

To: Writers and Readers of Cape and Islands United Way Letters of Intent  
From: Peter Clark, Chair of the Community Impact Council, and  
Jackie Barber, Community Outreach and Administrative Manager

Date: October 2, 2023

Re: **IMPORTANT GUIDANCE** for Community Impact Grant Letters of Intent

This document introduces the 2024-25 Letter of Intent for the United Way Impact grant funds, which is now available at <https://www.capeandislandsuw.org/loi>. These expectations should be reviewed before submitting your LOI because they incorporate the **Rubric Scoring Criteria** as well as the Scoring Scale. The **criteria** are designed to make as clear as possible what Cape and Islands United Way (CIUW) expects in the narrative segments.

A. Basic Guidelines:

1. The LOI is the first of two steps. In the past, more than half of the LOI submissions have been invited to move to the full application step.
2. Any non-profit organization may apply for one Impact grant per year.
3. CIUW Impact grants range from \$5000 to \$30,000.
4. Priorities for the grants are defined by CIUW within 4 impact areas--Improving Educational, Encouraging Financial Stability, Promoting Health, and Creating Housing Stability. Each area has two strategies, and each strategy has specified community outcomes. These are at: <https://www.capeandislandsuw.org/our-work>. Successful LOIs must show a clear correspondence to these established priorities.
5. Impact grants are not allowed for capital improvements for non-profit facilities. Also, CIUW cannot consider funding to support the general staffing budgets of day-care and pre-school programs.
6. CIUW offers three other types of grants, other than Impact Grants, so if your LOI does not meet #3 and #4 above we are happy to talk with you about one of the other types.

B. LOI Submission

1. Submission is through an on-line process at: <https://www.capeandislandsuw.org/loi>
2. The written answers have a mandatory 300-word maximum length. We urge clear, focused language that achieves the specific content and criteria for each question. The full application will provide space for more detail on most areas.
3. Questions before submission can be sent to Jackie Barber at [Jbarber@uwcapecod.org](mailto:Jbarber@uwcapecod.org), and follow-up conversation is welcomed.

C. Question Content and **Rubric Criteria**

1. Each question states a target for content to be provided and each narrative question will be read and **scored with criteria** in mind. **Specific criteria have been added to each applicable question of the LOI** at the link in B. 1 above. Please craft each answer to meet these scoring criteria.
2. Each LOI question receives one of the scores below, and these aggregate into an over-all score:

Scoring rubric: 9—Exceeds criteria  
7—Successfully meets all criteria  
5—Adequately meets most criteria  
3—Minimally meets some criteria  
0—Fails to meet criteria

3. CIUW understands that the rubric is an inexact scoring tool intended to assist writers and readers apply the same expectations. It also improves consistency among readers and provides clearer discussion of the perceived merits of an LOI.

#### D. Specific LOI Questions

##### **1. Program title**

**2. State which of the 4 United Way Community Impact Areas you are applying under and designate 1 or more Strategies with associated Desired Community Outcomes toward which your program works. If strategies and outcomes do not fit your program, please explain.**

##### **3. Total cost of program**

**4. Total grant requested from United Way; include major uses of grant funds (maximum of three budget areas)**

- a. Scoring Criteria: Initial information is clear and reasonable. Requested funds connect to the program outcomes and appear cost effective.

**5. If you received United Way funding for this program in the last grant cycle, how much did you request and how much are you receiving?**

**6. Geographical areas directly served by program services? (Select as many as apply)**

**7. Program description and goals: State the primary activities/services to be delivered (inputs), the major expected program results (outcomes), and why the results can be reasonably expected from the inputs. Include estimated number of clients to be served..**

- a. Scoring Criteria: Inputs and outcomes are clearly defined and distinguishable. There is a clear rationale connecting the two. The outcomes are aligned with the Desired Community Outcomes for the selected Impact Area Strategy (ies). The numbers estimated are reasonable.

**8. Agency description and goals relative to program goals: Give a brief overview of your agency's purposes and history; describe how this program fits into the total scope of your agency?**

- a. Scoring Criteria: The agency has demonstrated sufficient capacity to deliver the proposed program. The agency has background experience with the type of program proposed, demonstrating that it is likely to achieve progress toward the Desired Community Outcomes. The program fits with the purposes of the organization.

**9. Need: What is the unmet need for this program in the community served, preferably using local data as proof? Are there other similar programs in the area?**

- a. Scoring Criteria: The needs and the degree to which they are unmet by other programs are clearly defined and based on local data to the degree possible. The impact of the program is significant for the region served.

**10. Future sustainability: Describe plans/methods for continuing this program effectively.**

- a. Scoring Criteria: The organization demonstrates that it is likely to be able to sustain progress toward the Desired Community Outcomes through such factors as cooperating with agencies of similar purpose, adapting the program as needed, and developing additional resources.

**11. List one or two collaborating partners with one sentence about the nature of the cooperation; if none, explain.**

- a. Scoring Criteria: The organization shows evidence of effective partnering.

**12. Attach 501(c)3 certificate**