



## REQUEST FOR PROPOSALS (RFP) Community Impact Grants - Fiscal Year 2022 - 2023

*Our mission is to strengthen our communities, enrich lives, and inspire caring.*

### About CARES

CARES is the independent, charitable, and philanthropic arm of Finance of America Companies. Our platform connects people, charitable resources, and ideas, to unite behind common goals and spark positive change throughout the nation. Visit [Incenterms.com/perspectives/incenter-cares/](https://Incenterms.com/perspectives/incenter-cares/) to learn more.

### Overview and Purpose

CARES is pleased to invite applications from mission-driven nonprofit community-based organizations for funding consideration, whose mission and focus areas align with our own. Our grantmaking areas of focus include Human Services, Youth, and Veterans.

CARES utilizes a multi-step approach to grant application and review that first requires submission of an application. The appropriate Regional CARES Committee (RCC) which is comprised of volunteers employed with Finance of America Companies, then assesses each application from their respective region. This volunteer based RCC selects programs for funding based on strategies and best practices that can have the greatest impact on critical community issues, with sound metrics for measuring success. Please see the "Annual Grant Cycle" (Attachment 1) for additional details on the grantmaking process.

It is expected that the maximum grant per recipient will be \$5,000, depending on the availability of funds and the number of applicants approved to receive grants. At its sole discretion and on a case-by-case basis, CARES may approve grants larger than the expected \$5,000 maximum.

Visit [Caresnonprofit.smapply.io](https://Caresnonprofit.smapply.io) to access the grant application portal.

### Grantmaking Focus Areas

We engage our employees in all of our strategic initiatives with local nonprofits, including grantmaking, called *Community Impact Grants*. Together, we are creating action-oriented solutions that help to enhance the overall quality of life in the communities where we live and work.

Our focus areas for grantmaking to nonprofits include the following three focus areas:

- **Veterans**
  - To recognize the sacrifices that they and their loved ones have made on behalf of our country, we proudly support active military personnel, veterans, and their families on a local level. We provide resources to nonprofit veteran's service organizations whose

[CARESnonprofit.smapply.io](https://Caresnonprofit.smapply.io)



programs connect veterans and their families facing hardships to an array of critical human services in the following categories;

- Direct Human Service programs that address basic needs, including assistance with clothing, hunger relief, and combatting homelessness.
  - Education and Career transition initiatives that prioritize readjustment to civilian life after military service, while maintaining stability for their families.
  - Financial stability and education services, including support regarding all aspects of housing and home ownership assistance.
- Our goal is to serve the emerging and long-term needs of our nation's veterans and their families.

- **Youth Development**

- The future drivers of change for the development and stability of our country are today's youth. We support life-enhancing programs that engage youth within their communities, schools, social groups, and families, that are positive and constructive to the development of their character and enable all young people to reach their full potential. Our focus is centered on nonprofit programs and services that connect youth to the following services and/or programs;
  - Character and Leadership development services and programs that acknowledge all youth as having the capacity for positive growth and further develops and/or strengthens youth assets.
  - Risk Prevention initiatives to avert risky behaviors and attitudes in youth, and efforts that work to address negative behaviors.
  - Civic Engagement/Involvement organizations that provide opportunities for youth to contribute to their schools and broader communities through volunteer service.
- Our goal is to empower our youth to become compassionate and responsible members of society.

- **Human Services**

- Human services attempt to meet basic human needs by focusing on prevention as well as remediation of problems. We are committed to improving the overall quality of life for individuals and families at their point of most urgent need. To achieve this, we're engaged in numerous initiatives with nonprofits whose programs and services prevent or end homelessness in the following categories;
  - Emergency shelter, rapid-rehousing, and permanent supportive housing.
  - Local food banks, soup kitchens, and school-based child feeding and nutrition programs that provide hunger relief.
  - Thrift stores providing household furnishings and clothing.
- Our goal is to enhance access to basic needs for underserved individuals and families.

[CARESnonprofit.smapply.io](https://CARESnonprofit.smapply.io)



## Fundamentals | Checklist

### Required Documents

Prior to proceeding to the grant application, please carefully review the list of required information in the online portal to complete your application in the order indicated below:

- Grant Application Cover Sheet
- Narrative of the organization's purpose, program purpose, objectives, etc.
- Grant Application Project Budget
- Verification of Good Standing Document

*Additional required attachments include:*

- IRS Determination Letter, indicating EIN, 501(c)(3) status and public charities status.
- Organizational brochure, pamphlets or other descriptive material (optional).

**Note:** *If the applicant organization cannot provide one of the required documents, please provide the reason why on a separate email to [CARES@financeofamerica.com](mailto:CARES@financeofamerica.com).*

## Selection Criteria

### Program Narrative

Each proposal will be assessed by the appropriate Regional CARES Committee and scored according to the following criteria:

- I. Organizational Summary
- II. Organizational Capacity
- III. Impact
- IV. Collaboration
- V. Feasibility
- VI. Program Budget Justification

The application requires a thorough description of the above-listed criteria and is the substance of your application.

*Please continue to the next page.*



## Funding Guidelines

### Eligibility

Organizations must meet the minimum criteria to apply, which includes, but is not limited to the following:

- While the total project cost may include other funding sources, the proposed request from CARES must be within the expected \$5,000 grant funding limit.
- Have a current fiscal year budget and maintain an annual operating budget.
- Have an active, local Board of Directors comprised of nonpaid volunteers who meet at least quarterly.
- Ability to complete CARES' end of the year performance report.
- Demonstrated expertise with the initiative/program covered in the competitive grant application.
- Stated policies of nondiscrimination and complies with all the requirements of state and federal laws and regulations on nondiscrimination and equal opportunity, including the Americans with Disabilities Act (ADA), with respect to clients, officers, employees, and volunteers.
- Agree to comply with CARES partnership, marketing and fundraising requirements (annual campaign, displaying the CARES logo on website/materials).

### Ineligibility

Please note, CARES will **not** provide support for:

- Organizations that discriminate by race, color, creed, gender, gender identity, sexual orientation or national origin.
- Religious organizations, except for non-sectarian activities.
- Fraternal, political, advocacy or labor organizations.
- Political campaigns and/or lobbying.
- Individuals or private foundations.
- Annual funds of hospitals or colleges and universities.
- Tickets and goodwill advertising.
- Endowments.
- Multi-year commitments.
- Organizations whose key employee(s), director(s), officer(s), and/or agent(s) convicted of fraud or a crime, and/or are being investigated due to any other any other financial or administrative impropriety.
- Organizations whose programs and services are outside of the U.S. and Puerto Rico.
- Event, conference or seminar sponsorship or entry fees.
- Organizations whose mission and/or focus areas do not align with CARES.

[CARESnonprofit.smapply.io](https://caresnonprofit.smapply.io)



## Important Dates

### Grant Cycle Planning

It is imperative that grant applicants abide by specific timelines provided by CARES in the 2022 – 2023 Grant Cycle Planning below. An optional informational Webinar will be available in July for interested applicants, who are strongly encouraged to attend.

Applications must be submitted directly on our online portal, on or before **Wednesday, August 31, 2022 by 5 p.m. EST/2 p.m. PST. ABSOLUTELY NO EXCEPTIONS WILL BE MADE.** Organizations should aim to submit their application at least one day in advance of this deadline. Late submissions will not be accepted. No changes or additions will be accepted after the deadline date and time.

Please utilize the following 2022 – 2023 Grant Cycle Planning to better prepare for upcoming deadlines that may apply:

| 2021-2022 Grant Cycle   |  |
|---|--|
| Task  | Date   |
| Application Opens   | July 1, 2022                                 |
| Webinar:<br><a href="https://financeofamerica.zoom.us/webinar/register/WN_1mtDxQwtQPmtSdacrVtgyg">https://financeofamerica.zoom.us/webinar/register/WN_1mtDxQwtQPmtSdacrVtgyg</a> | July 20, 2022<br>Noon EST/9 a.m.<br>PST      |
| Application Deadline  | August 31, 2022;<br>on or before 5pm<br>EST  |
| RCC Reviews Screens/Reviews/Ranks Applications  | Throughout the<br>month of<br>September 2022 |
| Award/Decline Status Notification to Applicants   | LATE October<br>2021                         |
| Checks Distributed (Awarded Grantees Only)  | Early November<br>2022                       |
| Award Period  | November 1,<br>2022 – October<br>31, 2023    |
| Site Visits (Optional)  | January – May<br>2023                        |
| Final Performance Report Deadline (Awarded Grantees Only)   | May 31, 2023                                 |



## **Additional Important Information**

### **Grants Disclaimer**

Community Impact Grants are competitive. CARES takes many actions to ensure that the grant review process is thorough, unbiased, and produces funding recommendations that represent the priorities set forth by CARES and its subsidiaries. Funding is never guaranteed to those organizations that apply. Furthermore, funding for subsequent years is never guaranteed to those organizations who are awarded a grant, and/or have been awarded a grant in any past grant cycle(s).

### **Award Information**

Awarded grantees will enter into a contract with CARES that specifies the award amount, deliverables, reporting requirements, and partnership responsibilities. Reporting requirements will include a final program reporting on outputs, progress made toward meeting objectives outlined in the grant application, number of people served, and outcomes regarding community impact through a performance report.

Grantee activities may include active participation with CARES initiatives. CARES may request that grantees display the CARES logo on correspondence and publications, including websites, as they relate to the funded program.

### **Contact Information**

For questions or inquiries regarding CARES' Community Impact Grants, please reach out to the CARES Executive Director, Dr. LouAnn Ross at [cares@financeofamerica.com](mailto:cares@financeofamerica.com). Emails to our team typically receive a timely response, however responses may be delayed due to the high-volume of inquiries we receive during grant season.

**APPLICATIONS MUST BE SUBMITTED THROUGH OUR ONLINE PORTAL, ON OR BEFORE  
AUGUST 31, 2022 BY 5 P.M. EST/2P.M. PST.**

## Attachment 1: Grant Program Cycle

*NOTE: The grant process will take approximately 8-12 weeks from submission of an application to notification of each Regional Advisory Committee decision.*

