

American Rescue Plan
Louisville Metro Government
Project Proposal Submission Form
Organization: Metro United Way

Project Contact:

Program Contact: John Nevitt

Grant Administrative Contact: Mellissa Yeagle

Project Name: Metro United Way Workforce Development

Project Executive Summary (please specify if COVID-related. Maximum 300 words):

Metro United Way (MUW) will accelerate economic mobility by providing financial coaching to community residents, empowering underrepresented entrepreneurs in business development, providing technical assistance to employers to advance equity strategies in the hiring and retention of a diverse workforce, and deploying wrap-around supports through the United Community Platform.

Financial Coaching:

MUW will continue coordinating the delivery of financial coaching for at least 250 individuals at or below 300% of the federal poverty level during the grant term through experienced, local direct service providers with proven track records of success.

Entrepreneur Empowerment:

MUW will leverage partnerships to support underrepresented entrepreneurs in raising nondilutive capital, often blocked by systemic barriers to equity, and growing business operations to a scale capable of securing institutional loans and investments.

Technical Assistance for Employers:

To advance equity in the workforce for business partners, it is essential that employers are equipped with the knowledge and skills to create an inviting workspace to promote inclusion. Funding will provide consultants to support workforce development partners in the development, enhancement, and implementation of practices that advance diversity, equity and inclusion in hiring, retention, and advancement of historically marginalized populations.

United Community:

United Community is a shared data platform that connects 400+ organizations across our region's education, health, and human services sectors. United Community allows us to measurably improve health, education, and wellbeing outcomes by coordinating the delivery of health and social services among high-needs children, individuals, and families. Metro United Way will ensure all United Community user groups—service providers, employers, and workforce program participants—receive the personal support and informational resources needed to fully leverage platform benefits and deliver effective wrap-around services that allow continued dedication to career priorities. Funding will support access to care coordination through United Community so that when participants and citizens need wrap around services, they are quickly referred and connected to available resources.



Goal/Outcomes Statement (Maximum 150 words):

MUW will engage 250 individuals in financial coaching, support 12 underrepresented entrepreneurs in accessing capital, support four employers in equity-focused technical assistance, and provide access to wrap around services through the United Community shared data platform. As a result of these activities, MUW will realize the following outcomes:

- 150 financial coaching participants will become more financially stable and/or acquire wealth by establishing emergency savings and/or make progress toward increasing income, credit, assets, or decreasing debt.
- 12 underrepresented business owners will secure matching capital needed to successfully launch and grow their businesses.
- Three participating employers will increase awareness and knowledge of practices that promote equity and inclusion.

The long-term impacts of these efforts include increasing earned income and capital circulation, which enables wealth development and the reduction of the wealth gap.

How soon after signing a grant agreement can your project begin? What is the anticipated duration of this project?

MUW can begin immediately. MUW has executed contracts with three services providers who are currently providing financial coaching to participants. Additionally, United Community is an existing initiative with over 400 providers on the shared data platform ready to make and accept referrals. We have engaged in initial contract negotiations with four employers and three consultants for DEI consulting and would like to execute contracts immediately. We anticipate being ready to contract with a contractor for entrepreneurial support in January 2024. Financial coaching, underrepresented entrepreneur support, and employer technical assistance will be completed by December 2025. Connection to services and support provided through the United Community Platform can continue to June 2026.

Amount of Funding Requested: \$3,000,000

Expended through 10/31/23 and invoiced to CEOc: \$297,933.15

Needed for continuation of work through 2026: \$2,702,066.85

What resources will need to be hired to complete this project on-time and on-budget?

Metro United Way has staff dedicated to overseeing our Economic Mobility programming as well as dedicated staff managing grant awards. However, due to the nature of this proposal, Metro United Way will need to subgrant and subcontract to other organizations to complete the project.



