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# Addressing Community Issues Through Alternative Funding Practice

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# Addressing Community Issues Through Alternative Funding Practice



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Binghamton University, College of Community and Public Affairs, Spring 2016

## Overview

United Way of Broome County has served in the Binghamton Community since 1973.

The mission of United Way of Broome County is

“To drive change that will have positive impact on the critical needs of our community by strategically leveraging the collective resources of community partners”

United Way of Broome County is interested in improving the quality of services available to the residents of the Village of Endicott by seeking funding partners doing work in the area.

This project will explore what some of the issues facing this community is and how United Way can aid helping bring more programs to the area.

## Goals

In order to improve the services in the Village of Endicott, United Way of Broome County is searching for funding partners within the community.

To provide the best services to the area it was first important to speak to community members in order to gain a better sense as to what they feel is missing in their neighborhood. As a result this project sets out to provide United Way with a process of distributing funds to organizations that have programs which address the issues identified by the community.

This project will develop a proposal for a new grant funding stream which will be based on the needs of the community, which were identified through a series of interviews.

## Methodology

How was the data collected?

- Interview area was designated by United Way staff
- Scheduled group interviews
- In total seven (7) group interviews were conducted in George F. Johnson Memorial Library, located within the Village of Endicott.
- Twenty-six (26) door to door interviews were conducted in the Village of Endicott
- Purpose of interviews was to get a better understanding of what improvements they want in their community.

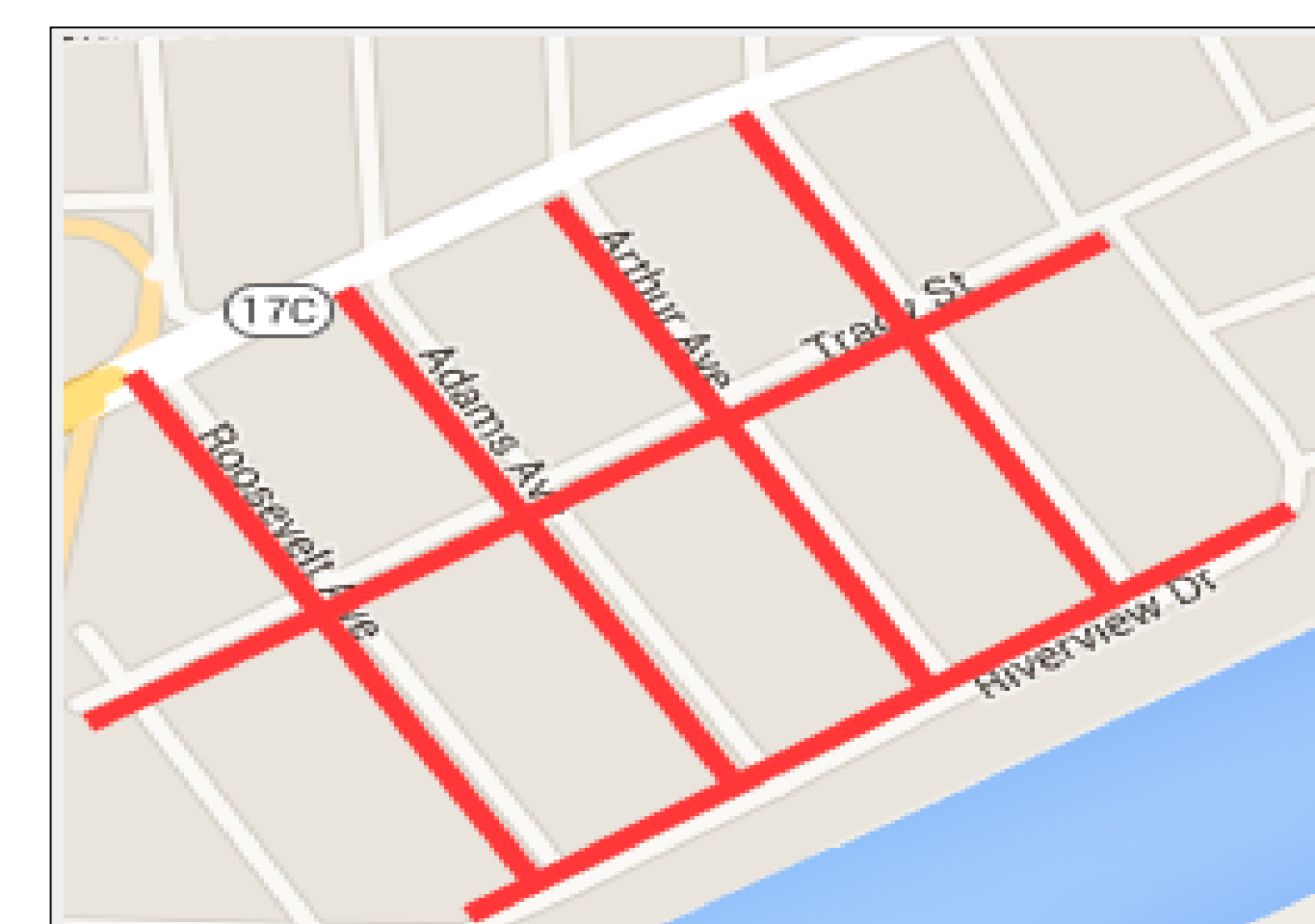


Figure 1. This is a map of the neighborhood in which the door to door interviews were done. This process was done over the course of one month. The red indicates the streets in which people were interviewed.

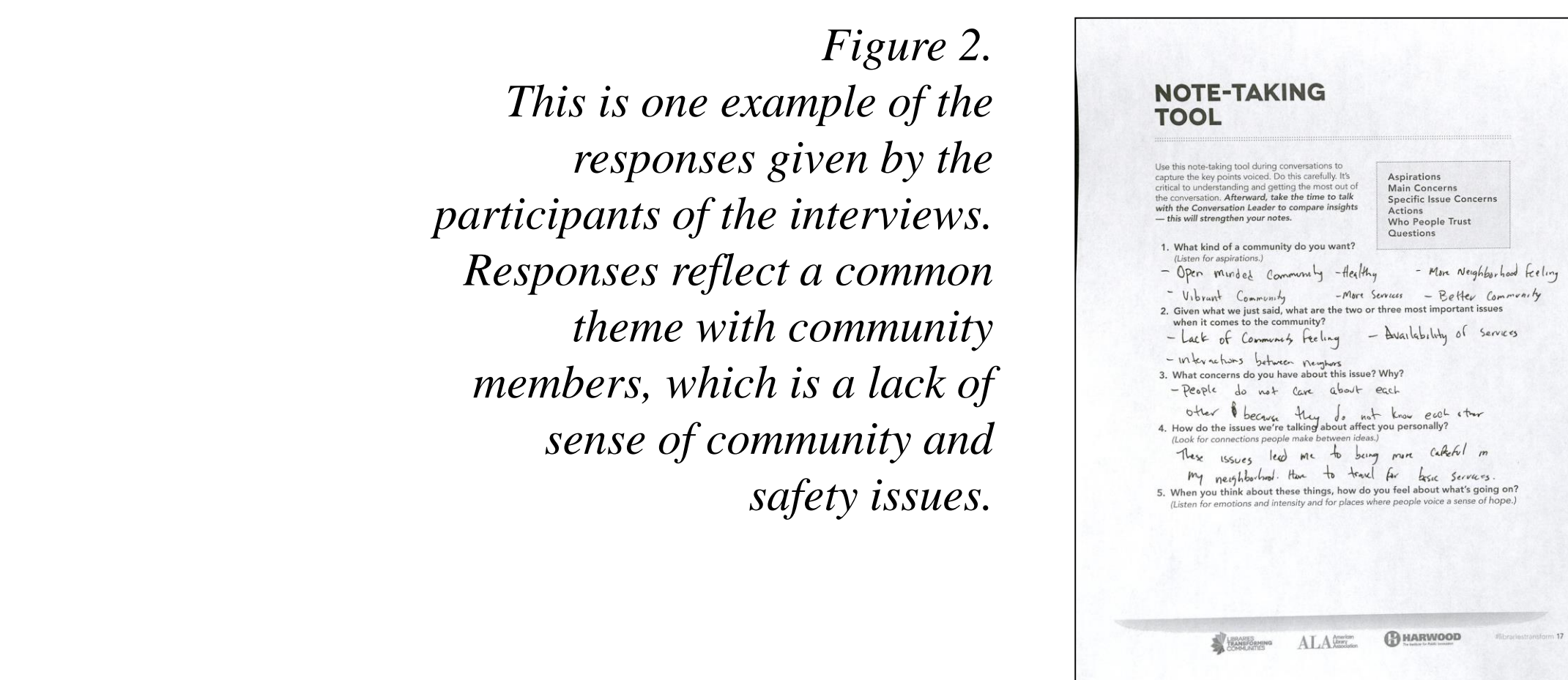


Figure 2. This is one example of the responses given by the participants of the interviews. Responses reflect a common theme with community members, which is a lack of sense of community and safety issues.



Figure 3. Above are two responses collected from the door to door interviews which were conducted

## Interviews

The interviews conducted shed light on what the community members in Endicott want to see.

Common Themes during the interviews:

- Safety Concerns
- Lack of community pride
- Lack job readiness programs
- Accessibility of services

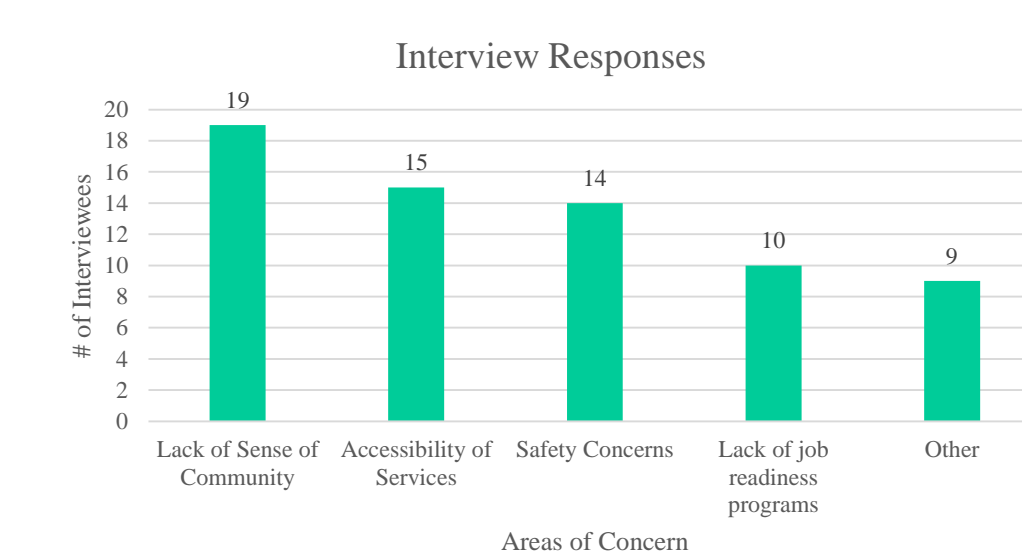


Table 1. On the left is a graphical representation of the data that was collected during the interview process.

## Request For Proposal Development

Proposals will be evaluated based on the following three (3) categories:

- Organizational Capacity (Max 35 points)
- Budget (Max 25 points)
- Community and Program Impact (Max 35 points)

Proposals will be scored on a 100 point scale.

Part 1: Organizational Capacity	35 points
Description of organizational structure	Thorough description of proposed program
Organization's history within the community	Very clear and concise
Description of current programs focused on community development	Thorough descriptions of all programs the organization currently has
Number of staff and volunteers	Documented existing capacity to achieve goals
Part 2: Budget	25 points
Description of usage of funds	Thorough descriptions of all required components are provided
Description of expenses	Proposed budget is realistic and shows no inconsistencies
Organizational budget for most recent fiscal year	Program expenses are clearly outlined including Organizational budget
Part 3: Community and Program Impact	35 points
Program summary	Clear and concise descriptions of all required components are provided
Program Methodology	Program summary provides sufficient information on the program
Description of impact program will have in the community	Program methods are feasible
Needs of the community are identified within the proposal	Impact of program is clearly outlined
Description on how the program addresses one of the areas of concern raised by the community	Program will bring new ideas/services to the neighborhood
	Program goals align with the issues voiced by the community

Figure 4. Illustrates the scoring rubric created for evaluation grant proposals.

Priority will be given to programs in the following areas:

- Community Building
- Neighborhood Beautification
- Community Safety
- Economic Development
- Job readiness programs

## Community Testimonials

The following are quotes from members of the community.

On lack of sense of community  
“When I first moved in I knew everyone on my street. Now I know none of my neighbors.”

“I don't feel I belong to this community”

On safety concerns  
“I want to feel safe allowing my children to walk home”

On local economy  
“It is hard to find jobs around here, there should be someone or an organization to help train people to work”

## Conclusion

After extensive interviews with members of the Endicott community it is clear that there is a lack of services in the area. With this Request for Proposal (RFP) United Way hopes to create more partnerships within the area to improve the lives of those living in Endicott. By giving extra considerations to those organizations who attempt to address any of the four major issues identified by the community the hope is that the problems will begin to be addressed using the funds provided by United Way.

## Acknowledgements

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