Request for Proposals
Round #7

Informational Webinar
March 5, 2020 | 1:30pm
Agenda

1. Atlanta CareerRise Overview
2. Investment Strategy
3. Funding and Eligibility
4. Proposal Requirements
5. Submission Details
6. Evaluation Process
7. Q&A

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Increasing regional prosperity by strengthening partnerships that meet employer needs for skilled talent and connect metro Atlanta residents to sustainable wage careers.

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A Proven Approach with National Results

- The National Fund Model
  - Regional Funding Collaboratives
  - Workforce Partnerships
  - Systems Change
  - Evidence-Based Practices

- One of 35 regional collaboratives in the US
- Launched with seed NFWS/SIF grant in 2011

- Our Local Investors:
  - The Annie E. Casey Foundation
  - United Way of Greater Atlanta
  - Community Foundation for Greater Atlanta
  - Bank of America
  - IHG Foundation
  - Union Bank
  - JPMorgan Chase & Co.
  - SunTrust Foundation
  - Betty and Davis Fitzgerald Foundation
  - WorkSource Georgia
  - The Wilbur and Hilda Glenn Family Foundation
Industry Partnership Model

Collaborative effort to meet the needs of both employers and employees to develop and scale best practices for training and advancing frontline workers in career ladders within an industry sector that is critical to a region’s economy.
### Characteristics of High Performing Industry Partnerships

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tr>
<td>Develops and maintains employer leadership</td>
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<td>Produces excellent outcomes for individuals and employers</td>
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<td>Serves low-skill, low-wage individuals</td>
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<td>Promotes career advancement</td>
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<td>Promotes industry-recognized credentials</td>
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<td>Communicates key information to stakeholders</td>
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<td>Operates with knowledgeable staffing</td>
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Who Can Apply?

For-profit orgs
Non-profit orgs
501(c)3

Funds must be used to provide charitable services. Funds CANNOT BE USED for:
- Employer staff salaries
- Reimbursement of wages for employees
- Purchase computers for employees
- To pay for employer space

3. Funding and Eligibility
CareerRise funds serve as direct or gap funding.

$400,000

1 Year projects
Co-investment commensurate to project scope

Projected Contract Term Dates: July 1, 2020 to June 30, 2021
All proposals will have the same requirements irrespective of its industry sector focus.

4. Proposal Requirements

- Lead Partner
- MAIP
- Racial Equity
- Employer Engagement
- Geography
- Industry Sector
- Co-Investment
Lead Partner

- Committed to coordinating all aspects of the industry partnership (clear roles)
- Collects outcome data
- Conducts reporting
- Fiscal management
The Service Lines represent the things most requested by industry.

Service Line goals define what specific deliverables we hope to achieve in each.

Capacity Building Goals help build and promote infrastructure, learning and collaboration that makes it easier to work together as a region.

Together, these actions move us towards a regional workforce strategy.
Racial Equity Strategies for Economic Mobility and Systems Change

Does your REI goal influence an institution’s practices or norms?

Examples:

- Org. adopts REI goals (mission/vision) etc...
- Employer re-assesses hiring/promotion with REI lens
- Org disaggregates data by race and sets goals to increase outcomes
- Employer develops mentorship program to connect new hires of color to company leadership.
- Changes implemented to remove bias from program/practices
- Create apprenticeship program

Please contact Natania Carter if you have additional questions.
4. Proposal Requirements

Employer Engagement

**AFFILIATE LEVEL** Employers:
- Receive program services such as job vacancy fulfillment
- DO NOT perform any of the additional activities that distinguish partner and core level employers

**PARTNER LEVEL** Employers:
- Receive program services such as job vacancy fulfillment
- Consistently participates in partnership discussions, BUT
- DOES NOT DO ANY of the following:
  - contribute resources** to help achieve partnership goals
  - contribute regularly to strategic decision-making
  - change practices in pursuit of partnership goals

**CORE LEVEL** Employer "Champions":
- Receive programs services such as job vacancy fulfillment
- Consistently leads, contributes, and participates in partnership discussions, AND
- DOES ONE OR MORE of the following:
  - contribute resources** to help achieve partnership goals
  - contribute regularly to strategic decision-making
  - change practices in pursuit of partnership goals
  - Participates in workforce advocacy at state or national level
- *Each partnership must have formal commitment from at least 1 CORE employer.
Geography

Industry Sector(s)

- Construction and Skilled Trades
- Energy Efficiency
- Film/Media
- Healthcare
- Hospitality
- IT
- Maintenance
- Manufacturing
- Retail
- TDL
- Other: ______
Co-Investment

Co-investment commensurate to project scope
Submission Details
due April 3, 2020 (5pm EDT)

Submit via Google Forms

- Each application question has a brief description in the RFP to provide additional guidance.
- Gmail account is NOT needed to apply

Recommendation

- View the pdf copy of the application
- Work on your application in a Word document prior to submitting.
Submission Details – Due April 3, 2020 (5pm EDT)

• Submit via Google Forms
  – Ability to view the full application via pdf
  – Attachments
    • Career Pathway Chart
    • Program Budget
    • Commitment Letter from Executive Director of lead organization
    • Support letters from partners
    • (if applicable) Project plan
    • (if applicable) additional program materials
<table>
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<tr>
<th>Scoring Rubric</th>
<th>Points</th>
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<tr>
<td>Analysis of Problem to Be Addressed</td>
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<tr>
<td>• Clear description of the problem and evidence of <strong>employer verification</strong></td>
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<tr>
<td>• Career pathway documentation</td>
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<tr>
<td>• Analysis of barriers and unmet needs</td>
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<tr>
<td>Partnership and Activities to Date</td>
<td>10</td>
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<tr>
<td>• Appropriate breadth, roles and commitments of partners</td>
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<tr>
<td>• Partnership management and <strong>harmonization</strong> plan</td>
<td></td>
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<tr>
<td>• Demonstrated commitment to MAIP portfolio of work</td>
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<tr>
<td>Viable Systems Change and Racial Equity Goals for the Project</td>
<td>15</td>
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<tr>
<td>Project Plan</td>
<td>25</td>
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<tr>
<td>• Clear goals, strategies and action with appropriate timetable and accountabilities</td>
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<td>• Project contains innovative programming that is scalable</td>
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<td>• Appropriate recruitment and assessment plan</td>
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<td>• Clear work supports, coaching and retention engagement</td>
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<td>Projected Outcomes, Placement Strategy and Results</td>
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<tr>
<td>• Appropriate quantitative goals for participants</td>
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<td>• Specific and measurable objectives for the partnership</td>
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<td>Budget, Leverage and Budget Justification</td>
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<tr>
<td>Documentation and Extent of Employer and Partner Commitments</td>
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Proposal Evaluation and Implementation

- Review Committee decisions expected by June 2020.
  - Presentations/Q&A to review committee may be requested in April or May 2020.
- Funding awarded through subcontract with United Way of Greater Atlanta
- Typically disburse funds quarterly dependent on meeting reporting requirements and performance milestones
- Brief quarterly report and data entry required
- Annual reporting to National Fund online in January 2021 (assisted by CareerRise)
Proposals due by 5pm on April 3, 2020.

Q&A will be documented and posted as FAQs on AtlantaCareerRise.org website
FAQs

1. Would cybersecurity training be potentially fundable and where would that be addressed within the RFP?
   - CareerRise is interested in supporting partnerships in industries with high demand and growth opportunities. You should demonstrate the need and growth opportunities within app question 15. Cybersecurity can be grouped within the Information Technology sector or listed as Other.

2. What is the breakdown of the scoring ratio team and of the investors?
   - The review committee team is still being finalized however in general the team consists of 1/3 CareerRise staff, 1/3 CareerRise leadership council members (Funders, WF Board, Workforce Partners) and 1/3 External Workforce Partners.

3. Is there a maximum amount that can be requested?
   - Individual requests are typically $75,000. In the past we have supported projects ranging from $30,000 to $100,000. It is not recommended to request over $100,000. Please ensure that the requested funds are commensurate with project scope and detailed in the budget attachment and narrative.

4. If the program is not industry specific but addresses all other requirements is it eligible for support? Or are you specifically looking at groups addressing 1-2 sectors?
   - If you have multiple industry sectors that you are preparing job seekers for and you can demonstrate the demand and growth opportunities for those roles, then that is acceptable. Past investment partners have focused on only 1 or 2 sectors but certainly we are open to multiple.
5. Does the funding serve as allocated funds?
   Yes, you can provide those details in the budget form and the narrative. You will document how much of CareerRise funds you will allocate to each line item and how much funding from other sources will be listed in the Co-Investment column.

6. What do you mean by co-investments?
   Co-investment refers to additional funding from other sources that you will leverage in addition to CareerRise funding to support your overall program budget. This can come from other funders, workforce partners, employers and more. It can be both monetary contributions and in-kind donations. This demonstrates broad local support and commitment to your program.

7. Are there any percent requirements for individuals served per county?
   No, there are no percent requirements. Please ensure that the individuals that you are serving are primarily located within at least one of the 13 counties identified in the RFP. If your organization serves individuals outside of the region that is fine just ensure that the program that you are applying for has a focus in the metro Atlanta region.

8. Will other UWGA funds count as a co-investment? Yes

9. Is CareerRise able to support multi-year grants?
   CareerRise is only able to support one-year projects at this time however we will learn more about multi-year grants and provide updates for future opportunities.
FAQs – cont’d

The full informational webinar video recording is now available!

The presentation begins at the 21-minute mark.
ADDITIONAL INFORMATION
2019-2020 Investment Partners

Click here to learn more about CareerRise’s most recent investment partners.