



UMPQUA BANK Charitable Foundation

2018 Impact Grants Request for Proposals

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About the Umpqua Bank Charitable Foundation

The Umpqua Bank Charitable Foundation is dedicated to improving outcomes for children, pre-K – 12th grade, by advancing youth development and education initiatives. We recognize the strong connection between educational attainment and economic prosperity and know the future health of our communities depends on investments made today.

We're passionate about leveling the playing field for all children and breaking intergenerational cycles of poverty through investment in the financial health of children, families and communities.

Opportunity Overview

The Umpqua Bank Charitable Foundation is seeking community partners to help further this commitment through the announcement of an open application for its Impact Grants. The needs in our communities are great, and Umpqua wants to use our resources to address low rates of post-secondary educational attainment and career training, the troubling percentage of low-and moderate-income families who need solutions to be financially resilient, and the unacceptable number of families without stable housing options.

These Impact Grants are typically larger, strategic and transformative multi-year commitments and are viewed as a significant investment by the selected organizations.

We are seeking proposals that will allow your organization to reach a tipping point for growth or expansion, or greatly enhance the effectiveness of your programs, thereby creating additional momentum and leverage for your work beyond the Impact Grant timeline.

For insight about past Impact Grant recipients, visit <https://www.umpquabank.com/corporate-responsibility/future-generations/>.

Timeline

June 29, 2018 at 5:00 pm PST
Step 1 – Letter of Intent due

July 27, 2018 at 5:00 pm PST
Step 2 – Full application due

July – September 2018
Application review and site visits

October 2018
Decisions finalized and communicated; Awarded funds distributed

Funding Focus Areas

We work to strengthen the communities we serve by investing in organizations and initiatives that build long-term financial health stability, opportunity and resiliency for families with children.

Your grant application should focus on a project that seeks to **increase the long-term financial health capacity** for low-income and historically underrepresented families with children in our communities. We will look for projects that create opportunities for families with children and young adults to promote financial well-being through the eradication of intergenerational poverty. Successful applications are focused on helping to close income disparity gaps by increasing upward income mobility and can show exactly how this will be achieved.

Impact Grants will be evaluated based on how well the project fits within one of the following categories:

- College and Career Readiness
 - Post-secondary education and workforce development through academic enrichment and technical training during elementary, middle and high school years
 - Post-secondary education enrollment and completion achievement
 - Post-secondary education affordability and bridging cost barriers to access
- Family Financial Health
 - Low-cost financial solutions and services that support financial stability
 - Access to family asset-building resources
- Housing Stability
 - Connecting housing stability with educational and economic outcomes
 - Innovation in safe and healthy housing for families with children

Project Types

Impact Grants help nonprofits better serve their local communities, with awards specifically for direct-service projects which track the progress of the individuals participating in the program. These projects meet a community need as identified by the nonprofit organization and will be able to show the evaluated success of the project.

Selected projects will:

- Focus on children or families with children with barriers to success due to poverty and lack of access within the Umpqua Bank footprint
- Address these challenges with smart strategies, best or proven practices, and clearly stated outcomes
- Utilize this as an opportunity to make a significant difference, helping to scale effectiveness or grow the organization's ability to meet need
- Allow the organization to create significant forward momentum toward their goals
- Support organizational change in the way work is fulfilled, including tangible deliverables
- Be proposed by forward-thinking organizations with an ability to expand and replicate their programs

- Likely be for more than one year, with a plan for financial and program sustainability after Umpqua's grant has completed
- Significantly improve the organization's capacity to fulfill its mission
- Approach the work with a sense of urgency

Example projects might include (but are not limited to):

- A project that provides opportunity for the organization to reach a new group of people
- A project that allows the organization to scale faster than would normally be achievable, according to their strategic plan
- A project that enhances the organization's effectiveness in fulfilling their mission, by filling a gap in services or allowing for better use of existing resources

Eligibility

Impact Grants will focus on supporting specific projects that fit within our funding focus areas as well as the following guidelines:

For Impact Grant support, Umpqua Bank will:

- Support qualified, nonprofit organizations registered as 501(c)3 tax-exempt with the IRS
- Support work done in communities where [bank associates have a presence](#)
- Place the highest priority on those applications that directly support our funding focus areas and goals as described above
- Support projects that clearly describe intended outcomes
- Support programs providing services directly to individuals in our communities
- Review all complete applications that are received by the application deadline

Umpqua Bank will not accept Impact Grant requests for:

- Event, performance, or conference sponsorships
- Activities providing Umpqua Bank or its associates with any tangible benefits in exchange for the grant
- General operating expenses of the organization
- Capital campaigns (bricks and mortar, building upgrades)
- Endowment funds or re-granting programs
- Debt retirement or deficit funding
- Political lobbying or campaigns
- Religious activities
- Memberships in civic organizations or trade associations
- Scholarship programs
- Team sponsorships
- Trips or tours

Application Process

Applications must be submitted through our online portal to be eligible for potential funding. Use of the portal requires the applicant to create an account, fill out an online form and upload PDF documents. Paper applications will not be accepted.

To start a new application, nonprofits should go to the [Impact Grant application page](#).

To continue work on an existing application or to view a submitted application, nonprofits should [go to this page](#).

Submission of an Impact Grant application will not disqualify a nonprofit from eligibility for Umpqua's grants and sponsorships program. Organizations should continue to submit applications according to the schedule they have historically followed. [Learn more about our ongoing grants and sponsorships program here](#).

Grant Application Overview

As you prepare your application for an Impact Grant, you can expect to complete the following pieces of information. This section will help you to understand what we're looking for in an application and is for informational purposes only; **please submit your formal application online**.

Our Impact Grant application consists of two stages.

- First, a letter of intent submitted through our online application form will request organizational information and a high-level description of your program, its expected outcome, timeline and request amount. The letter of intent is due no later than Friday, June 29, 2018 at 5:00 pm PST.
- Second, if your application is a strong candidate for an Impact Grant, you will be invited to complete a full application that will request additional information, including a detailed project budget, project evaluation methods and demographics of individuals served. If you are invited to complete the second step, you will be notified no later than Tuesday, July 10, 2018 and the remainder of the application is due no later than Friday, July 27, 2018 at 5:00 pm PST.

Stage 1 – Letter of Intent

Organization Information

- Organization name
- Organization's legal name, if different from the organization name
- Tax ID number: must be a nonprofit registered with the IRS as a 501(c)3
- Mailing Address
- Phone
- Website
- Mission statement
- Geographical area served by the nonprofit (choose up to 7 counties)

Contact Information

We are looking for the contact information for the organization's leader and for the person who will be responsible for the execution of the project, should a grant be awarded. We will ask you for the following information:

- Organizational leader (executive director, president, etc.)
 - First and last name
 - Title
 - Phone number
 - Email address

Request

We are looking for projects that are a great fit with Umpqua’s focus areas, have a high-impact in their community, are thoughtful about what need they are fulfilling, and have some examples of success of the program.

- Project title: Tell us how you will refer to this project externally.
- Project overview: Tell us about your project so that we can get a sense of the need it is meeting in your community, what exactly the project will do, and who your project will serve. A great project description will *succinctly* address (500 words or less):
 - What will the project do?
 - What will the grant funds allow you to do differently or more effectively?
 - How will you do it?
 - Who will you serve? Help us understand who this will benefit, sharing demographic information related to poverty and race
 - What will the impact of this program be? Like you, we’re interested in making a difference in the lives of children and families with children. How does this allow you to significantly improve your capacity to fulfill your mission? How do you know that the program will be successful? Why is this project important for your community?
 - What need are you fulfilling with this project? We believe it’s important to lend a hand to our community members experiencing the greatest need. How does this work address that population in order to strengthen individual and community prosperity? How will this grant transform your community? Your organization? Support the need with local sources.
 - How does this project fit into your overall organizational strategic plan?
- Project start and end dates: When will this project begin and end?
- Program participants: How many people will be served annually by the project for which you are requesting funding?
- LMI: We are interested to know the economic status of the clients that will be served by this program. Do more than 50% of people utilizing this program specifically qualify as Low-to-Moderate Income?
 - “Low-to-Moderate Income” is defined as individuals having a median family income of less than 80 percent of the area median income.
- LMI details: If you answered yes to the LMI question, include details about how you collect the information related to income for your clients. For example, you may look at which students are in the free-reduced lunch program at school or a client survey at the beginning of the program. Include this information as well as what the actual percentage was for this program last year.

- Race/Ethnicity: Which category(s) best describes the race/ethnicity of the clients who will be served by this project? There is opportunity to select up to 6 categories, and include the percentages of each.
- Geographical area served: Tell us the primary county and up to 6 other counties that this funding request would benefit.
- Umpqua target area: Select the target area that best describes your project. This is the same list of focus areas as those outlined above.
- Cover letter: Your cover letter should be considered a supplemental addition to your application. Cover letters can be addressed to:
 - Board of Directors
Umpqua Bank Charitable Foundation
1 SW Columbia St., Suite 1200
Portland, OR 97258

Finances

- Request amount: In total, how much are you requesting for funding of this project? Requests can span up to three years.

Final Details

- Umpqua volunteers: Are there Umpqua Bank associates currently involved in your organization? Who are the associates involved and how are they involved?
 - Include details about their volunteerism: i.e. Jane Doe has taught in our financial literacy program at least 25 hours/year since 2013; Joe Smith has been on our Finance Committee since 2011.
 - Avoid including details about your accounts with Umpqua or about individual donors who are Umpqua associates.
- Engagement with Umpqua: How do you envision a partnership with Umpqua? Describe what a strong partnership would look like for your organization. Be creative; Umpqua has many resources available beyond financial donations.
 - *Examples of Umpqua's resources:*
 - People/volunteers
 - Leadership
 - Financial expertise
 - Visibility
 - Specific skills or assets (logistics, facilities, design, etc.)

Stage 2 – Full Application

Additional Organization Information

- W-9 (PDF): If you are selected as a grant recipient, this will help to expedite our check delivery process
- Board members: Include a list of your current board members and their affiliations.
- Organizational Budget (PDF): Include an accounting of the overall organizational budget.

- Financial Statements (PDF): Year-end financial statements from the last full fiscal year, including a balance sheet (statement of financial position) and itemized revenue and expense report (profit & loss statement). If available, please provide your most recent audited financial statements.

Additional Contact Information

- Project leader (the person responsible for day-to-day management of the project):
 - First and last name
 - Title
 - Phone number
 - Email address
 - Brief biography, including details about experience in managing projects like this and a description of this person's commitment to the project.

Additional Request Information

- Address where programming will be held: If different than your organization's mailing address, please provide the physical address where your program will take place.
- Project evaluation and accountability: We're in this for the long-haul. How will you measure effectiveness and report progress? How do you evaluate the project to know that it is successful? Tell us the methods through which you will collect project evidence and what specific goals, outcomes and measures will be used for this project. Remember that the best evaluations look at measures of success through outcomes, rather than simply the number served (outputs). Describe which staff member(s) will be responsible for evaluation and accountability, and describe their professional background to perform this function.
- Leverage: How will you leverage this gift to be an ongoing force of good in your community? Past partners have leveraged the gift as a catalyst for fundraising, to find new partnerships within the nonprofit community, create community visibility and more.

Additional Finances Information

- Project budget summary: What is the total cost of implementing this project? Include the full cost over the number of years for which you are requesting funding. Include details as to staff member(s) who will be working on the project and how much of their FTE will be allocated to this work.
- Project budget description: Explain exactly how Umpqua funds would be used for this project/program.
- Project budget (PDF): Include a full accounting of what you will spend to run the project (expenses) as well as how the project will be funded (revenue), broken out by year.
- Other funding sources: List other major funders of this project, outlining confirmed funding partners and amounts, and pending requests (amounts requested and when decisions are anticipated).
- Sustainability: We recognize our funds are for a limited amount of time, but want to be sure the project will live on after our involvement. How will your organization sustain after this grant is completed? Be clear about both the financial and human resources needed for sustainability.

Reporting

Umpqua Bank Charitable Foundation will require periodic reports on progress from impact grant recipients. The schedule and content of these reports will be determined upon receipt of the grant.

FAQs

Q: What can I do to submit the most competitive application possible?

A: Our impact grants program is highly competitive. We recommend that you provide us with comprehensive, in-depth answers to the questions we ask on the application, and that you show us through the application exactly what kind of impact your project will have on your community.

Q: The Tax-ID number I am entering does not allow me to start an application. What do I do?

A: First, double-check that the Tax-ID number you have is registered as a tax-exempt organization, as a 501(c)3. If you don't know, you can search in the [GuideStar database](#) to find your organization. All registered tax-exempt nonprofit organizations are listed in this database. If your organization is not a registered 501(c)3, then we will not be able to accept your application.

Q: I missed the application deadline! Is there any way for me to get my application reviewed?

A: At this time, we are unable to accommodate late applications. Continue to check Umpqua Bank's website for future RFPs, and in the meantime, you can apply for one of Umpqua's [Community Giving Grants](#).

Q: My organization is run through a fiscal sponsor. Can I apply for a grant?

A: Yes, we will accept applications from organizations with a Fiscal Sponsor. You will use the sponsor's Tax-ID number to create an account and submit the application, and be sure to include information about that relationship in your project description.

Q: Can government entities apply for an Impact Grant?

Yes, we will accept applications from government entities for Impact Grants.

Nondiscrimination policy

The Umpqua Bank Charitable Foundation respects and values diversity. Organizations seeking financial support from the Umpqua Bank Charitable Foundation are asked to verify that their programs and services are offered without discrimination on the basis of race, religion, gender, sexual orientation, gender identity, national origin, age, disability, medical condition, veteran status, marital status, or any other characteristic protected by federal, state or local law, regulation, or ordinance.

Contact

If you have additional questions about the Impact Grants program after reviewing this information, contact us at community@umpquabank.com.