

United Way of Greater St. Louis 2021-2022 ASSET Program Application DEADLINE: Monday, September 20, 2021 at 5:00 pm Complete online at <a href="https://www.surveymonkey.com/r/Fall2021ASSETapp">https://www.surveymonkey.com/r/Fall2021ASSETapp</a>	
Organization Name	
Federal Tax ID Number	
Headquarter Address	
City, State, Zip Code	
Address where program will be delivered (or indicate online)	
City, State, Zip Code	
Website URL	
Executive Director/CEO Name	
Executive Director/CEO Email	
Executive Director/CEO Phone	
Primary Contact Name (if different)	
Primary Contact Title	
Primary Contact Email	
Primary Contact Phone	
Year of Incorporation	
Accreditation Body (if applicable)	
Total Agency Budget	
Total Requested Amount	

**SECTION I: AGENCY NARRATIVE**

- Briefly describe your agency's mission, vision, values, and how this program fits with your strategic goals.

**SECTION II: PROGRAM NARRATIVE**

- How many participants do you intend to enroll in the ASSET program? (United Way encourages you to over-enroll participants as it is unlikely all will complete classes.)
- Based on the number of participants you anticipate will **complete the financial education portion** of the program, what grant amount are you requesting?

\_\_\_\_\_ (# of participants) x \$250 = \$\_\_\_\_\_ (total amount of grant request, maximum \$5000)

- The ASSET program is meant to primarily target parents/caregivers who have minor children. Please describe the demographics of the population you plan to serve through this program.

- Will you be offering the financial education classes:

- Online only, live
- Online only, recorded or using self-paced FDIC curriculum modules
- In-person only
- Online and in-person (Please describe) \_\_\_\_\_

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5. (Optional) In addition to class participants, up to 5 front-line (non-managerial) staff members may participate in the program. (The organization will not receive grant money for staff members.) How many staff members do you anticipate enrolling, and what are their roles in the agency?
6. Please provide the name(s) and address(es) of the proposed program site(s) and the projected number of participants who will be served at each site (if applicable.) If classes will be held online, please indicate what platform you will use (Zoom, WebEx, etc.) and whether you have used the platform previously.
7. How will you market the ASSET program and recruit participants?
8. Will you need assistance locating financial education instructors? If not, who will teach your financial education classes? Will classes be led by a volunteer instructor or organization staff, or will you utilize the self-paced, online FDIC Money Smart modules?
9. Will you need assistance locating budgeting and credit counseling for your participants? If not, who will you work with to provide budget and credit counseling (Justine Petersen, Prosperity Connection, Community Action Agency, MMI, organization staff or other)?
10. How will your organization provide support, including reminders and follow-up, to participants throughout the program?
11. You will need to select one staff member to be the ASSET program manager—overseeing participant paperwork, data management, and tracking attendance—for your organization. Provide the credentials and competencies of the staff who will be responsible for managing the program (i.e. resume or paragraph describing applicable background and experience). If the person has not yet been hired, please provide job description.

**SECTION III: PROPOSED BUDGET**

1. What will the grant funds be used for? Complete the budget template below:

	<b>Proposed ASSET Program Budget</b>
Technology	
Childcare	
Food	
Transportation	
Staff support	
Incentives	
Other: (please describe)	
<b>Grant Total (max \$5000)</b>	

2. Please give a detailed description for how you plan to use the funds (staff support, food, transportation, childcare, financial education materials, technology needs such as hotspots, tablets, etc.). Program funds are intended to cover staff time and to assist participants in overcoming obstacles to participation.