This is a copy of the complete Rutherford and Cannon grant application. You will see all questions, even those that may be hidden when you complete the application due to skip logic. For example, in the live application, if you choose the Impact Area of Early Childhood Development, you will not see the strategies, tactics, and measurements for the other impact areas. In this PDF, you will see those questions for all Impact Areas.

2025 Grant Application » 2025 Rutherford and Cannon Grant Application

PA

Program A Agency A
ejweaver@gmail.com

Title
2025 Grant Application

Instance
2025 Rutherford and Cannon Grant Application

[View Participant]

Questions 63

2025 Grant Application
▲

Save your progress as you complete the application using the **Save** button. When you are fully finished and ready to submit, click **Save and Complete**. Do not click Save and Complete until you are fully finished with the application.

Applications must be submitted by Thursday, March 20 at 11:59 pm cst. You will receive an email confirmation of your submission and should see your application marked "Complete" in your participant profile.

Agency Information
▲

Please provide your agency information. If this is a collaborative application, please identify one Coordinating Agency. The Coordinating Agency receives the grant and is responsible for collaborative reports to United Way. They will coordinate work with each of the collaborators to ensure program success.

1 Legal Name of (Coordinating) Agency (as listed in IRS documentation)

* Required field

Answer

2 Agency's DBA (if applicable)

Answer

3 Agency EIN

* Required field

Answer   •••

4 Agency Mailing Address

* Required field

Answer

5 Contact Person for this Proposal

*Required field

Answer

6 **Contact Title**

* Required field

Answer

7 **Contact Email**

* Required field

Answer

An updated Giving Matters and 211 profile are required at the time of submission. For help updating or setting up a Giving Matters profile, click here. For help updating or setting up a 211 profile, click here.

8 **Please provide a link to your Giving Matters profile:**

* Required field

Answer

9 **Please provide a link to your 211 profile:**

* Required field

Answer

10 **Is this a Collaborative Grant Proposal?**

* Required field

○ Yes

○ No

11 **Collaborator Information (if not collaborative, please skip): Provide the Agency Name and EIN for each collaborator.**

Answer

Program Information

12 **Program Title (Program or Service Name, NOT the name of your agency)**

* Required field

Answer

13 Brief Description of Program (recommended max 100 words)

* Required field

Answer

14 Is this a current program or new program?

* Required field

○ Current program

○ New program

15 Amount Requested

* Required field

Answer

16 How many individuals will this program serve?

* Required field

Answer

17 Provide a detailed description of the program. What are the program activities? What is the plan for implementation or continuation of the program activities, including a timeline of the full funding cycle. (recommended max 350 words)

* Required field

Answer

18 If this is a new program, how does the program approach align with established best practices in relevant fields? In the absence of past performance metrics for this specific program, provide rationales for why the proposed approach is likely to achieve your targets. If this is an established program, please put N/A. (recommended max 200 words)

* Required field

Answer

19 If this is an established program, please provide evidence of its prior success in areas such as program outcomes, performance measures, and participant feedback. If this is a new program, please put N/A.(recommended max 200 words)

Answer

20 Describe how this program will consider diversity, equity, and inclusion in the service delivery design and implementation. How will the program foster effective principles and practices of valuing diversity, equity, and inclusion? How will those strategies be communicated and measured? (recommended max 250 words)

Answer

Bold Goal Alignment

Applicants should align with at least one of our four impact areas, outlined below.

- Early Childhood Development
  - Bold Goal: 50% or more of children will be kindergarten-ready.
- Financial Stability
  - Bold Goal: 80% or more of households will pay less than 30% of their income on housing.
  - Bold Goal: 75% or more of households will be above the ALICE threshold.
- Healthy Behaviors
  - Bold Goal: 30% or less of public school students and adults will be overweight or obese.
- Mental Health & Substance Abuse
  - Bold Goal: Improve mental health by 25% or more.
  - Bold Goal: Decrease drug-related overdose deaths and suicides by 25% or more.

21 Which UWSCTN impact area (described above) does the program primarily align with?

--select one--

22 Which strategies and tactics within Early Childhood Development does this program align with? (Choose all that apply.)

☐ Supported Families: Maternal, Prenatal, and Newborn Education

☐ Supported Families: Educational Support for all Family Members

☐ Supported Families: Positive Family/Child Interactions

☐ Supported Families: Family Mental Health

☐ Supported Families: Business and Community Awareness

☐ Health and Development: Access to Healthcare

☐ Health and Development: Food Security/Physical Activity/Safe, Stable and Nurturing Environments

☐ Health and Development: Prenatal Care

☐ Health and Development: Social/Emotional Screenings and Services

☐ Early Learning: Early Literacy Experiences in the Home and the Community

☐ Early Learning: Early Developmental Intervention Services

☐ Early Learning: Supported transitions from pregnancy to early care and education, to preschool, and to kindergarten

☐ Early Learning: High-quality, affordable early learning programs from birth to kindergarten

23 Which strategies and tactics within Financial Stability does this program align with? (Choose all that apply.)

☐ Financial Empowerment: Financial counseling services (i.e. budgeting, debt management, credit counseling)

☐ Financial Empowerment: Eviction and predatory lending education

☐ Financial Empowerment: Free tax preparation services

☐ Housing: Eviction prevention and landlord engagement

☐ Housing: Transitional housing and housing pathways leading to permanent housing

☐ Housing: Long-term case management (3-24 months) with direct financial assistance

☐ Housing: First-time homebuyer education

☐ Workforce Development: Career navigation programs (utilizing a 2Generation approach)

☐ Workforce Development: Peer mentor programs

☐ Workforce Development: Engage employers in education and training on hiring and retaining the ALICE population

☐ Workforce Development: Workforce development and skills training program

☐ Wraparound/Supportive Services: Long-term case management or coaching to help connect to resources and assist clients in obtaining necessary documents to be able to access services

☐ Wraparound/Supportive Services: Wraparound services such as childcare and transportation

☐ Wraparound/Supportive Services: Capacity building for Charity Tracker and other community-wide networks of support

24 Which strategies and tactics within Healthy Behaviors does this program align with? (Choose all that apply.)

☐ Wellness Activities: Physical activity education in schools

☐ Wellness Activities: Increase awareness of free resources for physical activity (e.g. greenway system, parks, apps, etc.)

☐ Wellness Activities: Increase access for under-resourced families to local resources, such as swimming pools and gyms

☐ Wellness Activities: Physical activity for all abilities and ages

☐ Healthy Food Choices: Education for parents and families about food choices

☐ Healthy Food Choices: Increase access to community or government resources for healthy food for families

☐ Healthy Food Choices: Increase awareness of community or government resources

☐ Appropriate Messaging/Communication: Interculturally appropriate and inclusive messaging in a variety of languages

☐ Appropriate Messaging/Communication: Advocacy at the local and state levels for health promotion in schools and the community

☐ Appropriate Messaging/Communication: Promote health literacy in community and schools

☐ Medical Intervention: Creating closed-loop referral pathways

☐ Medical Intervention: Community Medical Support for under-resourced families

25 Which strategies and tactics within Mental Health & Substance Abuse does this program align with? (Choose all that apply.)

☐ Prevention: Develop projects that help sector groups implement a culture of positive mental health and wellness practices

☐ Prevention: Community-based strategies to increase awareness and outreach to destigmatize mental health and increase access to services

☐ Prevention: Connection to basic needs

☐ Early Intervention: Co-locating services

☐ Early Intervention: Workforce development (address shortage in mental health professionals)

☐ Early Intervention: First Responder engagement

☐ Early Intervention: Equitable access to school-based programs and services

☐ Treatment & Recovery: Increase accessibility to affordable treatment and services

☐ Treatment & Recovery: Workforce Development (increase number of treatment profiders)

☐ Treatment & Recovery: Increasing access to peer support services

☐ Data Collection & Evaluation: Standardized data collection

☐ Data Collection & Evaluation: Community level baseline data

☐ Data Collection & Evaluation: Program evaluations

26 How do the proposed program activities align with the Goal, Strategies, and Tactics? What impact will the proposed activities have on your selected Bold Goal? (recommended max 250 words)

* Required field

Answer

27 Do the proposed program activities align with other UWSCTN Impact Areas, strategies, and tactics? If so, describe that alignment and the impact the activities will have on the additional areas (recommended max 250 words)

Answer

Statement of Need

▲

28 Provide a statement of need. Who is your target population and what specific needs or challenges does the target population currently face? How were these needs identified, and what evidence supports the identified needs? (recommended max 300 words)

* Required field

Answer

Funding Priority: Addressing a Gap in Services

29 Describe in detail your approach for identifying a gap in services or unmet need within the community and how this program addresses this gap. Include data or evidence to demonstrate the extent of the identified gap. Highlight any innovative strategies employed and unique programmatic elements that set your approach apart. Why are current local solutions inadequate? (recommended max 250 words)

Answer

Program Budget
▲

Please upload the completed [Program Budget Template](#). The Budget Template includes Program Income, Program Expense, and Use of Requested United Way Funds.

30 Program Budget Template Upload

* Required field

Upload Text, Spreadsheet.

[Select a File to upload ⬆]   *Description*

31 Provide a Budget Narrative to include: a brief explanation of other sources of revenue for program funding, a brief description of expenses for the program, and an explanation of the reasonableness of budgeted expenses. If this is a collaborative application, describe how much each agency will receive from the UW funding and for what purpose. (recommended max 300 words)

* Required field

Answer

Program Impact & Evaluation
▲

Each applicant should select 2-3 shared measurements to include in reporting.

- At least one measurement should be a Quality metric, demonstrating how well the program has served clients.

- At least one measurement should be an Impact metric, demonstrating whether anyone is better off.
- You *may* also select a Quantity metric, demonstrating how many the program has served.

32 Select one Quality metric for Early Childhood Development, demonstrating how well the program has served clients.

Select... ⌄

33 Select one Quality metric for Financial Stability, demonstrating how well the program has served clients.

Select... ⌄

34 Select one Quality metric for Mental Health & Substance Abuse, demonstrating how well the program has served clients.

Select... ⌄

35 Identify one Quality metric for Healthy Behaviors, demonstrating how well the program has served clients. For example, % of clients with improvement in their assessment scores.

Answer

36 Quality - Provide a quantitative target or goal for meeting this outcome.

* Required field

Answer   •••

37 Quality - Describe in detail how success is defined for individuals related to this outcome. (recommended max 200 words)

* Required field

Answer

38 Select one Impact metric for Early Childhood Development, demonstrating whether clients are better off.

Select... ⌄

39 Select one Impact metric for Financial Stability, demonstrating whether clients are better off.

Select... ⌄

40 Select one Impact metric for Mental Health & Substance Abuse, demonstrating whether clients are better off.

Select... ⌄

41 Identify one Impact metric for Healthy Behaviors, demonstrating whether clients are better off. For example, % of clients who report who change in knowledge, attitudes, and behaviors.

Answer

42 Impact - Provide a quantitative target or goal for meeting this outcome.

* Required field

Answer ●●●

43 Impact - Describe in detail how success is defined for individuals related to this outcome. (recommended max 200 words)

* Required field

Answer

44 (Optional) Select one Quantity metric for Early Childhood Development, demonstrating how well the program has served clients.

Select... ⌄

45 (Optional) Select one Quantity metric for Financial Stability, demonstrating how well the program has served clients.

Select... ⌄

46 (Optional) Select one Quantity metric for Mental Health & Substance Abuse, demonstrating how well the program has served clients.

Select... ⌄

47 (Optional) Identify one Quantity metric for Healthy Behaviors, demonstrating how well the program has served clients. For example, # of community members trained on social determinants of health.

Answer

48 (Optional) Provide a quantitative target or goal for meeting this outcome.

Answer

49 (Optional) Describe in detail how success is defined for individuals related to this outcome. (recommended max 200 words)

Answer

50 Describe any assessments you already have in place or the process by which you will implement the measurements of your chosen outcomes. Please include how you will monitor progress, especially if assessments are infrequent. (recommended max 200 words)

* Required field

Answer

Complete the Projected Demographics Template for the population this program will serve and upload below.

51 Upload Projected Demographic Template

* Required field

Upload Text, Spreadsheet.

Select a File to upload ⬆

Description

Funding Priority: Collaboration
▲

52 If applying as a Collaborative: Describe how the collaborators will engage with each other to meet the goals of the program. Include the roles and responsibilities of each agency, the resources each agency will commit, and identified communication strategies. (recommended max 250 words)

Answer

53 If applying as a Collaborative: Describe the diversity of expertise, resources, and perspectives among the participating organizations. How does this diversity contribute to the overall strength of the collaborative effort? (recommended max 250 words)

Answer

54 If applying as an Individual Agency: Describe the role collaboration plays in the design and execution of this program. How will your agency engage with the broader community related to this program? What partnerships will be important to the success of the program? (recommended max 250 words)

Answer

Final Agreements and Attachments

Please review United Way of South Central Tennessee's Diversity, Equity, and Inclusion statement.

55 Does your agency acknowledge and align with the United Way of South Central Tennessee's Diversity, Equity, and Inclusion statement?

○ Yes

○ No

Please complete the Patriot Act Form and Partnership Agreement and upload each document. If applying as a Collaborative, only the Coordinating Agency will sign at this time.

56 Upload Patriot Act Form PDF

* Required field

Upload Text.

Select a File to upload   *Description*

57 Upload Partnership Agreement PDF

* Required field

Upload Text.

Select a File to upload   *Description*

Please complete the following:

- Upload Agency Logo for marketing purposes *(if applying as a Collaborative, upload the Coordinating Agency's logo here; email additional collaborator logos to ella.weaver@yourlocaluw.org).*
- Usernames or links to active social media pages that your agency utilizes (Facebook, Instagram, X, and LinkedIn)

58   Agency Logo (jpeg or png)

* Required field

Upload Image.

Select a File to upload ⬆️ | Description

59   Facebook username or link

Answer | •••|

60   Instagram username or link

Answer | •••|

61   X username or link

Answer | •••|

62   LinkedIn username or link

Answer | •••|

63   If this is an existing program, please provide a success story of a client. Please note that this information may be used in public mediums and print materials, so please change any names or identifying information.

Answer

Back | Save | Save and Complete