

Louisville Coalition for the Homeless Day 1 Families Fund Request for Proposals: Background and Instructions

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Statement of Purpose

The Louisville Coalition for the Homeless operates with the mission to prevent and end homelessness through education, advocacy, and coordination of partner agencies. In 2024, the Coalition for the Homeless was invited to apply to the Bezos Day 1 Families Fund and was awarded \$5 million over 5 years to work on solutions to family homelessness. Beginning in July 2025, 90% of these funds will be distributed to local organizations to directly implement interventions addressing family homelessness over the next four years. Annually through 2029, \$1,125,000 will be awarded as renewable grants to community organizations.

Family homelessness has been trending upward in Louisville over the past six years, spiking in 2021 and reaching a new high in 2023. In 2024, 512 families with 1,917 family members used shelter, transitional housing, or other supportive services, or were seen by Louisville's Common Assessment Team. Louisville's Coordinated Entry Team maintains a weekly list of unhoused families who are placed on a waitlist for family shelter. Women make up the majority of heads of household in these families (87.9%). The racial makeup of homeless families disproportionately affects people of color, with 77.65% of all homeless families identified as non-white (Coalition for the Homeless, Kentucky Homelessness Management Information System).

The mission of the Day 1 Families Fund is that no child sleeps outside, and the Coalition for the Homeless is distributing funds with the goal that homelessness among children is rare and short-lived.

Background Information: About the Day 1 Families Fund

The Day 1 Families Fund has operated since 2018, issuing 248 awards to organizations in all 50 states, Puerto Rico, and Columbia totaling nearly \$750 million dollars.

(<https://www.bezosdayonefund.org/day1familiesfund>)

The Day 1 Families Fund identifies four core values under which grants operate:

- Help the neediest families first, such as those who are unsheltered, have young children, or include members with disabilities
- Establish families in housing - shelter, alone, is not the goal
- Ensure families have access to the services and resources they need to end their homelessness and enable family members to thrive
- Advance equitable outcomes for families at disproportionate risk of homelessness by dedicating resources to address racial disparities

(Day 1 Families Fund Grant Award, December 2024)

Defining Family Homelessness for Day 1 Families Funds

Louisville's Day 1 Families Fund grants will assist **homeless families**. Homeless families are defined as parent(s) or guardian(s) caring for minors in their custody (children ages 0-18).

The Day 1 Families Fund requires funds to be "used to assist families **entering or currently experiencing homelessness** - unsheltered or sheltered - to regain housing. Funds are not to be used for eviction prevention or homelessness prevention services targeted to families currently safely housed" (Day 1 Families Fund Grant Award, December 2024).

Funds will be prioritized for families experiencing **Category 1 and Category 4 homelessness** as defined by Housing and Urban Development. If quality applications do not request the total fund award total, grant awards may then be extended to programs serving families who are experiencing homelessness as defined by the McKinney-Vento Act.

Homeless Category	Definition
Category 1 Homelessness (first priority)	Families in shelter, transitional housing, or a place not meant for human habitation.
Category 4 Homelessness (first priority)	Families who are fleeing or attempting to flee domestic violence, dating violence, sexual assault, stalking, or other dangerous or life-threatening conditions related to violence, and who also have no other residence and lack the resources or support networks to obtain other permanent housing.
McKinney-Vento Act (secondary)	Families who lack a fixed, regular, and adequate nighttime residence. This includes children and youth who are sharing the housing of others due to loss of housing, economic hardship, or a similar reason; living in motels, hotels, trailer parks, or campgrounds; or abandoned in hospitals. Migratory children who also meet these criteria are also considered homeless.

Eligible Grant Activities

As stated in the Day 1 Families Fund Grant Award (December 2024), eligible grant activities fall under five major categories:

1. Help Unsheltered Families

- a. Quickly identify families living outside, in cars, or in other unsheltered locations.
- b. Meet families' immediate service and basic needs.
- c. Provide unsheltered families with immediate access to a safe place to stay.

2. Shelter Homeless Families

- a. Provide high-quality, low-barrier shelter that is focused on quickly returning families to permanent housing.
- b. Provide short-term services.
- c. Support acquisition and/or renovation of property (such as motels) to address gaps in appropriate shelter options for families. (No more than 50% of grant funds may be used to acquire and/or renovate property.)

**Note: Louisville has prioritized sheltering homeless families with the inclusion of intensive, high-quality case management focused on housing. Organizations seeking shelter funds will need to include these services in order to receive funding. Also, any funds requested for acquisition and/or renovation of property would need to add new family units to the community, not to renovate current family units.*

3. Re-house Homeless Families Quickly

- a. Help families regain housing through problem-solving diversion, housing navigation, and move-in assistance.
- b. Provide rapid re-housing, shallow rent subsidies, and/or financial assistance so families are supported to quickly exit homelessness.
- c. Support acquisition and/or renovation of property that will provide permanent rental housing for homeless families. (No more than 50% of grant funds may be used to acquire and/or renovate property.)
- d. Connect families to long-term rental assistance and services such as through permanent supportive housing.

**Note: shallow rent subsidies provide a set or graduating percentage of rental assistance for a limited time period (such as 3 months) to increase stability during transitions.*

4. Connect Families to Needed Services

- a. Ensure families are linked to services in the community that will help them exit homelessness, stabilize in housing, and achieve well-being.
- b. Ensure that families have access to employment, health care, and needed children's services (e.g., high-quality childcare).
- c. Help families establish and strengthen their informal support networks.

5. Advance Equity

- a. Support people with lived experience to co-design programs and policies that impact their lives.
- b. Invest in staff development, staff training, and data to identify and address racial disparities in assistance and program outcomes.

Community-Identified Funding Priorities

In addition to the values and eligible activities established by the Day 1 Families Fund, the Louisville Coalition for the Homeless solicited feedback around the current family homeless system in Louisville in order to identify strengths, gaps, and needs. Information was gathered through the following means:

- Surveys were conducted with 20 families currently experiencing homelessness.
- A focus group was held for families in housing who have recently experienced homelessness.
- Interviews were conducted with 16 providers from 11 community organizations working directly with homeless families.
- A community needs assessment was conducted with 40 participants in attendance from 21 CoC-member provider agencies.

The community assessment identified a number of community strengths around Louisville's family homelessness system, including:

- New family shelter units coming online soon at the Community Care Campus
- Strong assessment, triage and coordination of services by Coordinated Entry
- Strong collaboration and communication around waitlists and getting families into shelter
- Holistic approach with collaboration and successful referrals
- Creativity, adaptability, and advocacy
- Capacity for HMIS to be a communication tool

The community assessment also identified a number of system gaps. These feedback mechanisms established the priorities for the Coalition's disbursement of Day 1 Families Fund grants. Grant applications will be scored based on their ability to address the community's priorities. The grant application includes a scoring rubric. All application activities must address at least one identified priority.

Identified Priorities:

- Get unhoused families into shelter quickly (reduce/eliminate the family waitlist by adding new family emergency/shelter beds)
- Reduce stigmas to accessing shelter and services for homeless families
- Provide shelter options for families with complex needs - especially children with disabilities and families with pets
- Provide high-quality, wraparound case management focused on housing
- Improve resource navigation, including resource guides and reliable follow-up communication

- Increase transportation support beyond TARC passes to get to essential resources (i.e. employment, medical care, housing, mental health support, education, childcare, etc.)
- Increase collaboration and coordination of services between agencies through case conferencing, effective referrals, and crisis support
- Provide effective housing and landlord navigation
- Access flexible funding to address housing barriers and move families on the path to stable housing (including support around past housing and utility debt, application fees, security deposits, move-in costs, and incidentals)
- Provide education around tenants rights
- Focus on additional support for high-crisis, high-needs families
- Address racial disparities in family homelessness

Minimum Requirements

1. Awarded organizations must be or become members of the [Louisville Continuum of Care](#) (CoC) coordinated by the Coalition for the Homeless. Membership is free and can be completed by filling out [this membership form](#) and returning it to Erica Johns, ejohns@louhomeless.org.
2. Awarded organizations must enter data into the Kentucky Homelessness Management Information System (HMIS) in accordance with the expectations established in the [Louisville CoC Data Quality Plan](#). The Coalition for the Homeless will provide technical assistance as necessary to organizations. HMIS licenses are \$266/user/year and can be written into the project budget.
3. Proposed project funds must solely be utilized for families experiencing homelessness, as defined in the “Defining Family Homelessness” section.
4. Awarded organizations must have the capacity to administer grant funds effectively and efficiently, to track and report on the use of grant funds quarterly, and to maintain regular, timely communication with the Coalition for the Homeless regarding use of funds and outcomes. Awarded organizations must have the capacity to submit quarterly outcomes and financial reports.
5. Awarded organizations must participate in biweekly coordination and case conferencing meetings facilitated by the Coalition for the Homeless.
6. Awarded organizations must participate in required training as established and coordinated by the Coalition for the Homeless.

Technical Assistance for Awardees

1. The Coalition for the Homeless will provide HMIS support, training and technical assistance to organizations as needed to ensure compliance with data quality standards and to support organizations in providing quality services to the population.
2. The Coalition for the Homeless’s Family Homelessness Resources Manager will:
 - a. facilitate coordination, collaboration, case conferencing, and resource sharing for awarded organizations and to open to the community at large
 - b. provide timely and ongoing organizational support and communication regarding the grant, reporting, and outcomes

- c. coordinate pertinent training around areas of need and evidence-based practices that move families out of homelessness
- d. Collect ongoing feedback from homeless and recently housed families and incorporate their lived experience feedback into ongoing planning
- e. Analyze system-wide outcomes and monitor progress; identify trends and promote implementation of program improvement
- f. Ensure proper allocation of Day 1 Families Fund grant awards, and recoup and re-award unused funds
- g. Advocate for system changes through coordinated efforts

Funding Details

Organizations are eligible to apply for up to **\$300,000 annually per agency** (not per program) through the Day 1 Families Fund. Organizational collaboration around grant funds is possible and encouraged. If a collaborative group applies for funds, a fiscal agent must be designated and will be restricted to the financial cap on overall funds.

Depending on the number of applicants submitting quality applications that meet community priorities, grantees may be awarded partial funding. Organizations should be prepared to decide if they are able to provide adequate services if they are offered grant awards lower than their funding requests.

Renewable grants will be awarded from July 2025-June 2029, with a total of \$1,125,000 being awarded annually. Funds should be expended equally over the span of the four years, unless otherwise noted for valid reasons in the grant application. Grant funds will continue to renew through 2029 so long as awarded organizations are expending funds, maintaining data entry and grant-required activity participation, and producing outcomes.

One-fourth of each agency's annual grant funds will be provided to the agency at the beginning of the grant year; subsequent funding quarters will be provided as soon as quarterly grant reports are completed from the previous quarter. Annually, any funds that have not been expended by awarded organizations will be recouped and re-allocated by opening up new funding proposal requests to the community.

Application Deadlines and Award Timeline

- **June 18, 2025: Grant applications submitted to the scoring committee**
- **July 11, 2025: Grant awards announced**

Organizations must submit fully completed grant applications, using the attached grant application AND budget templates, by **Wednesday, June 18, 2025 at 11:59pm**. Applications should be submitted via email to Sarah Buckler, Family Homelessness Resources Manager, at sbuckler@louhomeless.org. Please contact Sarah at 502-636-9550 ext. 1207 or at the email address above with any questions or for technical assistance with the grant application. You are invited to meet with Sarah Buckler regarding grant application drafts and ideas before

submitting a final proposal. If your organization has not participated in provider interviews or the community needs assessment, you are encouraged to reach out and request a meeting before submitting a grant proposal. The grant application process aims to be fair, transparent, and supportive, recognizing that the overarching goal of this funding is to implement solutions to family homelessness.

A grant scoring committee will review all grant applications based on the scoring criteria listed below. The committee is made up of subject matter experts who are not applying for grant funds, and includes members with lived experience of family homelessness. The committee reserves the right to contact organizations to ask follow-up questions regarding grant proposals.

Grant award announcements will be made on or around Friday, July 11, 2025.

Application Details

I. Contact Information

Please provide contact information for the main point of contact at your agency for this project. If more than one person should be listed as a contact, please add them as secondary contacts.

II. Narrative

Respond to each narrative question in the grant application. Feel free to share additional information that is pertinent for the scoring committee to know about this program. There is no word or character limit for this narrative. However, please consider that the scoring committee will be reviewing multiple applications and will appreciate compelling and succinct answers. Also, please make sure the narrative is written as if the committee has never heard of your organization. Do not assume the committee knows what your organization does. It is your responsibility to help the committee understand what your organization and program will provide.

Question 3 refers to the five main categories listed in the above section entitled “Eligible Grant Activities.”

Question 4 refers to the 12 main priorities listed in the above section entitled “Community-Identified Fund Priorities.”

Question 5 asks for the project’s expected goals and outcomes. Goals should be specific, measurable, achievable, relevant, and time-bound. Outcomes differ from outputs. Outputs are tangible things that are produced or created, while outcomes are the changes or benefits that come from the outputs. For example, “providing food assistance” is an output, while “improved food security for x number of clients” is an outcome.

III. Assurances

Please answer the assurances section fully. These statements ensure your organization’s proposal meets the minimum threshold requirements to be eligible for grant funding.

IV. Grant Budget

Provide a detailed project budget, detailing annual and total grant costs. The Budget Template provides space for you to input the budget for the program you are asking us to fund in the spaces provided. You only need to fill in budget lines for areas your program will cover. You are welcome to adjust the margins of the budget template and add or remove line items as needed.

Below are the categories that the budget template provides. You only need to provide budget numbers for the categories you will be expensing to the grant.

Budget Template Categories:

- Paid personnel (salary and fringe)
- Direct client assistance (input line items broken down by category)
- Family emergency shelter (input line items broken down by category)
- Property acquisition/renovation
- Administrative costs

The second column of the budget template, entitled “computation details,” provides space for succinct explanations of costs. For example, if a Direct Client Assistance line item is “application fees” and the annual cost is \$1,000, the computation detail allows you to describe cost calculations and estimate the number of families served (20 families x \$50 application fee).

The budget section entitled “Paid Personnel” provides space to list staff job titles and full-time equivalent (FTE). The number of staff with the same job title and their full-time equivalent should be listed in the first column; the “computation details” column allows space for salary, fringe, and time frame details. For example, if a grant proposal included paying for 50% of a staff member’s time to work on landlord navigation for families, the Paid Personnel column would list “Landlord Navigator, .5 FTE.” The Computation Details column would list “\$50,000 salary + 18% salary fringe benefits x .5 FTE.” The Year 1 Grant column would list “\$29,500.”

You are allowed to request up to 15% in indirect administrative costs. There is no match requirement for this grant. The Budget Template provides a column to input other funding that supports the program over the span of the 4-year grant allocation. Other funding is not required, but helps create a fuller picture of the program.

High-quality, wraparound case management and housing supports were identified as main priorities by the community. Therefore, Day 1 Families Funds will only consider grant application requests for facility operations costs if the requesting agency already has or demonstrates a clear plan to quickly create and maintain these two prioritized services.

Total funding requests cannot exceed \$300,000 per year per agency. Community-wide, property acquisition and renovation projects cannot exceed 50% of the total grant allocation over the span of the grant period.

Grant Scoring

Grants applications will be scored based on the following criteria:

Category and Scoring Guidelines	Points
<p><u>Feasibility:</u> Does the grant narrative clearly align with eligible grant activities?</p> <p>Points:</p> <p>8-10: The narrative fully aligns with eligible Day 1 Fund grant activities.</p> <p>4-7: The narrative mostly aligns with eligible Day 1 Fund grant activities.</p> <p>1-3: The narrative only somewhat aligns with eligible Day 1 Fund grant activities.</p> <p>0: The narrative does not align with eligible Day 1 Fund grant activities.</p>	10
<p><u>Community Priorities Alignment</u> Is the proposed program directly aligned with the Louisville community's identified system gaps and needs?</p> <p>Points:</p> <p>21-25: Every part of the grant proposal program aligns with the Louisville community's identified system gaps and needs.</p> <p>16-20: Most of the grant proposal aligns with the Louisville community's identified system gaps and needs.</p> <p>11-15: Some of the grant proposal aligns with the Louisville community's identified system gaps and needs.</p> <p>6-10: I have several questions about the program's alignment with the Louisville community's identified system gaps and needs.</p> <p>1-5: I am mostly uncertain about the program's alignment with the Louisville community's identified system gaps and needs.</p> <p>0: I do not believe the program aligns with the Louisville community's identified system gaps and needs.</p>	25
<p><u>Impact</u> Does the application demonstrate clear outcomes that will reduce family homelessness in Louisville?</p> <p>Points:</p> <p>16-20: I fully understand the program outcomes, they make sense based on the program narrative, and they will reduce family homelessness in Louisville.</p> <p>11-15: I mostly understand the program outcomes, they mostly make sense based on the program narrative, and they have a strong possibility of reducing family homelessness in Louisville.</p> <p>6-10: I have several questions about the program outcomes, they do not all make sense based on the program narrative, and their ability to reduce family homelessness in Louisville is questionable.</p> <p>1-5: I am mostly uncertain about program outcomes, they do not make full sense based on the program narrative, and their ability to reduce family homelessness in Louisville is doubtful.</p> <p>0: I do not understand the program outcomes and do not believe they will reduce family homelessness in Louisville.</p>	20
<p><u>Organizational Capacity</u> Does the program narrative, budget, and full application indicate that the organization clearly has the capacity to implement this program including staffing and agency resources?</p> <p>Points:</p> <p>8-10: I fully believe the organization has the capacity to implement this program to a high standard.</p> <p>4-7: I somewhat believe the organization has the capacity to implement this program to an acceptable standard.</p>	10

<p>1-3: I am doubtful the organization has the capacity to implement this program to an acceptable standard.</p> <p>0: I do not believe the organization has the capacity to implement this program.</p>	
<p><u>Collaboration</u></p> <p>Does the program seek collaboration with community partners, including effective referrals and strong communication practices, in order to provide holistic, unduplicated services and ensure families are able to move toward housing and stability?</p> <p>Points:</p> <p>8-10: I believe the program has strong collaboration with community partners in order to provide holistic, unduplicated services to ensure families achieve greater stability.</p> <p>4-7: I somewhat believe the program has adequate collaboration with community partners and provides mostly unduplicated services to support families' stability.</p> <p>1-3: I am doubtful the program has effective collaboration with community partners, and service duplication is present.</p> <p>0: The program is not collaborative and does not connect with other resources in the community.</p>	10
<p><u>Equity</u></p> <p>Does the program help the most vulnerable families exit homelessness? Does it address racial inequality? Does the program include people with lived experience in program design and implementation?</p> <p>Points:</p> <p>11-15: I fully believe the program will help the most vulnerable families, address racial inequality, and include people with lived experience.</p> <p>6-10: I somewhat believe the program will help vulnerable families, begin to address racial inequality, and get some feedback from people with lived experience.</p> <p>1-5: I am doubtful the program will be able to help the most vulnerable families, acknowledge and address racial inequality, or seek input from people with lived experience.</p> <p>0: I do not believe the program will address equity in Louisville's family homelessness system.</p>	15
<p><u>Budget</u></p> <p>Is the budget reasonable for the request and includes the necessary pieces to run an effective program?</p> <p>Points:</p> <p>8-10: I fully believe the budget is reasonable and has what is necessary to run an effective program.</p> <p>4-7: I somewhat believe the budget is reasonable and has what is necessary to run an effective program.</p> <p>1-3: I am doubtful that the budget is reasonable and it is missing necessary elements to run an effective program.</p> <p>0: I do not believe that the budget is adequate for the program.</p>	10