

UNITED WAY
Greater St. Louis

Safety Net Funding Cycle
Informational Webinar
March 24, 2026

UNITE WITH US.



UNITED WAY
Greater St. Louis

Welcome

HOUSEKEEPING



- Microphones Muted
- Please Disable AI Generated Apps
- Type questions in the “Chat” box
- Please give your name when speaking

Agenda

- Welcome
- Community Investment Strategy
- Safety Net Agency Definition and Expectations
- Application Overview
- Required Documentation
- GMS Submission Platform
- Next Steps

United Way Staff

- Kiesha Hammock – Vice President, CID
- Darlene Martin – Director, CID
- Craig Biehle – Director, Data Strategies
- Julia Fuller – Portfolio Manager
- Dawna Gilbreath – Portfolio Manager
- Madeline Johanson – Portfolio Manager
- Willie Donald, Data Manager
- Tori Tavormina, Data Manager



Mission

United Way of Greater St. Louis mobilizes the community with one goal in mind – *helping people live their best possible lives.*



Community Investment Strategy



Current State: People in the St. Louis region face barriers: basic needs, jobs and financial mobility, childhood and youth success , health and wellbeing, and community stability and crisis response.

UWGSL seeks to understand and raise awareness of services and resources that are most needed AND mobilize the community to address identified needs on three levels.

Help **individuals** address needs by promoting and providing equitable access to opportunities

Provide multi-faceted support to **agencies** best position to address those needs

Convene **community** to participate in and promote collaborative efforts to deliver outcomes

Needs: Community Needs Assessment/ Landscape Report
Investments: Agency: Safety Net, Systems Change, Targeted Investments
Community: Community Leadership Tables

Desired State: People in St. Louis region live their best possible life.

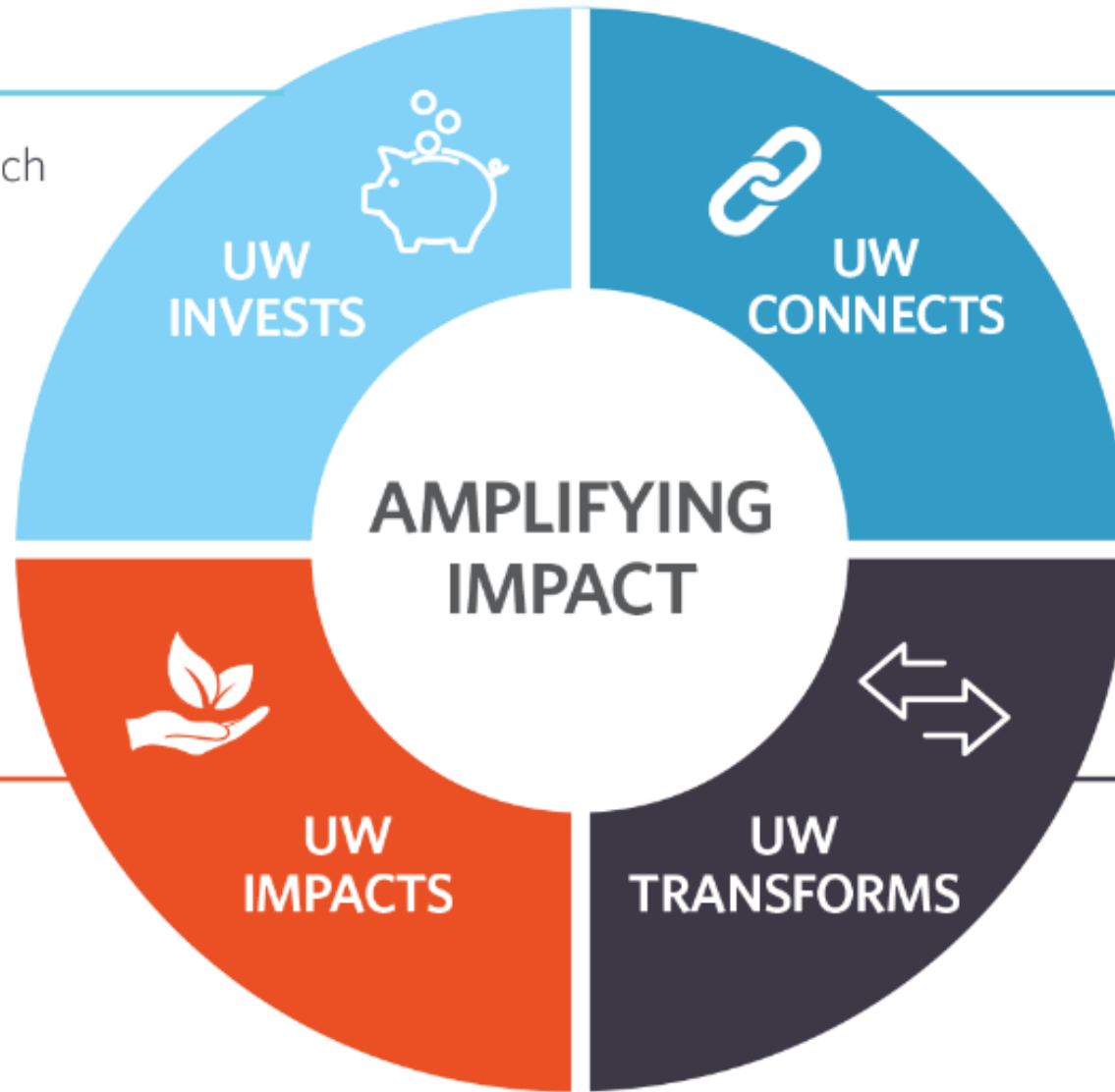


QUALITY AGENCIES

- 3-Tier Funding Approach
- Flexible Funding
- Curated Network
- Capacity Building
- Life-Cycle Supports

DATA & EVALUATION

- Regional Data
- Community Needs Assessment
- 211 Counts Dashboard
- Robust Reporting/ Regional Outcome Measures



PROGRAMS & DIRECT SERVICES

- 211
 - Community Information Exchange
 - Hardship Funds
- 100 Neediest Cases
- Disaster and Crisis Response

SYSTEMS CHANGE

- Financial Stability Initiatives
- Community Leadership Roundtables
- Public Policy Initiatives
- Targeted Investments

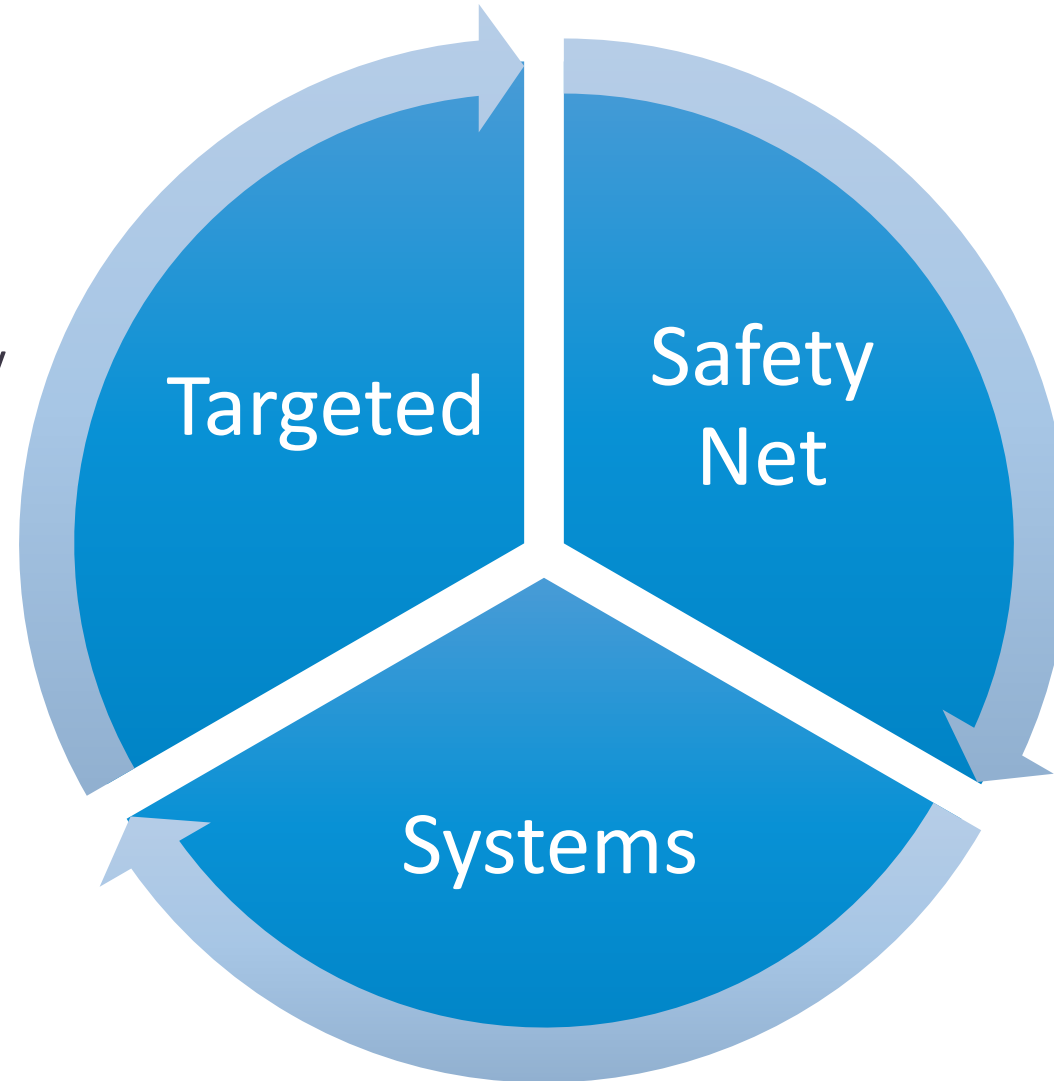


Community Investment Strategy

United Way's Tiered Funding Approach

One-time, programmatic funding that supports emergent, emergency, or innovative solutions to address real time community needs.

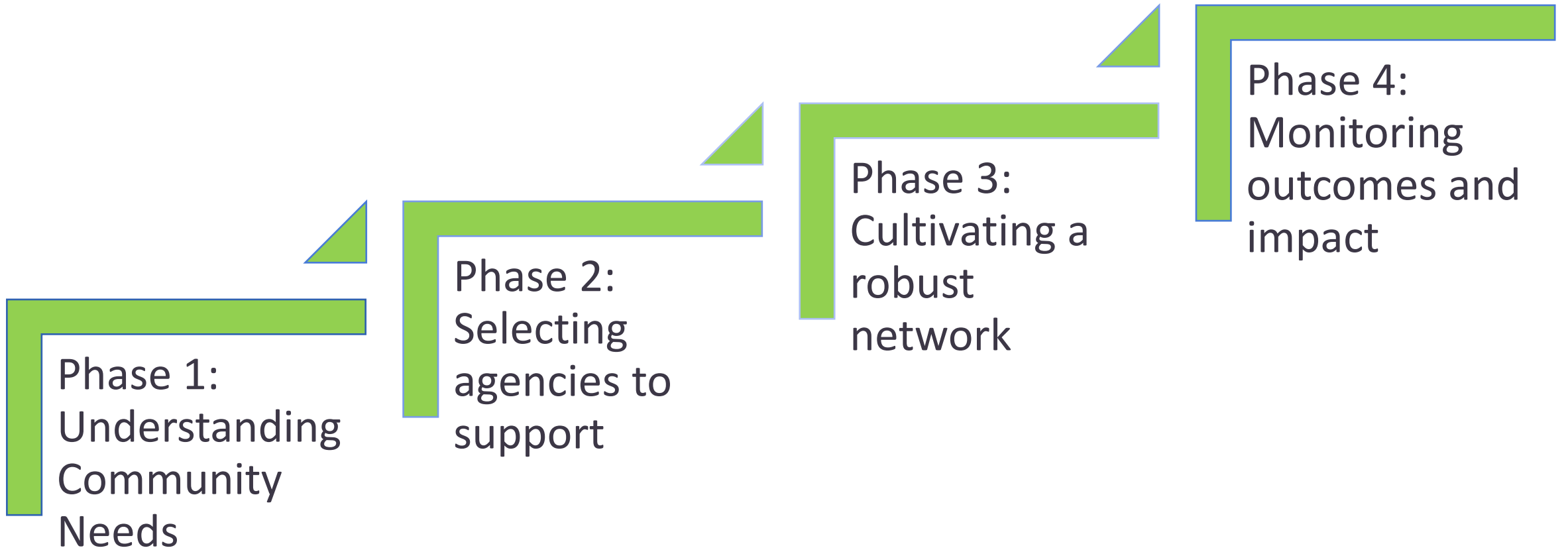
Two-year funding focused on addressing root causes of social problems and funding initiatives to shift conditions that are holding the problems in place.



Three-year funding focused on addressing community needs across 24 priority needs identified in our community needs assessment and community landscape reports.



Community Investment Model



Safety Net Agency Overview



What is the Safety Net?

A collaborative network of agencies that:

- Provide essential direct services
- Help individuals and families work towards stability
- Target one of five impact areas

Impact Areas

- Basic Needs
- Health and Wellbeing
- Early Childhood and Youth Success
- Jobs and Financial Mobility
- Community Stability and Crisis Response

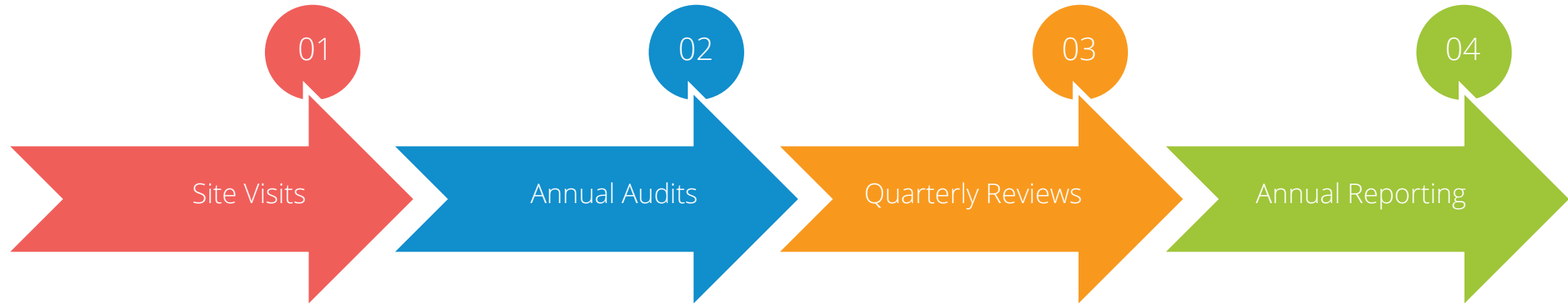


Expectations of Safety Net Membership

- Deliver an array of essential direct services to address needs
- Conduct a workplace United Way Community Campaign annually
- Co-brand with United Way
- Submit annual impact reporting
- Participate in site visits
- Maintain a 2-1-1 profile
- Actively engage Community Information Exchange (CIE)



The Health of Member Network



- Minimum of one site visit per funding cycle

- Due six months after fiscal year end
- One extension granted upon approval

- Combination of in-person, virtual, phone calls, and emails with assigned Portfolio Manager

- Completed annually to provide details of community impact from previous year



Application Overview



Outcome Framework

- Enhance of how we **measure** and **communicate** community impact.
- Self-select a **single Impact Area**
- Report **exclusively** on programs aligning with that impact area's goals.
- Awards of no more than **20%** of programmatic budget of programs aligned with impact area



Preparing to Apply

1. Review **United Way Impact Areas** and **pre-selected outcomes**
2. Review Agency's **current programs** and **data collection**
3. Identify Agency's **primary alignment** with the United Way Impact Areas and Outcomes
4. Select **1-5 programs** that most closely **align** with the selected **Impact Area**
5. Select **1-5 outcomes** per program from the pre-selected outcomes that best **aligns with your programs**.



Questions to Ask Yourself

1. What impact area allows my agency to demonstrate the biggest impact in the community?
2. Which outcomes most closely align with my agency's programs?



Basic Needs

By supporting people's **basic needs**, we are **helping now** so they can be better positioned to become **independent later**. Services provided in this impact area include **crisis intervention, food security, housing security, and legal assistance**.

Approved Outcomes

- Clients experience no out-of-home placements.
- Clients gain/maintain independent living/essential life skills.
- Clients have immediate basic needs met (food, clothing, shelter, etc).
- Clients maintain/improve their level of functioning.
- Clients secure/maintain safe, stable housing.
- Clients have reduced/overcome barriers that restrict life choices.



Community Stability and Crisis Response

A robust, safe community can **strengthen** and **enhance** its members' lives, affording them the tools to thrive. Services provided in this impact area include **aging and senior support**, improving the **built environment, disability services, community building, disaster preparedness & response, justice, and safety.**

Approved Outcomes

- Clients are free from law enforcement/juvenile justice involvement or re-offending.
- Clients gain knowledge and skills to prevent and respond to emergencies.
- Clients gain strategies for enhancing safety.
- Clients recover their normal lifestyle after a disaster.
- The community experiences reduced risk of violent crime.
- Clients increase awareness of/engage with crime prevention efforts.



Early Childhood and Youth Success

When kids are **safe, nurtured, and ready to learn**, they are more likely to **graduate, succeed, and become productive citizens.**

Services provided in this impact area include **child welfare, early childhood education, and K-12 & out-of-schooltime.**

Approved Outcomes

- Clients are free from substantiated incidents of child abuse and/or neglect.
- Clients are ready to enter kindergarten.
- Clients graduate from high school, earn a GED, or other high school equivalent.
- Clients meet or exceed age-appropriate developmental milestones.
- The community has increased access to quality curricular and extracurricular education that is designed to help all children reach their full potential.
- Clients gain knowledge, skills and/or support for positive parenting.



Health and Wellbeing

Being **healthy** is vital for children to **grow** and **develop**, and for adults to live a **full and productive quality of life**. Services provided in this impact area include **access to healthcare, behavioral health and substance abuse, disability services, and physical health.**

Approved Outcomes

- Clients are successfully able to manage physical health conditions
- Clients experience fewer mental, emotional, and/or behavioral symptoms
- Clients identify, manage, and appropriately express emotions and behaviors
- Clients receive routine medical care and age-appropriate immunizations
- Clients are connected with a regular, quality health care provider or facility that meets their needs



Jobs and Financial Mobility

If families and individuals have a **secure financial footing**, they are less likely to require other services and more **likely to succeed**.

Services provided in this impact area include **jobs, financial education, and a financial safety net**.

Approved Outcomes

- Clients increase income, savings, assets.
- Clients have accessed financial products and/or services.
- Clients that were formerly credit invisible have established a credit score.
- Clients obtain employment.
- Clients obtain job readiness skills.
- Clients complete job training, college, or vocational training.
- Clients have been able to secure consistent, reliable transportation.



Application Sections

- Introduction and Document Uploads
- Administrative Overview
- Financial Overview
- Impact Alignment
- Performance and Quality Improvement
- Programs
 - Name and Participants (5 times)
 - Outcomes and Measurement
- Submission Acknowledgement

Good to know.....

- Word Limit
- Answer the full question as asked
- Reference acronyms with definitions
- Work saves automatically
- The deadline is real



Required Documents

- Federal 501(c)(3) tax determination letter
- Missouri or Illinois certificate of corporate good standing
- Policy for background checks
- Policy on non-discrimination in hiring and service delivery
- Policy on privacy prevention practices (HIPAA)
- Policy for handling grievances
- Current Board roster
- Audited financial statements



Application

Grant Lifecycle Manager by Foundant



Creating a New Account

1. Go to the Portal through the UW Specific Link
2. Click the "Create New Account" button OR log on with your existing account credentials
3. Complete all required Organizational Information
4. Complete all User Information
5. Complete Executive Officer Question and info, if applicable
6. Create Password
7. Click "Create Account"
8. Verify through email

Logon

Email Address*

The Email Address* field is required.

Password*

The Password* field is required.

[Log On](#) [Create New Account](#)

[Forgot your Password?](#)

[Copy Address from Organization](#)

Prefix (Mr, Mrs, Ms, Mx, etc.)

First Name*

Middle Name

Last Name*

Accessing and Starting The Application

- Log into the portal to access your dashboard
- Click the “Apply” button at the top of the screen
- Select “Safety Net Grant Funding Cycle 2027-2029” Application



APPLY



ORGANIZATION HISTORY

Craig's Test Org



Search or enter Access Code



Completing the Application

- Fill out the form and complete all questions.
- Save, Submit, or Abandon Options at the bottom the page:
 - Save: The system automatically saves your progress, but you can click this button to save it manually
 - Submit: Click this when your application is 100% complete.
 - Abandon: This informs United Way of your decision to no longer apply for funding.
- Applicants with an unsubmitted application will receive a reminder email two weeks before the deadline.



Navigating the System

1. Click "Continue" after submitting your application.
2. Return to the Dashboard after submitted: Click the home icon at the top of the page
3. Managing your Account:
 1. Click the Profile icon at the top-right corner of the page.
 2. Edit your profile: update name, title, email or phone email or Change password at the bottom of the page
 3. Edit Organization: website, phone number, email, address



APPLY



ORGANIZATION HISTORY



 **Craig's Test Org**

 **Edit My Profile**

 **Edit Organization**

 **Sign Out**



Next Steps



Next Steps:

- March 13, 2026 Application Opens
- March 24, 2026 Informational Webinar
- March 27, 2026 Office Hours
- April 03, 2026 Two-week reminder of deadline
- April 17, 2026 Application Closes
- June 29, 2026 Agencies Notified
- January 2027 Funding begins



QUESTIONS





Thank you!

45%

40%

15%





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