



United Way of Greater Milwaukee & Waukesha County

2026 FUNDING & LOI GUIDE

Safe & Stable Homes: Housing Stability for All
2- and 3-year grant cycles beginning 7/1/2027

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OVERVIEW

Thank you for your interest in applying for a Key Initiative grant through United Way of Greater Milwaukee & Waukesha County. United Way's Key Initiatives are designed with input from advisory councils of experts to achieve bold systems-level goals following the model of Collective Impact. Collective Impact is the commitment of a group of people from different sectors to a common agenda for solving a specific social problem, using a structured form of collaboration.

The Collective Impact model comes from the Stanford Social Innovation Review and is built on five main conditions: 1) a common agenda and shared understanding of the problem and our aspirations for community change, 2) shared measurement of outcome goals across funded organizations, 3) the activities funded mutually reinforce each other across organizations and sectors, 4) continuous communication of progress and challenges occur throughout the course of the Key Initiative, and 5) funded organizations are provided backbone support through United Way to uphold the previous four conditions.

If awarded a grant through a United Way Key Initiative, your organization will be expected to be an active collaboration partner with United Way and a cohort of funded organizations while achieving the aligned work described in your application.

The grant application process begins with your completion of a Letter of Intent (LOI) for the Key Initiative within our Impact Based Funding portfolio that most aligns with your mission. Your organization's LOI must show capacity to measure towards the Key Initiative's community-level goal or equivalent and meet all eligibility criteria of the strategies outlined in this guide to be invited to complete a full Request for Proposal (RFP) application. We appreciate the opportunity to hear more about your work through this application process.

IMPACT BASED FUNDING INVESTMENT AREAS OVERVIEW

United Way is reserving most of our available funding for a competitive application process for multi-year grants (whenever possible) aligned with key initiatives. Multi-year funding commitments are renewed annually, with an opportunity to re-apply after the final funding year if that key initiative is continuing.

Our four key initiatives are listed below.

- [Safe & Stable Homes](#)
- [Techquity](#)
- [Reducing Barriers to Employment & Advancement](#)
- [Teen Mental Wellness: Empowering Minds](#)

In addition to Key Initiatives, United Way invests in [Community Resiliency](#).

In the 2026 application process, only Safe & Stable Homes will be open to receive applications. All other Key Initiatives are currently in the second year of multi-year grant commitments.

Primary & Secondary Investment Areas

Each United Way key initiative has primary and secondary investment areas. Primary investment areas include strategies that are essential to meeting the key initiative goal and will receive roughly 90% of available funding. Secondary investment areas include strategies that will meaningfully accelerate progress towards the goal. These are important to meeting our goals, but

do not have activities directly related to accomplishing the community-wide goal and will receive approximately 10% of funding available in each area.

ELIGIBILITY CRITERIA & ORGANIZATION STANDARDS

ALL APPLICANTS

To receive funding from United Way of Greater Milwaukee & Waukesha County, an organization must meet United Way's eligibility requirements and, on an annual basis, confirm they are meeting our organization's standards.

Additional eligibility requirements may be required. More information is included in the overview and requirements for each investment area.

ELIGIBILITY CRITERIA

To be eligible for United Way funding, organizations must:

1. Be a nonprofit provider to people residing in Milwaukee, Waukesha, Ozaukee, or Washington Counties. If the organization serves Washington County, they must provide services to Germantown residents.
2. Be tax-exempt as described in section 501(c) (3) of the Internal Revenue Code, in good financial standing, and have been operating locally for a minimum of a year.
 - a. Applicants who do not meet the above requirements may use a fiscal agent that does meet the requirements.
3. Be governed by an autonomous Board of Directors or equivalent.
4. Demonstrate that it meets all applicable requirements of local, state, and/or federal government concerning credentialing, accreditation, and/or licensing. This also includes written non-discrimination, conflict of interest, and whistleblower policies in the (1) provision of its services, (2) selection of Board, volunteers, committee members, and (3) the employment of staff.
5. Consent to the full disclosure of its financial condition when necessary or requested.

United Way does not fund:

1. Political causes, candidates, organizations, or campaigns,
2. Organizations that refuse services based on religion or require attendance or participation in religious services/activities as a condition of assistance,
3. Athletic teams or events,
4. Booster or social clubs, and
5. Individual needs, such as scholarships or other forms of individual financial aid.

ORGANIZATION STANDARDS

United Way asks that funded organizations certify annually that they are in compliance with the following standards. Annual certification of these standards will occur at the time of signing the Collaboration Agreement unless otherwise noted.

- Regularly convene a voluntary, autonomous Board of Directors or equivalent.
- Have on file at United Way accurate and up to date banking information for ACH transactions. ACH change forms are available on United Way's website to be uploaded to a secure ShareFile site. <https://unitedwaygmwc.org/For-Nonprofits>.
- Have on file in e-CImpact, a copy of the most recent completed version of the following:

Due at the time of the full application, organizations submit:

- 501(c)(3) authorization letter.
- "Doing Business As" documentation (if applicable).
- IRS 990 or 990EZ (if 990EZ is submitted then Pro Forma pages must be submitted as well).
 - Organizations exempt from filing an annual 990 must upload a statement certifying the exemption and reason for the exemption.
- Board approved current fiscal year budget

Due at the time of the signed Collaboration Agreement, funded organizations submit:

- Organization's board-approved nondiscrimination policy.
- Policy on Protecting Children (if organization serves children or youth in any capacity). If the organization does not currently have a policy on protecting children, they agree to submit one within 6 months of the start of the agreement.
- Current Board membership roster showing the members' affiliations and terms of service with Board officers indicated. (This item is due annually throughout the term of funding.)

DATA COLLECTION REQUIREMENTS

All funded organizations are required to report unduplicated demographic information for all participants served using the categories listed below.

Required demographics:

- **Age Groups:** 0-3, 4-5, 6-11, 12-17, 18-24, 25-44, 45-64, 65 and older.
- **Gender:** Male, Female, Transgender, Non-binary/Genderfluid/Prefer to self-describe, prefer not to say (Please note that Non-binary/Genderfluid/Prefer to self-describe is one category).
- **Household Income:** \$0 to \$29,999 annual income (\$2,500 monthly, 30% of HUD AMI); \$30,000 to \$54,999 annual income (\$2,500 to \$4,582 monthly, 50% of HUD AMI); \$50,000 to \$84,999 annual income (\$4,583 to \$7,082 monthly, 80% of HUD AMI); \$85,000 or more annual income (\$7,083 or more monthly, over 80% of HUD AMI)
- **Racial Background:** African American/Black (not Hispanic or Latino), Asian (not Hispanic or Latino), Caucasian/White (not Hispanic or Latino), Hispanic/Latino, Hmong/Laotian (not Hispanic or Latino), Middle Eastern (not Hispanic or Latino), Native American (not Hispanic or Latino), Native Hawaiian/Pacific Islander (not Hispanic or Latino), Multi-racial, Other.
- **County/ZIP Code:** All zip codes in Milwaukee, Washington, Ozaukee, or Waukesha, outside of four-county area, or currently experiencing homelessness. May report county if zip code is unknown.

Additional data collection may be required. More information is included in the overview and requirements for each investment area.

COLLABORATION AGREEMENT

If funding is awarded each organization will be asked to review and agree to the terms and conditions outlined in the Collaboration Agreement prior to funding being released.

A draft Collaboration Agreement is posted on the [Impact Based Funding website](#) for your review during the application period.

Important Note: United Way reserves the right to make changes to the Collaboration Agreement prior to issuing it to funded organizations for signatures.

APPLICATION PROCESS

Letters of Intent and Full Applications are in United Way's grant system, e-CImpact. Instructions and screen shots for accessing this system are available on the [Impact Based Funding](#) site in the Resources Section.

Letter of Intent Decision Process

The Impact Based Funding Letter of Intent (LOI) process serves a few purposes, including helping United Way understand the level of interest in the funding opportunities and narrow down the pool of applicants needing to complete a full application.

LOI Review Committees established by United Way staff will review all LOIs to identify projects with the greatest potential for lasting community impact. The LOI scoring rubric can be found at the end of this guide. Key factors in this decision making will be if the applicant meets all eligibility criteria of the strategy area applied for, demonstrated alignment with the strategy's outcome goal, ability to measure aligned metrics of the strategy area, and potential to contribute meaningfully towards the large public-facing goal of the initiative.

Full Application Decision Process

Application Review Committees established by United Way staff will review all applications to identify projects with the greatest potential for lasting community impact. An RFP scoring rubric will be shared with applicants invited to complete the full RFP application. Organizations are also being asked to participate in a virtual meeting. Virtual meetings are designed to allow organizations an opportunity to speak about the application with United Way staff and review committee volunteers. This allows us to hear more about an organization's aligned work and to ask follow-up questions from the application.

Factors involved in a decision of whether or not an organization is funded include the application score, a comprehensive review of all the organization's applications (if an organization submits more than one application), and the virtual meeting. As a result, high rubric scores do not guarantee an organization will be funded.

KEY DATES AND REGISTRATION LINKS

Information sessions. Information sessions are not required for an organization to submit a letter of intent (LOI), but are encouraged.

- **October 28, 2026 at 3:30pm:** LOI in-person information session ([sign up here](#))
- **October 30, 2026 at 10:00am:** LOI virtual information session ([sign up here](#))

Grant cycle dates. Dates below are for Safe & Stable Homes: Housing Stability for All funding beginning on 7/1/2027.

- **November 4, 2026:** LOI opens
- **December 2, 2026:** LOI closes at 11:59pm. **Please note:** Technical assistance will not be available after 4:30pm.
- **January 11, 2027:** LOI decision notifications sent
- **January 18, 2027:** Full application opens in e-CImpact
- **February 22, 2027:** Full applications due, virtual meeting scheduling due
- **March 15 – March 31, 2027:** Virtual meetings
- **June 1, 2027:** Full application decision notification
- **July 1, 2027:** Grant cycles begin & award letters issued

SAFE & STABLE HOMES OVERVIEW & REQUIREMENTS

OVERVIEW

In 2019, United Way launched the *Safe & Stable Homes: Ending Family Homelessness* key initiative. *Safe & Stable Homes: Ending Family Homelessness* was built as a Collective Impact Model to achieve shared outcome goals of meeting criteria established by the U.S. Interagency Council on Homelessness (USICH). USICH criteria for ending family homelessness relies on five overarching goals: improved identification of housing unstable families, increased prevention services, streamlined coordination, swift service provision, and sustainability planning – all to optimize our family homelessness response system to prevent homelessness whenever possible, and when a homeless episode cannot be prevented for a family, ensuring the experience is rare, brief, and non-recurring. By December 2025, service providers in our four-county service area provided justification for achieving USICH criteria for ending family homelessness.

Our community proved that ending family homelessness was possible. Now, we are leading the next chapter: preventing homelessness for all by addressing challenges before they become crises. In the 2026 fundraising campaign, United Way of Greater Milwaukee & Waukesha County, is entering our next phase with *Safe & Stable Homes: Housing Stability for All* where we have a **goal to prevent homelessness for 40,000 people by 2032**. Organizations are invited to apply for grant funding through Safe & Stable Homes to help us achieve this goal. Safe & Stable Homes grants will be a mixture of 2- and 3-year commitments.

If an organization receives a Safe & Stable Homes: Housing Stability for All grant, they may use it for general operating expenses. When applying for a grant in a particular strategy area, grant writers can focus on a specific program that meets the strategy objectives or explain how components of different programs across an organization meet the strategy objectives.

Organizations can apply for multiple Safe & Stable Homes grants if they provide uniquely different programs across strategy areas. Please complete a separate Letter of Intent (LOI) for each strategy you are applying for, but no more than one LOI per strategy area. A separate LOI is not needed if aligned work in a single strategy spans multiple counties.

At the end of the grant cycle, funded organizations are responsible for reporting on how their organization met aligned metrics of the strategy area they received their grant in.

PRIMARY STRATEGY AREAS

Rapid Resolutions of Street Homelessness through Emergency Shelter and Housing Placements

Aligned work must fit into these programmatic service areas and meet associated eligibility requirements:

- **Robust Street Outreach** – Activities aligned with robust street outreach in this grant cycle are Accelerated Moving Events (AMEs). AMEs are eligible if they follow a standardized encampment prioritization assessment tool approved by the local Continuum of Care board of directors.
- **Winter Warming Rooms** – Winter Warming Rooms (AKA Emergency Overflow Shelters). These are warm, overnight spaces for people sleeping unsheltered to rest in when emergency shelters are at capacity during freezing temperatures. Motel vouchers are an allowable expense for this activity only in Waukesha, Washington, and Ozaukee counties.
- **Array of Shelter and Housing Programs** – Emergency shelters, Rapid Rehousing, and Permanent Supportive Housing programs currently using the Coordinated Entry process and enter client data into HMIS or a comparable database as identified by the U.S. Department of Housing & Urban Development (HUD). If in Ozaukee or Washington County, flexible financial assistance is an eligible expense in this strategy area.

Preventing Evictions and Foreclosures

Aligned work must fit into these programmatic service areas and meet associated eligibility requirements:

- **Legal Assistance for Eviction Cases (applications accepted by invitation only)** – No-cost legal representation for households facing an eviction in Milwaukee, Waukesha, Washington, and/or Ozaukee County courts.
- **Tenant/Landlord Mediation** – Mediation programs between tenants and property managers are eligible if they are focused on preventing or rapidly resolving evictions.
- **Homeless System Infrastructure and Housing Navigation: Older Adults** – Activities aligned with the Homeless System Infrastructure and Housing Navigation strategy area this grant cycle will be focused on adults aged 55+. The goal of this prioritization is to strengthen connections to eviction or foreclosure prevention resources for older adults aged 55+, the fastest growing population experiencing homelessness. For organizations to be eligible, they must be dedicated to serving older adults, Aging and Disability Resource Centers, or the Area Agency on Aging in Milwaukee, Waukesha, Washington, or Ozaukee County. The low end of the expected award level range in this strategy area is intended for agencies only needing funds to cover costs of marketing and outreach materials to increase awareness for older adults on how to access existing resources.
- **Companion Animal Welfare** – Activities are eligible for funding if they bridge the animal welfare and human homelessness fields by providing co-sheltering, flexible funding, or unique cross-sector collaboration to increase housing security for families at-risk of homelessness with their companion animals. Eligible services must target families composed of at least one parent/caregiver, at least one child under the age of 18, and at least one companion animal. The goal of aligned activities should be to prevent homelessness from happening but can also include rapidly resolving a family's experience of homelessness through holistic household support that includes companion animal needs. Adoption of new pets is not an allowable expense.
- **Flexible Financial Assistance (applications accepted by invitation only)** – Organizations that have previously been awarded grants for the "Family Flex Fund,"

“Functional Zero Flex Fund,” or “Bezos Family Diversion Funds” in Safe & Stable Homes: Ending Family Homelessness may apply for continued support for these activities through Safe & Stable Homes: Housing Stability for All.

Preventing Homelessness for Individuals Exiting Incarceration or Healthcare Institutions

Aligned work must fit into these programmatic service areas and meet associated eligibility requirements:

- **Justice Involvement** – Programs that support individuals during the transition from correctional facilities to stable housing post-release in Milwaukee, Waukesha, Washington, and/or Ozaukee counties. Eligible activities that demonstrate an increase of housing stability outcomes are peer support, rent & security deposit assistance, supportive mental health programs, and flexible financial assistance to support leaseholders of the households in which clients are returning to. If in the Milwaukee area, eligible organizations must demonstrate that they work in alignment with the Milwaukee Reentry Council of the Milwaukee Community Justice Council.
- **Maternal Health** – Homelessness prevention programs for pregnant or newly parenting people are eligible for organizations that are collaborating with the Milwaukee Healthcare Partnership on the intersection of maternal health and housing stability.
- **Coordinated Entry** – Coordinated Entry programs in Milwaukee and Waukesha counties are eligible if they include or emphasize prevention and/or diversion focused strategies.

SECONDARY STRATEGY AREA

Preventing Returns to Homelessness

Aligned work must fit into these programmatic service areas and meet associated eligibility requirements:

- **Housing Case Management** – Aligned activities of the Housing Case Management strategy this grant cycle must include access to individualized case management for individuals and families after being restabilized into housing from an experience of street homelessness or emergency shelter. The goal of this strategy is to prevent returns to homelessness by addressing and/or resolving co-occurring household issues that would otherwise likely contribute to another episode of homelessness. Eligible organizations providing this service must currently be using the Coordinated Entry process and enter client data into HMIS or a comparable database as identified by HUD, or be contracted to provide supportive services by organizations that meet these criteria.

ADDITIONAL ELIGIBILITY REQUIREMENTS

Organization funded through *Safe & Stable Homes: Housing Stability for All* must agree to collaborate in a cohort with other grantees and be responsive to communications and data requests from United Way’s Safe & Stable Homes impact manager throughout the course of the grant cycle.

OUTCOME CRITERIA

Organizations awarded a grant through Safe & Stable Homes: Housing Stability for All will be asked to report back on outcome metrics related to the strategy area(s) the organization is funded for. The outcome and aligned metrics for each strategy area are listed below.

Rapid Resolutions of Street Homelessness through Emergency Shelter and Housing Placements

Key Outcome: Reduced number of people experiencing unsheltered homelessness, as demonstrated in the U.S. Department of Housing & Urban Development's annual Point-in-Time count.

Aligned Metrics

Note: if serving families, please count all members of the household in these metrics

- # of individuals provided emergency shelter
- # of individuals that used Winter Warming Rooms
- # of individuals that exited unsheltered homelessness or emergency shelter to positive housing destinations

Preventing Evictions and Foreclosures

Key Outcome: Decrease in the number of people experiencing homelessness, including first-time homelessness.

Aligned Metrics:

Note: if serving families, please count all members of the household in these metrics

- # of people who met their eviction case goals through legal representation programs
- # of people who used tenant/landlord mediation services without a resulting eviction
- # of older adults who felt resources provided to them increased their housing stability
- # of individuals with companion animals that received housing stability assistance
- # of individuals who remained in housing or gained housing through participation in a Flex Fund program or through diversion funding

Preventing Homelessness for Individuals Exiting Incarceration or Healthcare Institutions

Key Outcome: Decrease in the number of people experiencing homelessness, including first-time homelessness.

Aligned Metrics:

Note: if serving families, please count all members of the household in these metrics

- # of individuals participating in programs providing housing stability services for justice involved households
- # of individuals participating in programs providing housing stability services for pregnant or newly parenting people

Preventing Returns to Homelessness

Key Outcome: Low percentage of people that return to the homeless system after first exiting homelessness to positive housing destinations

Aligned Metrics:

Note: if serving families, please count all members of the household in these metrics

- # of individuals offered supportive services after exiting homelessness to positive housing destinations
- # of individuals participating in Safe & Stable Homes programs that do not re-experience homelessness six months after exiting to a permanent housing destination
- # of individuals participating in Safe & Stable Homes programs that do not re-experience homelessness twelve months after exiting to a permanent housing destination

FUNDING PARAMETERS

The 2026 application process for *Safe & Stable Homes: Housing Stability for All* will include a mixture of grants covering a two-year cycle from 7/1/2027 - 6/30/2029 and grants covering a three-year grant cycle from 7/1/2027 - 6/30/2030. Refer to the following charts for alignment between strategies and grant cycle lengths.

The amount an organization requests must follow the minimum and maximum *annual* grant allowances per strategy in the table below. Organizations will be required to provide justification for the amount requested in the full application. United Way reserves the right to increase or decrease the actual award amounts from the requested amounts. Any such changes to proposed award amounts or funding parameters will be communicated to potential grantees during the RFP process.

Safe & Stable Homes 2-year grants (7/1/2027-6/30/2029)		
Strategy	Minimum per year	Maximum per year
Robust Street Outreach	\$30,000	\$75,000
Winter Warming Rooms	\$15,000	\$100,000
Legal Assistance for Eviction Cases	<i>Invite only; award based on sponsorships received</i>	
Tenant/Landlord Mediation	\$65,000	\$70,000
Homeless System Infrastructure and Housing Navigation: Older Adults	\$2,500	\$25,000
Flexible Financial Assistance	<i>Invite only; award based on sponsorships received</i>	
Justice Involvement	\$50,000	\$85,000
Maternal Health	\$30,000	\$60,000
Coordinated Entry	\$65,000	\$75,000
Housing Case Management	\$65,000	\$85,000

Safe & Stable Homes 3-year grants (7/1/2027-6/30/2030)		
Strategy	Minimum per year	Maximum per year
Array of Shelter and Housing Programs	\$65,000	\$100,000
Companion Animal Welfare	\$15,000	\$100,000

SAFE & STABLE HOMES LETTER OF INTENT (LOI) GUIDE

LOI OUTLINE & QUESTIONS

The LOI Form is structured into three sections: Organization Information, Project Outline, and Reflections on Organizational Practices. The Section 2: Project Outline section contains the Letter of Intent questions specific to applying for a Safe & Stable Homes grant.

Section 1: Organization Information. This section is the same for all available LOI's.

- Provide your organization's full legal name, address, and tax ID/EIN number.
- Confirm 501(c)(3) nonprofit status by selecting "Yes" or "No."
- Include contact information for the primary individual managing the LOI submission.

Section 2: Project Outline

1. **Please select the strategy your organization's work mostly aligns with that you are seeking funding for.**
 - a. Rapid Resolutions of Street Homelessness: **Robust Street Outreach**
 - b. Rapid Resolutions of Street Homelessness: **Winter Warming Rooms**
 - c. Rapid Resolutions of Street Homelessness: **Array of Shelter and Housing Programs**
 - d. Preventing Evictions & Foreclosures: **Tenant/Landlord Mediation**
 - e. Preventing Evictions & Foreclosures: **Homeless System Infrastructure and Housing Navigation for Older Adults**
 - f. Preventing Evictions & Foreclosures: **Companion Animal Welfare**
 - g. Preventing Homelessness for Individuals Exiting Incarceration or Healthcare Institutions: **Justice Involvement**
 - h. Preventing Homelessness for Individuals Exiting Incarceration or Healthcare Institutions: **Maternal Health**
 - i. Preventing Homelessness for Individuals Exiting Incarceration or Healthcare Institutions: **Coordinated Entry**
 - j. Preventing Returns to Homelessness: **Housing Case Management**
 - k. Invite only applicants -- Preventing Evictions & Foreclosures: **Legal Assistance for Eviction Cases** or Preventing Evictions & Foreclosures: **Flexible Financial Assistance**
2. **Select whether the aligned work is:**
 - a. New
 - b. Existing/ongoing
 - c. An expansion of existing work
 - d. Other

- i. If you chose “other,” please explain. Type N/A if not applicable. (200 max characters)
3. **Explain how you will collaborate with other partners, including referral mechanisms, specifying whether partnerships are potential or established. Please include if you are a member of your local Continuum of Care homeless service coalition, as priority will be given to these organizations.** (4,000 max characters)
 - a. Partnerships are not required to be considered for a grant.
4. **How much annual funding does your organization anticipate applying for?** (10 max characters)
 - a. Funding amounts will be the same each year of the multi-year grant cycle. Please enter an annualized funding amount for Year 1 only.
5. **Provide a description indicating how the funding will be aligned with the goals and selected strategy of Safe & Stable Homes: Housing Stability for All.** (4,000 max characters)
6. **Describe the priority population that the organization will serve, including the geographic area for delivery.** (3,000 max characters)
7. **How many individuals (including all members within family households) do you anticipate being able to prevent homelessness for annually because of this grant?** (50 max characters)
8. **Please list the outcome you aim to contribute towards as a result of funding, and which aligned metric(s) you intend to report on.** (1,000 max characters)
 - a. Key outcomes and aligned metrics are outlined in the Outcome Criteria section of this guide.

Section 3: Reflections on Organizational Practices. This section is the same for all available LOIs.

- Indicate organization financial reporting (990, Audit, Financial Review, Other – please describe)
- Indicate organization’s current fiscal year operating budget
- Indicate organization’s number of FTEs
- Explain your proposed methods for tracking and communicating project outcomes to show alignment with investment area outcome goals (e.g. data collection, surveys, other metrics)

Contact Information

Please contact the following individuals regarding questions about this guide or the Safe & Stable Homes: Housing Stability for All Key Initiative

Krystina Kohler, Impact Manager Safe & Stable Homes, kkohler@unitedwaygmwc.org

Maria Mundt, Impact Specialist, mmundt@unitedwaygmwc.org

SAFE & STABLE HOMES LETTER OF INTENT SCORING RUBRIC

LOI Review Committees established by United Way staff will review all LOIs to identify projects with the greatest potential for lasting community impact. Factors involved in a decision of whether or not an organization moves on to the application round include both the individual Letter of Intent score and a comprehensive review of all the organization's letters of intent (if an organization submits more than one LOI). As a result, high rubric scores do not guarantee an organization will be invited to complete a full application.

Evaluation Criteria and Corresponding LOI questions	Not addressed	Incomplete, unclear, and/or marginal alignment	Adequate quality, partial alignment	Outstanding quality, clear alignment	Total points available
					45
PROGRAM DESIGN Assess the merits of the program design as it fits into the overall goals of Safe & Stable Homes. Relevant LOI questions - Please select the strategy your organization's work mostly aligns with that you are seeking funding for. - Select whether the aligned work is new, existing/ongoing, an expansion of existing work, or other. - Provide a description indicating how the funding will be aligned with the goals and selected strategy of Safe & Stable Homes: Housing Stability for All. - Indicate organization's number of FTEs	(0 Points) Responses are missing or do not correlate with the application questions.	(0-5 Points) Parts of response are missing or unclear. Vague or hypothetical description of the program's practices and how it aligns with SASH goals. Strategies do not appear to be based in best practices. Organization appears to have limited previous experience administering the type of work they are proposing.	(6-10 Points) Program activities appear to align with the selected strategy. Describes the objectives and strategies of its program with adequate but not outstanding clarity, quality, and thoroughness. Connection to SASH homelessness prevention goals lacks strength or is vague.	(11-15 Points) Program activities align with selected strategy and are clearly informed by best practices. The organization's activities are described with outstanding clarity. Program activities align with achieving the goals of SASH. Program appears to have sufficient staffing capacity.	15
IMPACT POTENTIAL Assess the clarity and measurability of outcomes, reach, and success potential of proposed program. Relevant LOI questions - How many individuals (including all members within family households) do you anticipate being able to prevent homelessness for annually because of this grant? - Please list the outcome you aim to contribute towards as a result of funding, and which aligned metric(s) you intend to report on. - Explain your proposed methods for tracking and communicating project outcomes to show alignment with investment area outcome goals.	(0 Points) Responses are missing or do not correlate with the application questions.	(0-5 Points) Parts of response are missing or unclear. Vague or hypothetical description of the program's plan to measure outcome goals. The aligned program anticipates serving a marginal number of participants.	(6-10 Points) Describes selected outcomes and indicators and expected number of participants served. Plans to measure outcome goals appear appropriate. The aligned program anticipates serving an average number of participants, compared to other applicants.	(11-15 Points) Program anticipates serving a significant number of participants compared to other applicants. Lists outcome and metric results the program plans to achieve and a clear plan to track & communicate project outcomes in alignment with SASH outcome goals. LOI creates confidence that their aligned work could significantly contribute to homelessness prevention in their chosen strategy area.	15

COLLECTIVE IMPACT ALIGNMENT Evaluate the program's willingness and ability to successfully fit within a Collective Impact Initiative. Relevant LOI questions - Explain how you will collaborate with other partners, including referral mechanisms, specifying whether partnerships are potential or established. Please include if you are a member of your local Continuum of Care homeless service coalition, as priority will be given to these organizations. - Describe the priority population that the organization will serve, including the geographic area for delivery.	(0 Points) Responses are missing or do not correlate with the application questions.	(0-5 Points) Parts of response are missing, or notably vague description. Organization does not display a history of collaborative work with other agencies. Organization is not a member of their local CoC. Undefined or vague description of the target population or geographic area.	(6-10 Points) Most but not all elements of this section are answered robustly. Includes examples of previous or planned collaborations. Organization is a member of their local CoC. Clearly identifies the priority population the program serves. Homelessness prevention is a clear existing or potential element of their collaborative outputs. If applicable, program plan appears to include culturally responsive strategies.	(11-15 Points) Response creates confidence that this organization will be an active member of a Collective Impact Initiative, working with other organizations towards a shared goal. Organization displays a history of strong partnerships. Describes the target population demographics, characteristics, and geographic area. If applicable, the program plans to provide culturally and linguistically appropriate services. Program appears to align with homelessness prevention goals of SASH.	15
OVERALL SCORE					
MEETS REQUIREMENTS Program appears to meet all eligibility requirements, has answered all questions completely, and meets any requirements outlined in the SASH overview. Relevant LOI Questions - Organization and contact info - o Provide your organization's full legal name, address, and tax ID/EIN number - o Confirm 501(c)(3) nonprofit status - o Include contact information for the primary individual managing the LOI submission - Indicate organization financial reporting - Indicate organization's current fiscal year operating budget - Award level requested is included, "How much annual funding does your organization anticipate applying for?"	☐ Yes ☐ No – Program is not eligible to complete a full application				