



AveNew Grant Application

The mission of United Way of Greater Kingsport (UWKG) is to improve lives by mobilizing the caring power of our community to address local health and human service needs effectively. We recognize that our community has been severely impacted by substance misuse, including opioids, methamphetamines and other drugs. Many individuals, family members, employers, schools and other organizations in our region are struggling with the impact that this crisis has had upon our community.

United Way of Greater Kingsport recognizes that successfully combatting this difficult issue requires a collective response from our community and seeks to address this complex problem through an initiative known as AveNew. AveNew is a collaborative effort between the United Way of Greater Kingsport and other community representatives and stakeholders.

AveNew's Vision

AveNew's vision is to make the Greater Kingsport area a safer, healthier and more resilient community by addressing substance misuse and guiding those impacted through education, prevention, and connection.

AveNew's Mission

AveNew's Mission is to:

- Educate our community about the impact of substance misuse;
- Prevent people of all ages from misusing substances;
- Connect people to community resources, and
- Support and promote efforts to increase resiliency in our community.

AveNew's Focus Areas

Educate: *AveNew will educate our community about substance misuse.*

Examples of the types of programs supported:

We will use evidence based programs (or promising practice) and local, state and national metrics to educate our community on the impact of substance misuse. We will share information with community leaders and employers and with the community at large. We will make information about substance misuse in children and teen available to parents, caregivers, and those working with children and youth. We will educate children and youth about substance misuse. And, we will work to dissolve stigma that keeps those with substance misuse from seeking treatment for their illness.

Prevent: AveNew will work to prevent people of all ages from starting or continuing to misuse substances.

Examples of the types of programs supported:

We will support evidence-based programs (or promising practice) that prevent young people from starting to misuse substances. We will limit the accessibility to drugs by promoting efforts such as the use of lock boxes and through drug take-back programs. We will support programs that distribute and train on the use of Narcan. We will encourage a culture in the medical community and with pharmacists where the patient is comfortable discussing medications and receiving counseling to prevent prescription substance misuse. And, we will support prevention efforts that build resiliency in our community members to make them less likely to misuse substances.

Connect: AveNew will connect those who need them to available community resources. AveNew will connect resources to other resources to ensure those with needs in the community are served. And, AveNew will work to identify gaps in community services and the resources needed to fill those gaps to fight substance misuse.

Examples of the types of programs supported:

We will connect people to existing excellent services offered throughout our region. We will identify and connect resources to other resources to encourage relationships, partnerships and information sharing to best serve those with needs in the community. And, AveNew will work to identify gaps in community services and the resources needed to fight substance misuse and will work to find ways to fill the gaps.

Grant Criteria

Basic Criteria (must be met by all proposed programs)

- AveNew Grant requests are limited to \$5,000
- Grant Applications must be for programs that align with AveNew's Vision and Mission and that directly link to at least one of AveNew's 3 Focus Areas – Educate, Prevent or Connect.
- Additional consideration will be given to requests addressing new and unique needs, or program enhancement, as the result of the COVID pandemic.
- A program can also include new initiatives or proposals with a defined scope. The program must have clear and strong Outcomes (goals) and measures to define program progress and success.
- Each Application must be fully completed.
- Sponsoring Organization must be a 501(c)(3) group or other tax-exempt organization eligible to receive tax deductible contributions, and participation as Sponsoring Organization must be approved by the leadership of that organization. The Sponsoring Organization must maintain tax-exempt status for the duration of the program. *(Attach documentation of tax-exempt status)*
- Applications will not be considered for existing UWGK Member Agency programs currently receiving UWGK funding. However, Member Agencies may submit applications for new programs that address an AveNew Focus Area.
- Some program participants must be served in the area served by the UWGK, as defined in Guidelines for Use of United Way Funds *(see Attachment to this document)*.
- Adequate Financial Information must be included with each application – projected budget, income sources, etc.

Additional Factors to be Assessed if Program Meets Basic Criteria:

- Impact size/scope of the initiative – considers the number of lives impacted compared to the funding amount requested (value).
- The applicant identifies clear and strong outcomes/measures.
- Program Budget- attach a program budget or spending plan to show how AveNew dollars will be spent.
- Readiness – considers readiness to implement, community acceptance of the proposed initiative.
- Uniqueness- considers whether the program helps address needs in a critical gap area, unmet needs, and/or underserved population.
- Collaboration – considers whether the program or proposed initiative includes collaboration with other groups; considers how initiative will work within the community.
- Innovative - considers creative approaches to addressing AveNew's focus areas of education, prevention, connection



United Way
of Greater Kingsport

Date: _____

Each AveNew Grant request must have an identified Sponsoring Organization, and the Sponsoring Organization must be a 501(c)(3) or other tax-exempt organization eligible to accept tax-exempt donations. Further, the organization must maintain tax-exempt status as long as it is designated as the Sponsoring Organization. If you are interested in applying for funding, please notify Becca Sutphen via email bsutphen@uwaykpt.org of your intent to request funds as soon as possible. Applications should be completed and submitted by August 14, 2020.

Name of AveNew Grant Sponsoring Organization: _____

Is the Sponsoring Organization a 501(c)(3) organization? _____ Other tax-exempt organization? _____

Has the leadership of the Sponsoring Organization approved service in this role? When? (Please include a copy of the Board minutes noting approval *or* a letter of authorization from the Board President/Executive Director/CEO of the organization.)

Sponsoring Organization Board President: _____

Phone: _____ Email: _____

Sponsoring Organization Contact Person: _____ Position in Organization: _____

Phone: _____ Email: _____

Alternate Contact Person for the Community Initiative: _____

Phone: _____ Email: _____

1. Amount of funding requested (\$5,000 limit):
2. Please describe the program for which AveNew dollars will be used, and the impact it is intended to achieve. Provide details including the general scope of service for the program (i.e. Who will be served? How many lives will be impacted? Will existing gaps in community service be impacted, etc.?)

3. What is the proposed geographical service area of this program? What percentage of the people to be served live in the UWGK Service Area (*see Attachment*)?
4. Which AveNew Focus Area will be directly addressed by your program? Explain how your program will achieve impact in that focus area.
5. Please list Program Outcomes and the measures that will be in place for each Outcome identified. Explain how each measure will be used to determine the progress and success of that Outcome and the overall progress and success of the program to be funded. Provide an estimate of the likelihood of success for each anticipated Outcome. (feel free to include an attachment if you need additional space)

6. Please provide a program budget. Include a detailed description of expenses and the complete funding plan for the program— all funds needed and sources of funding. Please be very specific and include all aspects of the initiative that require funding. If funding is requested for an existing program, please provide a copy of the proposed budget and the previous year's budget. (feel free to include an attachment is you need additional space)
7. Is this a long-term program/initiative? If so, do you have funding sources identified for the future? If future funding is not available, what will happen to the program?
8. Is the program or initiative ready to be implemented immediately? (i.e. Are all collaborative partners in place, necessary funding available, leadership confirmed, Sponsoring Organization in place, etc.?) If not, when is implementation planned?

Guidelines for Use of UWGK Funds

Policy on Guidelines for Use of United Way Funds (Service Area)

The United Way of Greater Kingsport is committed to providing services to local people in need. In order to adequately serve those people, the United Way finds it necessary to apply the following guidelines on the use of funds.

United Way of Greater Kingsport requires its funds be used primarily to serve individuals or families that work or live in the Greater Kingsport area. The area below is defined by the following zip codes: 37660, 37662, 37663, 37664, 37665, and 37617.

These areas roughly correspond to the following geographic boundaries:

- North: To the state line border of Tennessee and Virginia
- South: To the county line border of Sullivan and Washington Counties
- East: To Blountville
- West: To the boundary of the City of Kingsport (which includes a portion of Hawkins County)