

**Pocono Mountains
United Way**

PoconoUnitedWay.org



**REQUEST FOR APPLICATIONS (RFA)
2025-2026 Resource Investment Process**

RFA Submission Deadline: 11:00 pm, Friday, January 31, 2025

To apply, visit: <https://agency.e-cimpact.com/login.aspx?org=40570U>



REQUEST FOR APPLICATIONS

Issued: January 1, 2025

Due: January 31, 2025

INTRODUCTION

Pocono Mountains United Way is pleased to announce funding opportunities to support eligible and qualified 501(c)(3) nonprofit organizations serving Monroe County residents. Requests will be considered for the implementation of specific and targeted programs that align with the organization's Priority Needs and which are targeted to serve the population known as ALICE (Asset Limited, Income Constrained, Employed).

OVERVIEW

Pocono Mountains United Way supports programs that contribute to the education, financial mobility and health of residents of Monroe County, Pennsylvania. Priority Needs for 2025-2026 are:

- Mental Health
 - Innovative solutions including self-help, social support and prevention of mental health disorders
- Basic Needs
 - Food
 - Transportation
- Childcare
- Domestic Violence
- Housing
 - Housing/eviction counseling, financial counseling/coaching
 - Innovative approaches to stabilize renters
 - Assistance for people experiencing homelessness
 - Addressing at-risk homeowners

In addition, the following Priority Considerations should be addressed within the application and will increase the favorable review of the program requesting funding.

- Address ALICE population
 - Strategies to reduce benefits cliffs (the point at which an individual loses eligibility for services and/or assistance before their income is enough to sustain themselves)

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- Expansion of programs to serve individuals with incomes up to or above the [ALICE Survival Threshold](#)
- Address disproportionate impacts on People of Color and Socially Disadvantaged households
- Address disproportionate impacts on women

APPLICATION SCHEDULE

For organizations who are not currently receiving funding from Pocono Mountains United Way, a pre-screening eligibility process will open on January 1, 2025. The pre-screening will remain open until the deadline for submission of the application. Agencies completing their pre-screening eligibility information can expect to receive notification of their eligibility within five business days.

The online application for all applicants will also be available and open on January 1, 2025. The deadline for submission of the full online application will be 11:00 pm, January 31, 2025.

Pocono Mountains United Way, its Resource Investment Committee and associated Program and Financial Volunteer Panels will begin conducting their reviews immediately thereafter in February 2025. Program Review Panels will be scheduled with the agencies in March and April 2025. Pocono Mountains United Way will notify agencies of funding decisions in June 2025.

ELIGIBILITY CRITERIA

To apply for funding, all agencies not presently receiving Pocono Mountains United Way funding must complete a pre-screening process. All agencies applying for funds from Pocono Mountains United Way must meet the following eligibility criteria. Each agency must:

1. Be a registered 501(c)(3) non-profit organization with an associated EIN
2. File an IRS 990 (as per federal requirements for 501(c)(3) organizations)
3. Have a current Certificate of Registration from the PA Department of State, Bureau of Charitable Organizations
4. Been in operations for 24 continuous months
5. Have had annual revenue in its last fiscal year of at least \$20,000
6. Undergo an annual audit (if annual revenue \$500,000 or more), or a financial review by a CPA (if annual revenue less than \$500,000) or a financial compilation by a CPA (if annual revenue less than \$100,000)
7. Have adequate and prudent insurance coverage such as liability insurance, bonding of staff, and coverage of property and equipment
8. Provide services to residents of Monroe County, PA
9. Intend to submit an application that meets an unmet or under met need in the community

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10. Be able to describe how the agency's strategic direction and program to be proposed aligns with one of Pocono Mountains United Way's Priority Needs
11. Be willing and able to sign a Partner Agency Agreement, should the organization be selected for funding. A draft template [partnership agreement can be found here](#).

ONLINE APPLICATION PROCESS

All applications must be submitted through Pocono Mountains United Way's online portal, *e-CImpact*, available at: <https://agency.e-cimpact.com/login.aspx?org=40570U>. New agencies not presently receiving funding from Pocono Mountains United Way that do not yet have login information will complete the pre-screening/eligibility questions (second option on the portal). If/once eligibility has been approved, new agencies will receive login information from Pocono Mountains United Way (within five business days of completing the online eligibility form). Current funded agencies can begin their application without going through the pre-screening process.

Once an agency has received login details, they can begin to work on their application online. Applicants can save their work at any time and go back to their application using their login information. **Within a single application, agencies can apply for funding for one or more proposed program(s)**. Agencies may propose programs under multiple Priority Needs. However, no single program can fall under multiple Priority Needs.

Agency-Specific Forms (see below) will be available immediately upon logging in. Applicants will need to create a program profile(s) for each program the agency intends to propose, prior to gaining access to the Program-Specific Forms (see below). Program profiles can be created by simply providing a program name and selecting the appropriate Priority Need associated with the program. Access to the forms will be provided within one business day of creating the program profile(s). At any time in the application process, eligible agencies may contact Maria Schramm, Associate Director, Community Impact at Maria@PoconoUnitedWay.org for support.

ONLINE APPLICATION CONTENT

Agency-Specific Forms

Using the online *e-CImpact* application portal, all eligible applicants will be asked to provide agency-specific information or attach specific documentation related to their agency. This information only needs to be submitted once – no matter how many programs the agency wishes to submit. This information includes:

- Agency information including contact details, EIN, address, mission statement, etc.
- Organization budget for current and prior fiscal year

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- Questions related to recent changes, challenges and accomplishments of the agency
- Questions related to the agency's Board Participation
- IRS tax exempt status determination letter
- Organization's most recent annual report or similar document
- Organization's most recent 990 or 990EZ form (990 must be from 2023 or later)
- Organization's most recent Financial Audit, Review or Consolidation and Management Letter (if applicable) (Financial Audit dates should generally match the 990 date)
- Organization's Certificate of Registration from the Pennsylvania Department of State, Bureau of Charitable Organizations (Certificate must be valid and not expired)
- Board of Directors Roster
- Nondiscrimination and Conflict of Interest Policies
- Counterterrorism Compliance verification (questions provided)

Program-Specific Forms

Applicants will be asked to complete forms requesting the following information and/or answering questions related to:

- Performance Measures including program Outcome, Outputs and Indicators, as well as a description of how the agency will measure and report results
- The specific Priority Need the proposed program will address and how the program prioritizes the ALICE population in Monroe County
- The approach/activities the program will use to achieve stated or proposed outcome(s)
- The capacity of the organization to successfully implement the program
- Program budget and budget narrative
- Past success stories (optional)

Agencies can select from pre-defined goals, outcomes and indicators, as well as the option to "write-in" an additional goal, outcome and indicator that is representative of the results of the program. Applicants must then select at least one (but can select several) inputs, activities, outputs, and outcomes associated with the goal.

APPLICATION EVALUATION CRITERIA

All applications will be evaluated based on the following criteria:

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- **Need:** The agency clearly articulates the significant need or problem in Monroe County that the agency is looking to address with their proposed program and demonstrates a strong understanding of said need or problem;
- **Approach:** The agency proposes a strong approach to addressing the need or problem through the proposed program, including specific activities using an approach for which there is evidence of effectiveness or is highly innovative and has strong potential for success;
- **Results:** The selected outcomes and indicators can be reasonably attributed to the proposed program. The agency demonstrates how the proposed program will significantly contribute to the selected outcomes and performance indicators (i.e. the theory of change is sound). The agency targets seem reasonable and achievable;
- **Capacity:** The agency demonstrates capacity to effectively and efficiently deliver the program and achieve results. The agency provides evidence of past performance in this area of work.

SUBMISSION PROCEDURES

All 501(c)(3) non-profit organizations interested in submitting an application in response to this RFA may do so through the organization's online grants portal *e-CImpact*, available here:

<https://agency.e-cimpact.com/login.aspx?org=40570U>.

All organizations are required to submit their applications by **11:00 p.m. on Friday, January 31, 2025**. Any questions related to the application process can be directed towards Maria Schramm, Associate Director, Community Impact at Maria@PoconoUnitedWay.org or 570-517-5362.

Notice: The issuance of grants or funds for this RFA may or may not be made to agencies responding to this notice, at the discretion of Pocono Mountains United Way. Pocono Mountains United Way also reserves the right to reject all applications submitted, to cancel the solicitations requested under this notice, and/or to re-advertise an RFA if they deem such is in the best interest of the organization and the community.