedway.org) to confirm your attendance.

### Online Application

Pikes Peak United Way utilizes an online grant making platform called e-CImpact for the intent to apply, application, and attachments. To review the application and submit the required attachments, please follow the directions below. If you have any questions or need technical assistance with e-CImpact, please contact Slade Custer ([slade@ppunitedway.org](mailto:slade@ppunitedway.org) or 719-457-1318).

- **Agencies who have previously accessed e-CImpact:**
  - Go to: <https://agency.e-cimpact.com/login.aspx?org=07010F>
  - The organization code is 07010F.
  - Log in with your username and password
    - If you forgot your username and/or password, email Slade Custer at [slade@ppunitedway.org](mailto:slade@ppunitedway.org) for assistance
  - Once you are on the homepage, click on the "Americorps VISTA & Emergency Fund & Letter of Intent Applications on the left side
  - Click on the Intent to Apply and complete the registration
  - The Application should be located on the left side under Apply/Report

- **New agencies accessing e-CImpact for the first time:**
  - Go to: <https://agency.e-cimpact.com/login.aspx?org=07010F>
  - Select create an e-CImpact account.
  - When you see “Welcome to RFP 2019-2020” click Next.
  - Fill out organization information and create a username and password (**It is recommend to use your email as the username for your agency. Please choose a password that you will remember.**)
  - You should be directed to a page with all available funding opportunities; select “Community Investment Intent to Apply” then click next
  - Complete your registration to navigate to the homepage
  - Once you are on the homepage, click on Intent to Apply on the left side

**If you are unsure whether your organization already has an account in e-CImpact, please contact Slade Custer at [slade@ppunitedway.org](mailto:slade@ppunitedway.org).**

### Intent to Apply Elements

Rather than a Letter of Interest, interested organizations are asked to submit an Intent to Apply which will incorporate the following elements along with the application through e-CImpact.

- Applicant Cover Letter
  - Organization Information
  - Program Information
- IRS Form 990
- Financial Documentation
- List of board of governance structure members and their affiliation (required as an uploaded attachment)

This documentation must be submitted through the on-line portal no later than 11:59 PM on Friday, February 15<sup>th</sup>, 2019. The application will be available at the same time as the Intent to Apply information, but access will be removed if Intent to Apply documentation is not received on time.

### Proposal Review Criteria

An external committee of volunteers along with Pikes Peak United Way staff will review each element of the application process including the financial documentation, final application, and site visit reviews. A scoring methodology is used that places a numeric value to each of the proposal sections.

All applicant programs will be reviewed on the extent to which they adhere to the following criteria:

#### **Agencies must meet all of the following criteria to be considered:**

- Qualify under the IRS Code as a non-profit 501(c)3 organization or be a legally established public entity
- Be governed or advised by a volunteer Board of Directors
- Provide a direct service program in El Paso or Teller Counties that fits within one or more of the funding priorities identified in the 2019 Pikes Peak United Way Request for Proposals
- If organization has an affiliation with a religious institution, client participation in religious programming or services is not a requirement to receive assistance.
- Have a system for measuring client outcomes, which reflects the program’s effectiveness in achieving its stated objectives
- Program objectives and client outcomes align with Pikes Peak United Way shared outcomes defined for the program category that the program aligns with.

Final Application & Proposal Review Visit

The following scoring metric will be used for those organizations who are asked to complete the final application.

**PROGRAM DESIGN**

1= No Confidence

4= High Confidence

<p><b>How confident are you that the need the program is addressing is critical, as evidenced by data?</b></p> <ul style="list-style-type: none"> <li>The program is designed to prevent, eliminate or mitigate a clearly defined problem. The program’s methodology represents an evidenced-based or promising approach to achieving the program objectives and participant outcomes.</li> <li>To the extent needed, the program includes specific strategies to address the unique needs of the target population served, or subsets of the target population, including potential barriers to successful outcomes. Such barriers may be cultural, economic, geographic, or related to physical or other disabilities.</li> </ul>	<p>1 2 3 4</p>
<p><b>How confident are you that the program strategies employed are informed by best practices and/or evidence and will be carried out in an effective, efficient manner?</b></p> <ul style="list-style-type: none"> <li>The program strives for quality in the delivery of services by employing best practices or promising approaches. The program adheres to industry standards in the delivery of services, including, if applicable, by obtaining accreditation or certification by a third party.</li> </ul>	<p>1 2 3 4</p>
<p><b>How confident are you that the program collaborates or partners with other support services to improve service delivery, sustainability, efficiency, and/or effectiveness?</b></p> <ul style="list-style-type: none"> <li>The agency operating the program demonstrates an understanding of the community need the program addresses. The agency is familiar with the service delivery system of which it is a part, including, but not limited to, a working relationship with other providers of the same service, collaborative action with those providers and other institutions when appropriate.</li> <li>The program has an appropriate outreach mechanism and/or relationship with appropriate referral sources.</li> </ul>	<p>1 2 3 4</p>
<p><b>How confident are you that the program does not provide unnecessarily duplicative services in its outreach area?</b></p>	<p>1 2 3 4</p>

**PROGRAM OUTCOMES**

1= No Confidence

4= High Confidence

<p><b>How confident are you that the program has clearly articulated outcomes that represent a meaningful benefit for program participants related to the problem that the program is intended to address?</b></p> <ul style="list-style-type: none"> <li>The outcomes reflect a combination of an increase in knowledge, a positive change of attitude or belief system, or a positive impact on the participants’ behavior, condition or status with regard to the defined problem.</li> </ul>	<p>1 2 3 4</p>
<p><b>How confident are you that the agency has established an effective system for measuring outcome achievement, including indicators and data collection methods that provide a valid and reliable way of measuring outcome achievement?</b></p> <ul style="list-style-type: none"> <li>If program participants are too numerous for outcome measurement to be feasible for all participants, the agency identifies a sample that is representative of the program participant group.</li> </ul>	<p>1 2 3 4</p>
<p><b>How confident are you that the program sets targets for outcome achievement and achieves those targets, or makes progress over time toward achieving the targets?</b></p> <ul style="list-style-type: none"> <li>The agency makes use of outcomes data to draw conclusions about the target population, program design, and other factors to consider for program improvements.</li> </ul>	<p>1 2 3 4</p>

**PROGRAM CAPACITY**

1= No Confidence

4= High Confidence

<p><b>How confident are you that the program has sufficient capacity to ensure the effective delivery of services?</b></p> <ul style="list-style-type: none"> <li>The program has sufficient staffing to operate the program, including staff with appropriate credentials and experience. The agency is able to retain qualified staff to ensure consistent delivery of service.</li> <li>For facility-based programs, the program services are delivered in facilities that are safe, accessible and appropriate, and of a sufficient size.</li> <li>The program has sufficient materials that are needed to serve the program participants. The program has sufficient overall capacity to serve a substantial number of people within the program’s target population.</li> </ul>	<p align="center">1 2 3 4</p>
<p><b>How confident are you that the program/agency has a good track record and will be able to provide services throughout the duration of the grant period and into the future?</b></p>	<p align="center">1 2 3 4</p>

**PROPOSAL QUALITY**

1= No Confidence

4= High Confidence

<p><b>How confident are you that the proposal narrative is complete and information contained in the proposal is accurate?</b></p> <ul style="list-style-type: none"> <li>Data provided in each section of the proposal are consistent with data in other sections of the proposal. For example, outcomes data reflects a number of people served that is consistent with the number reported in the <i>program participants</i> section (or a clarifying explanation provided for any apparent inconsistency).</li> <li>The agency provides complete answers to all quantitative sections of the report, including program participants by county, cost per participant, at least one unit measure, and at least one outcome.</li> <li>To the extent that multiple units of service measures and outcome measures are available and useful to a full understanding of the program, this information is provided.</li> </ul>	<p align="center">1 2 3 4</p>
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**AGENCY COMPLIANCE AND RESPONSE**

(To be completed by PPUW Staff)

1= No Confidence

4= High Confidence

<ul style="list-style-type: none"> <li>Application was complete upon submission</li> <li>The agency has responded promptly and fully to requests for follow-up information</li> </ul>	<p align="center">1 2 3 4</p>
<p><b><i>If agency was previously funded:</i></b>          Was the agency fully compliant with the 2018-2019 funding agreement, to include:</p> <ul style="list-style-type: none"> <li>Completing mid-year and year-end outcome reports by required dates</li> <li>Participating in CEO and Program Manager partner agency meetings</li> <li>Conducting a United Way employee giving campaign within agency</li> <li>Providing meaningful volunteer project(s) throughout the calendar year</li> </ul>	<p align="center">1 2 3 4</p>

### Proposal Review Interviews

After an organization has submitted the full application, forty-five minute in-person meetings will be held between representative(s) of applicant organizations and Pikes Peak United Way review teams. The purpose of the meeting is to answer questions about the funding proposal. Applicants are asked to limit any formal presentations to ten minutes. Organizations seeking funding for multiple programs should expect to participate in multiple meetings, unless the programs are under review by a single Pikes Peak United Way review team. In this case, the programs will be discussed at a single meeting and the length of the meeting may be extended as needed. Proposal review interviews will take place in April 2019. Applicant organizations will be contacted in late February or March 2019 regarding the scheduling of the proposal interview.

### Financial Review

Pikes Peak United Way and the Certification Review volunteers will be utilizing tools submitted during the Intent to Apply process as well as from GuideStar to review applicant organization financials. ***Please ensure your GuideStar profile is accurate and up to date.*** The Certification Review volunteers will interpret financial information and make a determination as to compliance. All agencies will be reviewed using the same criteria, which includes:

- The proposal includes a budget form with accurate year-end and current/proposed budget figures, which are consistent with the agency's internal budget and financial statements.
- The program has ongoing and consistent revenue sources other than Pikes Peak United Way. Pikes Peak United Way funding is not a disproportionate share of total revenue.
- The program avoids continuing operating deficits, except to the extent that planned deficits are balanced by other agency programs that experience a surplus or other revenue sources are available to the agency to cover the program's operating deficits.
- Conversely, the program avoids continuing operating surpluses that could otherwise be used to expand service delivery.

Certification Review volunteers will rank financial compliance as (a) Pass (b) Pass with Contingency or (c) Fail. Please provide a contact within your organization that can answer any finance questions that the Certification Review volunteers may have.

## 2019 Community Investment Timeline

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January 14, 2019	<b>Request for Proposals Issued to Partner Agencies</b>
January 18, 2019	<b>Request for Proposals Issued to Community</b>
January 29, 2019	<b>Proposal Workshop (must attend one of 3 options)</b> In-person 9:00 AM at PPUW (518 North Nevada Avenue)
January 30, 2019	<b>Proposal Workshop (must attend one of 3 options)</b> <b>In-person 11:00 AM at PPUW (518 North Nevada Avenue)</b>
January 31, 2019	<b>Proposal Workshop (must attend one of 3 options)</b> In-person 2:00 PM at PPUW (518 North Nevada Avenue)
February 15, 2019	<b>Intent to Apply Packet Submission Deadline</b> Submissions must be received by 11:59 PM <b>LATE SUBMISSIONS WILL NOT BE ACCEPTED</b>
March 15, 2019	<b>Online Proposal Submission Deadline</b> Submissions must be received by 11:59 PM <b>LATE SUBMISSIONS WILL NOT BE ACCEPTED</b>
April 2019	<b>Proposal Interviews</b> Volunteer review boards will meet with selected candidate agencies
May 2019	<b>Decision Making</b> Pikes Peak United Way review teams meet to discuss funding proposals and prepare recommendations for the Pikes Peak United Way Board of Trustees.
June 2019	<b>Funding Notifications</b> Determination letters and funding agreements will be mailed to applicants
July 1, 2019	<b>Funding Begins</b>

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### Staff Contacts

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