![Goodwill of North Georgia logo]

2023 Goodwill GIVES

Request for Proposals (RFP)

Application Deadline: Friday, March 24, 2023

This funding opportunity provides programmatic work support and/or technical assistance for nonprofits offering services including housing and utility services, childcare support, academic support, transportation, legal services, and/or workforce development services.

Key Dates:

- Questions Regarding the RFP are accepted via email until Friday, March 17, 2023
- **Full Proposal Due: 5pm EST, Friday, March 24, 2023, via email at goodwillgives@ging.org**
- Preferred format of proposal is PDF.

Total Estimated Award Pool: Individual awards of $10,000 to $25,000
Period of Performance: April 2023 – July 31, 2023

Eligible Applicants:

☐ Non-profit organizations, including those with IRS 501(c)(3) or 501(c)(4) determinations; and

☐ Faith-based organizations.

LATE APPLICATIONS WILL NOT BE FORWARDED TO THE PANEL FOR REVIEW

Contact Person: Alicia Battle, Goodwill of North Georgia, 2201 Lawrenceville Hwy, Decatur, GA 30033, Phone: 404-420-9900, Email: goodwillgives@ging.org, Website: www.goodwillng.org

BACKGROUND AND INTRODUCTION

The mission of Goodwill of North Georgia (GNG) is to put people to work. Established in 1925, Goodwill is recognized as a leader in serving people with barriers to employment in the 45 counties of Metro Atlanta and North Georgia. Over the past four years, GNG helped almost 98,000 people go to work. In FY20 alone, we delivered career services to 44,870 people through programs offered online or at our 14 career centers and helped 23,180 obtain jobs earning an average wage of $12.55/hour. GNG last year became the #1 Goodwill in the nation for helping jobseekers secure employment, the #1 Goodwill for serving African American jobseekers, and #1 for the number of people entering training-related employment.

With more than 3,000 employees, 2,500 of whom are full-time, Goodwill of North Georgia delivers a broad range of employment, training, and support options. From basic services that are free and open to the public, including job search resources, access to computers, digital literacy, job fairs, résumé-writing workshops, and more. GNG also provides highly intensive strategies for people with the most significant barriers to employment: comprehensive case management, vocational training leading to industry-recognized credentials in more than a dozen high-demand career pathways, pre-apprenticeship and apprenticeships, paid work-based learning/internships, wealth-building/financial coaching, benefits navigation, job placement, and job retention services. GNG recognizes that to ensure job seeker and family success, work supports are needed to support their ongoing employment and career goals.

2023 GOODWILLGIVES RFP

To further this purpose and mission, we are launching GoodwillGIVES as a new priority area of funding. Building on our efforts to strengthen communities, families, and the workforce, GNG believes philanthropy can play an important role in increasing the success of job seekers by supporting organization that offer direct support services through partnerships and other efforts that strengthen pathways to stable employment and programmatic services across a range of individual circumstances.

Specifically, Goodwill of North Georgia seeks to increase capacity within our peer agencies across the GNG 45-county territory by providing both funding and technical assistance specifically for:

- Agencies who wish to or are currently providing services for job seekers, including but not limited to case management and work support services such as housing, utility assistance, childcare, academic support, English language acquisition, transportation, or legal services to ensure families have the resources they need to seize more career opportunities and be successful, and/or
- Agencies who wish to add or enhance their workforce development training opportunities through partnerships and case management.

ELIGIBILITY REQUIREMENTS

All applicants must be able to meet the following eligibility requirements:

- Serve residents of at least one county in Goodwill of North Georgia's 45-county territory in North Georgia (see appendix for list of counties);
- Non-profit organizations, including those with IRS 501(c)(3) or 501(c)(4) determinations;
- Have demonstrated expertise in the community and oversight that corresponds with the intended geography;
- Show a track record of strong financial management, including a clean audit;
- Have strong organizational leadership and management, including demonstrating a commitment to diversity and inclusion within the organization, particularly at the senior staff and board levels;
- Achieve all deliverables outlined within a one -year timeframe;
- Participate in peer-learning activities;
- Fulfill all reporting requirements outlined in the application and grant agreement;
- Serve 200 or more clients yearly;
- Serve Job Seekers 16 years or older who are interested in a career path.

SCORING CRITERIA (in no specific order):

- Relevance: The grant applicant's mission and intent must closely follow the guidelines set forth in the RFP.
- Program Quality & Target Audience: Applicants must thoroughly demonstrate the effectiveness of their program(s) in assisting low-income communities, through the measurement and presentation of relevant data and evidence.
- Organizational Capacity: Priority will be given to organizations that can demonstrate internal capacity and experience in reaching low-income communities.
- Cost-effectiveness: A budget for the program should demonstrate cost-effective use of resources.
- Past Performance: Goodwill of North Georgia supports programs with a demonstrated track record of serving vulnerable populations and communities.
- Innovation & Impact: Priority will be given to applicants that demonstrate a willingness to innovate and collaborate with other nonprofit and community organizations.
- Interest in technical assistance for capacity-building in workforce development.

2023 APPLICATION

Lead Organization Information

Lead organizations should be prepared to provide the following information for this proposal:

Applicant Profile:

- ☐ Organizational contact information: name, address, website, mission statement, head of organization
- ☐ Top 5 funders for the last fiscal year
- ☐ Number of people served last fiscal year
- ☐ Attachment 1: IRS 501(c)3 determination letter
- ☐ Attachment 2: State business registry file
- ☐ Attachment 3: Articles of incorporation
- ☐ Attachment 4: W-9 taxpayer identification number and certification
- ☐ Attachment 5: Form 990, Return of Organization Exempt from Income Tax (most recent)
- ☐ Attachment 6: Audited financial statements (most recent year) If audited financial statements have never been prepared due to the size or newness of the organization, applicant must submit an organizational budget, an income statement (or profit and loss statement), and a balance sheet certified by an authorized representative of the organization.
- ☐ Attachment 7: Board of directors list
- ☐ Attachment 8: Budget for department or program with services related to proposed project
- ☐ Attachment 9: Annual report or other documentation of a history of supporting and providing services related to this project

Project Narrative

Narrative must not exceed 5 pages. Note: Attachments and appendices listed within this section do not count toward the page limit.

Program/Project Title:

Project Start/End Date:

Requested Award Amount:

Summary of Program/Project:

Please describe your agency's mission.

Please describe your specific project goals and proposed objectives to achieve the project goals. Your objective should be S.M.A.R.T. (specific, measurable, achievable, relevant, and time-bound). Provide a concise description of the program for which you are requesting funding. This field should enable each reviewer to develop an understanding of your efforts, including a high-level overview of your problem statement, the geography and population the collaborative is serving, your overarching goal, and proposed intervention to reach that goal.

Describe how the intervention is developing, piloting, and/or implementing new, innovative, and multi-faceted interventions.

Describe the types of technical assistance your agency needs to increase capacity or effectiveness. Examples of topics requested in the past from GNG:

- Braiding & Leveraging Funding

- Recruitment Best Practices

- Recruitment & Person-Centered Language

- Strong Relationships & Storytelling

- Writing a Winning Proposal

- Billing & Organizational Buy-in

- Tools for communication (Motivational Interviewing)

- SNAP E&T 101

- Building Partnerships through collaboration

- The ABCs of Building (Program Implementation)

- Needs Analysis

- Design Thinking/Journey Mapping

- ETPL

- Employer Engagement

- Change Management

- Program Development

- Digital Equity & Inclusion

- Virtual Services

- Onboarding

- Capacity Building

Problem Statement

Describe the need(s), issue(s), or challenge(s) that your program is seeking funding to address, along with supporting data. This should describe the specific barriers to work success for low- and moderate-income individuals that the initiative seeks to address, and the significance of the problem for the targeted population and/or geography.

Measurement Impact/Deliverables:

Please describe your major project deliverables, which should include the key activities necessary to achieve your projects goals and objectives.

Indicate the goal(s) of this project as it relates to the problem stated above: What progress will this project make toward resolving the previously stated problem. Progress should be measurable.

Organization Budget

Please provide a budget for your organization, including expenses and income.

Population Served:

Key Staff and Organization Experience:

Describe Data Sources/Systems:

Ability to Collect/Report Data:

EXPECTATIONS

Goodwill of North Georgia Responsibilities

Goodwill shall be responsible for the following in supporting grantees to fulfill the requirements of this grant:

- Execute the Grantee selection and award process.
- Host kick-off meeting with the Grantee to review requirements, answer questions, and ensure common expectations for moving ahead.
- Assign a Grant Program Manager, who shall be the financial and programmatic liaisons for Grantees during the term of this grant agreement.
- Facilitate collaboration among the Grantee and other Grantees and provide problem-solving support as needed.
- Provide Grantees with written policies, standards, and best practices that shall guide the provision of services and performance expectations.
- Provide Grantees with timely feedback on questions, requests, and draft deliverables.
- Provide or facilitate access to technical assistance services.
- Provide oversight of Grantee compliance and performance, meeting regularly with grantees when needed.

Grantee Responsibilities

- Grantee Program Managers to review performance, discuss opportunities for improvement, review data, and provide technical assistance support as needed.
- Ensure that program management staff and instructor/facilitators participate in webinar events/training.
- Have participant sign a release of information to provide grantee agency's intake information to Goodwill Gives as an additional funder.
- Submit participant demographic and needs assessment / barrier mitigation data to GNG. GNG will negotiate data-collection requirements at the kick-off meeting. To the extent possible, GNG will accept grantee's forms as long as the required data fields are included. As an alternative to

submitting individual client-level data for each enrollment, grantee may have the participant enroll through Goodwill's participant-facing portal, CareerConnector.org

- Manage the recruitment and vetting process of potential participants, including confirming that an individual's personal and professional goals and career pursuits align with successful completion.
- Provide ongoing communications to prospective and enrolled participants as needed.
- Provide participants with case management and referrals to support services, with planned monthly meetings at minimum to provide coaching and mentorship.
- Complete GNG's Post-Service case note/update for each participant when services cease, or significantly decrease.
- Provide monthly success stories.
- Tracking programming/service utilization.

REPORTING REQUIREMENTS

An additional goal of the Goodwill Gives project is to encourage collective impact. Data show that when two or more organizations collaborate to serve a person, the outcomes for that person are stronger than if an organization serves alone. We believe the key to economic mobility in our region is to eliminate silos and implement systems change focused on collective impact.

Grantees will be required to collect demographic and needs assessment / barrier mitigation data from participants enrolled in the Goodwill Gives funded project. In addition, Goodwill of North Georgia requires quarterly programmatic and financial reports. Enrollment reports are due monthly. As a part the programmatic report, Goodwill of North Georgia requires quarterly reporting all the following metrics:

1. Number of services provided per person
2. Number of persons employed
3. Number of individuals and families with significant challenges who gain access to one or more work stability supports or interventions (ex. wrap-around services, financial empowerment training, asset-building, first-time homebuyer classes, other programming) if not captured in item 1 above.

GRANT PAYMENT

This is a one-time award to be distributed according to the following pay-for-performance schedule:

1. Payments will be disbursed monthly, once grantee has submitted the necessary data, through designated system negotiated at kick-off to document completion of payment milestones.
2. Within 30 days of the Execution of Agreement, payment of 5% of award available to the agency for administrative costs.

3. Pay for performance $ per participant enrolled (intake paperwork provided to GNG) and $ per participant who meets outcome proposed.

Additional Grant Award Financial Information

1. Payments are only made to the contracted organization or primary agency;
2. Goodwill will not pay for any cost incurred before or after the approved contracted date and/or upon the exit of approved services.
3. Invoices are to be submitted by the tenth (10) of each month and shall include all cost or performance benchmarks incurred for the preceding calendar month.
4. At the time of invoicing the grantee must submit relevant supporting documentation.
5. Payments will be made from Goodwill for all approved and allowable expenses within 45 days of an approved submission.

KEY DATES

- Questions Regarding the RFP are accepted until Friday, March 17, 2023 via email at goodwillgives@ging.org
- Full Proposal Due: 5pm EST, Friday, March 24, 2023, via email at goodwillgives@ging.org
- Interviews (if necessary): Week of April 3, 2023
- Notice of Award: Friday, April 14, 2023

REQUEST FOR PROPOSALS FAQS

Q: How do I apply for a grant from Goodwill of North Georgia?

A: Organizations interested in applying should use the pdf application form during the appropriate submission window.

Q: Are there any eligibility requirements for this grant?

A: We will be funding projects or organizations that are based in North Georgia who are non-profit or faith-based organizations.

Q: Is there a specific time period when Goodwill of North Georgia accepts applications for funding?

A: Applications must be submitted by Friday, March 24, 2023. Awards are anticipated to be announced by April 14, 2023

Q: How do I know what amount to apply for?

A: Grant amounts vary by market and organization size. Goodwill anticipates awarding five to seven organizations, between $10,000 and $25,000 each. This grant is not intended to fully fund the cost of services provided, rather it is to supplement existing funding received by the grantee in order to build capacity through flexible funding and provision of free technical

assistance from Goodwill to the grantee. Total cost per person proposed to be served through this project should not exceed $250

Q: Who do I contact for questions about the program, application, etc.?

A: Alicia Battle, goodwillgives@ging.org

Q: Can we apply through the RFP process for a multi-year grant?

A: Goodwill of North Georgia will not make multi-year commitments to first-time grantees through the RFP cycle. GNG will provide funding and technical assistance for up to one year. If grantee meets performance benchmarks earlier, they will receive the grant award per person served earlier, but may not exceed the total grant award for the 12-month period.

Q: Do applicants need to be working within a specific geography to be eligible?

A: To be eligible to apply, organizations must be able to demonstrate that they are actively delivering technical assistance and services to North Georgia communities. We will not consider programs or projects happening outside of the state.

Sample Program Budget

(GNG will accept the agency's current program budget format, or you may use this format to submit your program/project budget. An Excel spreadsheet is also acceptable.)

Organization: _____

Program Name:_____

Show a proposed budget for the program for which you are applying. Include all committed and pending funds for your program.

CATEGORY	Requested Funds	Committed Funds (list source)	Pending Funds (list source)
Personnel			
Fringe Benefits			
Occupancy/Utilities			
General Services (training, travel, printing, advertising, memberships)			
Supplies (office products, postage, computer and cleaning supplies, etc.)			
Contractual Services (accounting, legal, consulting, insurance)			

Equipment (Purchase/Rental)			
Other Costs (Describe)			
TOTAL COSTS			

TOTAL AGENCY BUDGET: REVENUE

(Inclusive of **all** programs operated by your agency)

If more space is needed continue with another page or use excel spreadsheet.

CATEGORY	2020	2021	2022
Government Grants (list sources)			
A.			
B.			
C.			
D.			
Subtotal			
Foundation Grants (list sources)			
A.			
B.			
C.			
D.			
Subtotal			
Other Revenue (list sources)			
A.			

B.			
C.			
D.			
Subtotal			
TOTAL REVENUE			