



UNITED WAY OF GREATER PHILADELPHIA
AND SOUTHERN NEW JERSEY

PARTNERSHIP GRANT PROGRAM

FY27-FY28 INFORMATION PACKET



REQUEST FOR PROPOSALS (RFP) DESCRIPTION

United Way of Greater Philadelphia and Southern New Jersey is pleased to announce the launch of the **Benefits Access & Basic Needs Pillar** within the Partnership Grant Program (PGP).

This pillar recognizes that economic mobility is not possible without stability. Too many families across our nine-county region are working, contributing, and striving – yet remain one emergency away from crisis. United Way of Greater Philadelphia and Southern New Jersey is on a mission to end poverty and expand opportunity for all. With our partners, we create bold solutions that break the cycle of poverty. We serve Chester, Delaware, Montgomery, and Philadelphia counties in Pennsylvania and Atlantic, Burlington, Cape May, Camden, and Cumberland counties in Southern New Jersey. Strengthening access to public benefits and stabilizing basic needs are foundational steps toward long-term opportunity.

Purpose

The Benefits Access & Basic Needs Pillar seeks to support organizations that:

- Increase enrollment in public benefits (e.g., SNAP, Medicaid, LIHEAP, TANF, tax credits, housing supports)
- Provide navigation and case management services that connect households to available resources
- Reduce barriers to accessing benefits, particularly for ALICE* households and historically marginalized communities
- Address immediate basic needs in ways that are connected to longer-term stabilization strategies

We are especially interested in models that combine direct service with systems-level improvements that simplify, streamline, or improve the benefits access process.

Why This Matters

Public benefits are not charity – they are tools that families have earned and deserve. When households can access health coverage, food assistance, housing support, and tax credits, they are better positioned to pursue education, employment, and asset-building opportunities.

Stabilization is the first step toward opportunity.

* ALICE – Asset-limited, income-constrained, employed.

Strategic Priorities

Proposals should align with one or more of the following priorities:

1. Benefits Enrollment & Navigation

- Community-based enrollment assistance
- Multilingual and culturally responsive outreach
- Embedded benefits navigators in trusted institutions

2. Integrated Service Delivery

- Co-located or coordinated services that reduce duplication and fragmentation
- Cross-sector partnerships that improve client experience

3. Equitable Access & Outreach

- Targeted engagement in under-resourced neighborhoods
- Addressing digital access barriers
- Building trust in communities historically excluded from public systems

4. Data & Continuous Improvement

- Tracking enrollment outcomes
- Identifying systemic barriers
- Informing policy or administrative improvements

Funding Approach

United Way seeks to support organizations that demonstrate:

- Strong community trust and track record
- Clear outcomes related to enrollment and stabilization
- Collaboration with public agencies and community partners
- Commitment to equity and measurable impact

Funding may support program operations, staffing (e.g., benefits navigators), outreach efforts, and capacity to track outcomes.

Desired Outcomes

Through this pillar, United Way aims to:

- Increase successful enrollment in public benefits
- Reduce income volatility for working families
- Strengthen household stability
- Improve coordination across the benefits ecosystem
- Lay the groundwork for long-term economic mobility

For more information, go to unitedforimpact.org/growing-the-movement/community-partners/