

Request for Proposals

From Employers in the HEALTHCARE SECTOR to receive funding from
CareerEdge Funders Collaborative

This Request Issued: Wednesday, July 8 | **Proposals due:** Friday, August 7

About CareerEdge

CareerEdge opened doors in 2010 as the first (and still only) Florida affiliate of the National Fund for Workforce Solutions, a partnership of 300 funders across America who have invested over \$35 million in local communities to help advance more low-wage workers into higher-paying jobs.

CareerEdge was founded with the backing of local and national funders committed to a vision of helping the Tampa Bay region speed growth by closing worker skills gaps that hinder employers ability to grow jobs and income. Our work began in Manatee & Sarasota counties and in 2015, expanded to Hillsborough and Pinellas.

Since then, CareerEdge has invested \$5.8 million to train 2,565 workers who earned a combined 5,612 career skills credentials and 3,319 raises (totaling \$22 million in new annual earnings), while helping employers grow revenue and create 825 new jobs.

About this Funding Opportunity

CareerEdge is requesting proposals from Healthcare sector employers located in Sarasota and Manatee Counties who can make a compelling case that the CareerEdge *Employer Partnership Model* can help them accelerate promotions for incumbent workers, while speeding job creation and improving the company's bottom-line.

Our *Employer Partnerships* in three sectors - healthcare, manufacturing and TDL (transportation, distribution & logistics) - help some of the region's top employers to close skills gaps and speed the advancement of incumbent and new workers.

Over the past four years, CareerEdge has invested nearly \$1.2 million in grants to *Employer Partners*, which was matched by employers' investments of \$3.9 million, in order to fund programs that:

- Trained and closed skills gaps for 1,364 workers
- Designed new "career ladders"
- Streamlined and integrated training series
- Developed new strategies to support workers more effectively
- Pioneered new training programs with post-secondary schools

Proposals may request grants of \$10,000 to \$25,000 to implement training programs of up to 12 months in duration, starting as early as September 1, 2015 and ending by August 1, 2016.

Details & key dates

<i>Minimum grant amount:</i>	\$10,000
<i>Maximum grant amount:</i>	\$25,000
<i>Total funding available:</i>	\$150,000
<i>Anticipated no. of awards:</i>	5
<i>Required applicant Info Session:</i>	N/A
<i>Deadline for proposals:</i>	8/7/2015
<i>Investor Board ranks proposals:</i>	5 days later
<i>Investor Board conducts site visits:</i>	TBD
<i>Grant decisions announced:</i>	8/28/2015
<i>Programs may begin:</i>	9/1/2015

To learn more

You will learn more about this opportunity at the Info Session to be held June 25 from 9am-10:30am at State College of Florida's LWR Campus. Following that, we welcome your questions by calling Jon Pierce, Program Coordinator, at 941-363-7233 or emailing at jon@careeredgefunders.org.

What we look for in programs

CareerEdge is interested in funding training programs that accomplish two things: #1 help workers advance up the career ladder, earning promotions, pay raises and credentials that permanently improve their lifetime earning power, and #2 help employers accelerate revenue and job growth. Here is a summary of a **sample** training program that would be attractive to CareerEdge.

XYZ Corporation is requesting \$18,000 from CareerEdge to help us train XX workers in six job categories where we continue to face a critical skills shortage and high turnover.

We expect the program to benefit our company in a number of ways. It will increase our ability to deliver services to more clients, and increase our ability to compete with industry peers in other parts of the country. We also expect that it will help reduce turn-over among workers.

Trainings will be conducted by EFG institution. Trainees are expected to earn from 2 to 8 career certifications each. They will receive raises of \$1 to \$2.50/hour shortly after completion of training; and X workers will be promoted.

How we support Employer Partners

As a partner, CareerEdge can help you with the following:

- **An Academic Coach** to stay in touch with your employees, providing 1-on-1 counseling and resources to help them complete their programs.
- **Industry Collaborative Meetings** (Quarterly) to help same-sector employers share resources,

best practices, and the latest workforce innovations in their fields.

- **Partnerships** with economic development organizations, educational institutions, and others to help you access the latest industry research, incentives, funding opportunities, and career laddering strategies for your sector.

How to submit a proposal

Please return these **three items** via email to info@careeredgefunders.org (formats indicated).

1. This document, after completing the questions on pages 3 & 4 (Microsoft Word or PDF)
2. The Program Workbook (Microsoft Excel)
3. Resumes of personnel who will implement the proposed program (Microsoft Word or PDF)

How grantees will be selected

Ultimate responsibility for selecting grantees rests with our Investor Board, which is made up of the investors who make it possible for us to help local employers. CareerEdge's Board and Executive Director will use this process to select grantees:

1. **Executive Director SWOT Analysis** of proposals & recommended "short list" of prospective grantees
2. **Site Visits by Board & Director** to include interviews with staff who wrote your proposal, and a meeting with your CEO or COO.
3. **The Point Scoring System** (below) will be used to rank, and in some cases, eliminate prospective grantees

Point Scoring Criteria	Max. Points	Where you provide the information we need	
		This document	Program Workbook (TAB name below)
Accuracy & completeness of Company Profile	10	Page 3, Item 1	
Workforce challenges you face	10	Page 3, Item 2	
How this grant will help meet the challenge	20	Page 3, Item 3	Benefits for your company
How this grant will benefit your employees	20		Benefits for employees
Innovations in your training program	15	Page 3, Item 4	
Your "cost-share" in the program	20		Program Budget
Employee supports in your program	5		Training Program Design

TOTAL MAXIMUM POINTS | 100

About Your Company & Proposed Training *[Please do not exceed 2 pages]*

1. Company Profile

Why this is important: It is important for CareerEdge investors to have a solid picture of your workforce and operations. The data you provide will be included in reports and other documents used to inform and influence elected officials, potential funders, and others. Data should be as recent as possible (e.g., from your most recent annual report).

Company name:			
Year founded:		Publicly traded?	
No. of employees (total):		Annual revenue last year:	
No. of employees (in region):		Annual revenue growth last year:	
No. of location (total):		Net profit (%) last year:	
No. of locations (in region):		Annual employee turnover (%):	
Who will oversee the proposed training program?			
Name:		Title:	
Telephone:		E-mail:	
Who will attend CareerEdge's quarterly Industry Collaborative Meetings (required for grantees)			
Name:		Title:	
Telephone:		E-mail:	
Who will be responsible for reporting the outcomes of your training program?			
Name:		Title:	
Telephone:		E-mail:	
Summary of your proposed Training Program (Use sample on page 2 in gray box as a guide)			

2. Workforce challenges you face

How to respond: [250 words total] Describe your top human resource challenges, such as high turnover for some job types, excessive costs for safety infractions or wastes, or shortages of specific skills, which potentially results in low customer satisfaction level, inability to expand a product or service, or other.

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3. How a grant investment can help you meet those challenges

How to respond: [250 words total] Discuss how you expect this grant to help your company to resolve your top human resource challenges. As food for thought, see the Benefits for your company TAB in the Program Workbook.

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4. Innovations in your training program

How to respond: [250 words total] Discuss whether your program will result in any new innovations in your industry, such as new on-the-job or applied learning formats or new combinations of trainings that you have not used before. Innovations may also include streamlining of trainings, tailoring or customizing trainings or working with an educational institution to test a new certification program. When answering, consider industry distinctions you may earn as a result of this program, such as your company's ability to attain a new industry standard or certification.